

COOK'S CORNER

DESIGN STANDARDS

SPRING 2024

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INTRODUCTION

These urban design standards will provide guidance and help identify priorities for public and private investment which will position Cook's Corner as a resilient and sustainable mixed-use district.

0.0 HELLO

FORWARD

The purpose of this document is to lay out a set of easily referenced urban design standards which will provide a framework of best practices to be implemented in future public and private development within the Cook's Corner District. The document will be made available as a tool for the public, private developers, and municipal review boards both as guidance for design as well as reference for the evaluation of current and proposed developments within the district. It will be a living document, to be updated as the Comprehensive Plan evolves.

MASTER PLAN

The Cook's Corner Commercial Corridor Revitalization Master Plan (CCCRMP), adopted in 2022, lays out a broad vision for the district as a more resilient commercial service center. The plan, crafted in partnership with the local public, business owners, and municipal and state leaders envisions a bicycle and pedestrian oriented, mixed-use district. This district will incorporate residential and commercial land uses within a connected urban framework.

With land and resources becoming more scarce, along with growing demand for housing and rising transportation and energy costs, the plan identifies numerous opportunities for retrofitting the current development pattern at Cook's Corner. The opportunities identified will allow Cook's Corner to adapt to the quickly changing needs and priorities of current and future residents and businesses. Some of the key recommendations of the plan include:

- **TRANSITION TO MORE MULTI-MODAL SPACES THAT PRIORITIZE**

BICYCLE, PUBLIC TRANSIT, AND PEDESTRIAN CONNECTIVITY

- **MODIFY EXISTING INFRASTRUCTURE TO READY SITES FOR DEVELOPMENT**
- **INCENTIVIZE LAND USES**
- **MANAGE TRAFFIC AND ACCESS**
- **INTRODUCE PLACEMAKING ELEMENTS**

The standards outlined in this document will serve as guidance for implementing the goals identified in the Master Plan. The standards are generally organized into four primary sections, each including a series of subsections designed to identify and describe individual components necessary to implement the vision laid out in the CCCRMP.

The document is designed to be easily referenced with each section focusing on a specific aspect of the built environment and subsections addressing individual components of the site, street, building, and landscape.

WHY DESIGN MATTERS

All public and private improvement projects at Cook's Corner should include consultancy of a qualified design professional such as a licensed architect, landscape architect, or other professional with formal training in design. It is imperative that professional designers are formally engaged throughout the planning, permitting, and implementation process in order to fulfill a cohesive vision rooted in a sense of place at Cook's Corner. Design involves gathering information and synthesizing solutions that harmonize social, environmental, and economic needs to create spaces with a unique identity. In short, good design should seek to balance function and aesthetics. Design at Cook's Corner is critical in creating spaces which are safe, functional, and engaging.



HOW TO USE THIS DOCUMENT

AN INDEXABLE DOCUMENT SUPPORTED WITH GRAPHICS

This document was designed for easy reference by organizing each set of standards into five sections:

- Site Design
- Streets & Public Space
- Building Design
- Landscape Design
- Appendix

Each section's standards are color coded and numerically ordered with associated subsections illustrating specific standards. The color and decimal system makes referencing specific standards easy and intelligible.

A sample diagram illustrates how each standard can work cohesively and in concert with other standards, and within differing contexts.

Additional imagery is included within each section, illustrating desired results as well as some examples of undesirable built conditions.

The flow chart at the right illustrates how readers can use the document to cite a specific standard.

1.0 Site Design

1.1 Building Massing

Appropriately siting buildings and improvements is a critical factor in setting the framework for an efficient and well-composed...

1.1.B Orientation

Orient buildings so that the longest portion of the building runs parallel with the street. When a...



Image Examples



Building Scale: These multi use buildings have commercial spaces on the first floor and residential spaces...

WHERE IS COOK'S CORNER?

DEFINING CHARACTER AND GEOGRAPHIC BOUNDS

The Cook's Corner District covers roughly 70 acres, stretching from the Jordan Ave and Bath Road intersection at the west to nearly 2-1/2 miles east to both sides of Medical Center Drive. To the north, the district is generally bounded by the Route 1 and Androscoggin River corridors. Gurnet Road serves as a central spine connecting south to Antietam Street. The Brunswick Naval Air Station, now known as Brunswick Landing, has been decommissioned and is currently undergoing redevelopment as a mixed-use district just outside of the Cook's Corner study area. It carries with it significant potential to recharge an aging commercial service center. Additionally, a number of major stakeholders, including General Dynamics and Mid Coast Hospital, occupy a substantial portion of the eastern Cook's Corner landscape.

Historically, the district is best known for and identified by the highly-prominent intersection of Bath and Gurnet Roads. Just a few hundred feet from the Route 1 corridor, the Bath and Gurnet intersection is tasked with handling consistently high traffic volumes and has, over time, come to adopt a highly auto-centric land use and transportation pattern. It is the resulting built environment characterized by significant surface parking, large and numerous driveway entrances, commercial architecture, and a general lack of bicycle and pedestrian facilities, that has led to severe conditions for non-motorists. However, the district is vast and includes numerous opportunities for further

infill development, street and pedestrian connections, beautification of public spaces, and retrofitting of existing commercial sites for better functionality, safety, and aesthetic value.

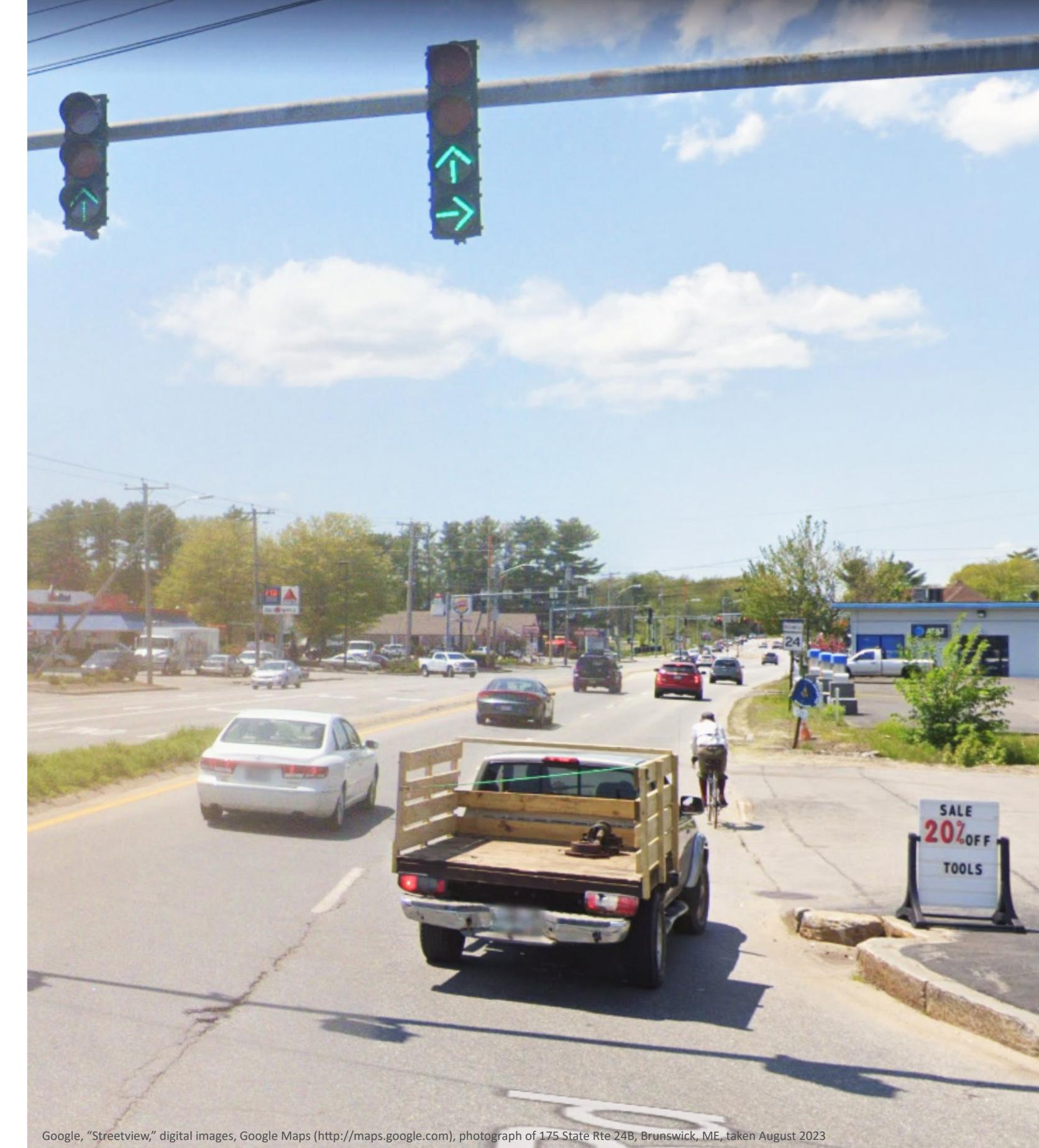
HISTORY

The first in-line commercial sites were developed with the advent of Sears in the mid 1960's, at a time when the automobile and associated road and highway-building dominated the US landscape. Bath and Gurnet Roads were widened significantly with additional lanes and associated Right-of-Way to accommodate the projected traffic volumes. Large seas of surface parking were installed prominently between buildings and roadways, as well. The ensuing land use pattern resulted in individual businesses and homes being set further apart, thereby reinforcing a decidedly auto-dependent framework.

OPPORTUNITIES

The geographic epicenter of Cook's Corner serves as a nexus point between the thriving historic Downtown Brunswick District and the bustling Bowdoin Campus just a few miles to the west, with Downtown Bath and Bath Iron Works, another major employer, to the east.

Just outside the district itself, Brunswick Landing is poised for continued residential and commercial growth which, with the proper design of adequate streets and bicycle and pedestrian facilities, will help connect and reinvigorate the commercial center. Additionally, future infill housing will help activate local businesses and reduce daily vehicle trips, reducing congestion, if adequate bicycle, public transit, and pedestrian facilities can be implemented. Individual commercial site design should seek to reduce the impact of vehicles and prioritize pedestrian connectivity and safety.



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 175 State Rte 24B, Brunswick, ME, taken August 2023

A view along Bath Road highlights the challenges posed to motorists, pedestrians, and businesses vying for space within the Right-of-Way.

STUDY AREA



1.0

SITE DESIGN

The individual site is the most basic building block of the district. Each site should seek to promote and express its unique sense of place at Cook's Corner through careful consideration of context and connectivity, utilization of pedestrian and vehicular space, and integration with the public realm.

1.0 SITE DESIGN

OBJECTIVES

Site design at Cook's Corner shall seek to balance the needs of private development with the goals laid out in the Cook's Corner Commercial Corridor Revitalization Plan. This section illustrates the desired conditions and best practices for site design with the goals of creating a safe, walkable, and sustainable urban fabric at Cook's Corner.

The overarching objectives of the standards in this section are to promote coordinated site design that seeks to efficiently utilize land and resources while fostering an attractive, and aesthetically cohesive street frontage and public spaces. The specific standards in this section deal with six primary components of a typical site plan. While individual site plans will need to respond to varied programs and constraints, the standards outlined here shall be applied to the fullest extent possible. In general, site development at Cooks Corner should include consultancy of a fully integrated design team.

STANDARDS

- 1.1 BUILDING MASSING
- 1.2 VEHICULAR FLOW
- 1.3 PEDESTRIAN & CYCLIST FLOW
- 1.4 PLACEMAKING
- 1.5 STORAGE & UTILITIES
- 1.6 SUSTAINABILITY

SEE SECTION 4.0 FOR LANDSCAPING STANDARDS



1.1 BUILDING MASSING

Appropriately siting buildings and improvements is a critical factor in setting the framework for an efficient and well-composed site. Building location and orientation shall generally seek to reinforce the street wall with buildings sited to run parallel with and in relative proximity to the street edge. Generally, buildings shall promote a sense of engagement both with the street as well as functionality with the internal site through careful location of doors and windows in coordination with location and alignment of parking, sidewalks, and other site elements.

A **Mixed Use** - Mixed use buildings are vital building blocks of lively commercial districts. They are strongly encouraged throughout the Cook's Corner District. Commercial and retail spaces shall be located on the ground floor with upper floors being occupied by office and/or residential uses. In order to encourage development of mixed use buildings the Planning Board may consider exceptions to the dimensional standards such as increases in height limitations, especially where projects incorporate affordable housing.

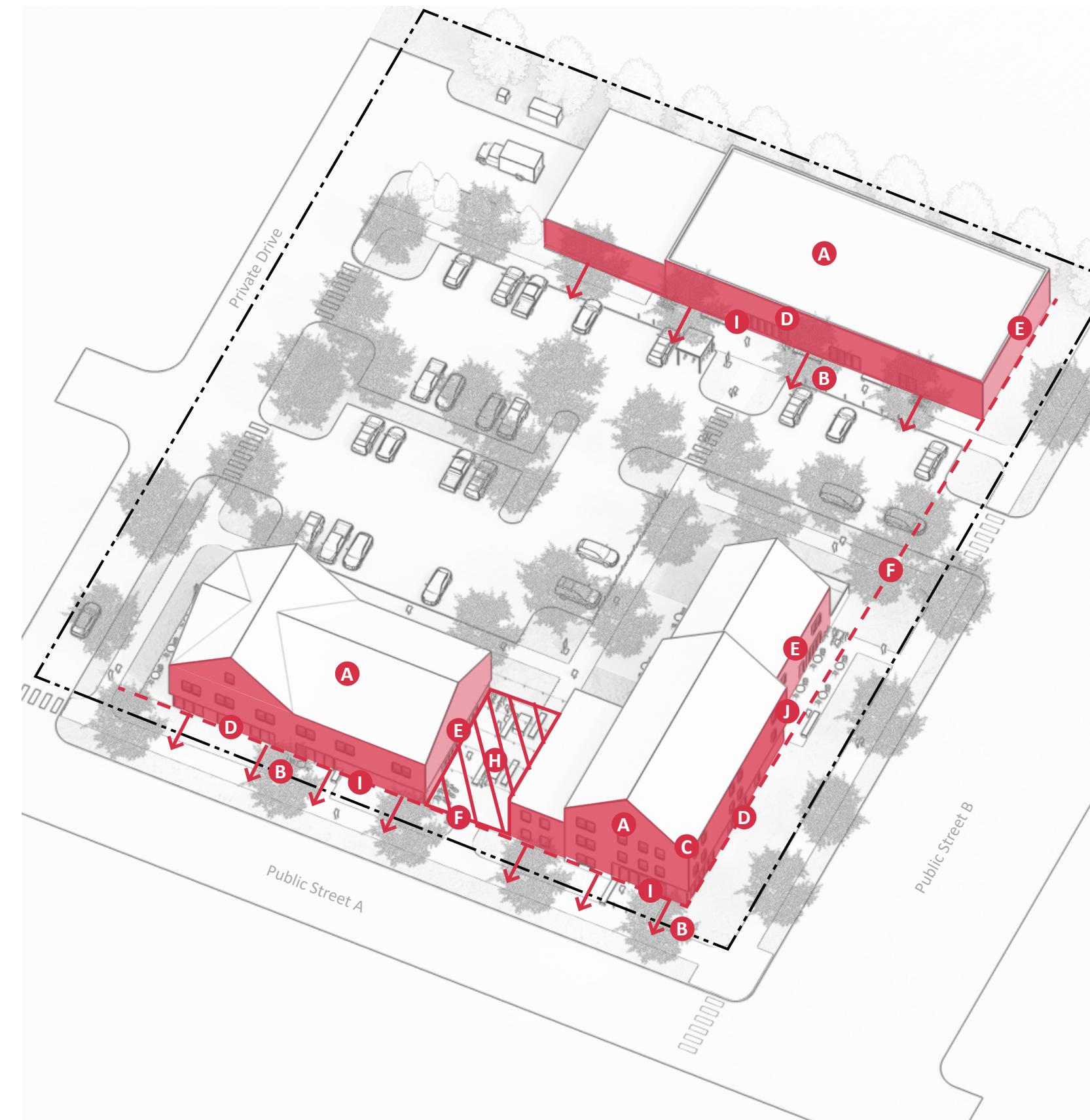
B **Orientation** - Careful consideration shall be given to the orientation of buildings and the spaces created between buildings and along their facades. Buildings shall generally be oriented with the longest portion running parallel to the street. Other important factors dictating orientation shall include solar gain and roof-mounted solar arrays, neither of which should override alignment with the street. In the latter case, roof forms are encouraged to be designed to respond to best solar orientation.

C **Reinforce Corners** - Buildings shall be located and oriented to one another to emphasize street corners. Corner articulation may include a variation in roof form, specially built elements like a tower, or variation in the facade and/or ground plane to encourage pedestrian activity, like a recess with entranceway and canopy.

D **Primary Facade** - Primary facades are generally the public side of the building where main entries and other fenestration is concentrated. The job of the primary facade is to support a sense of visual consistency and scale toward the street.

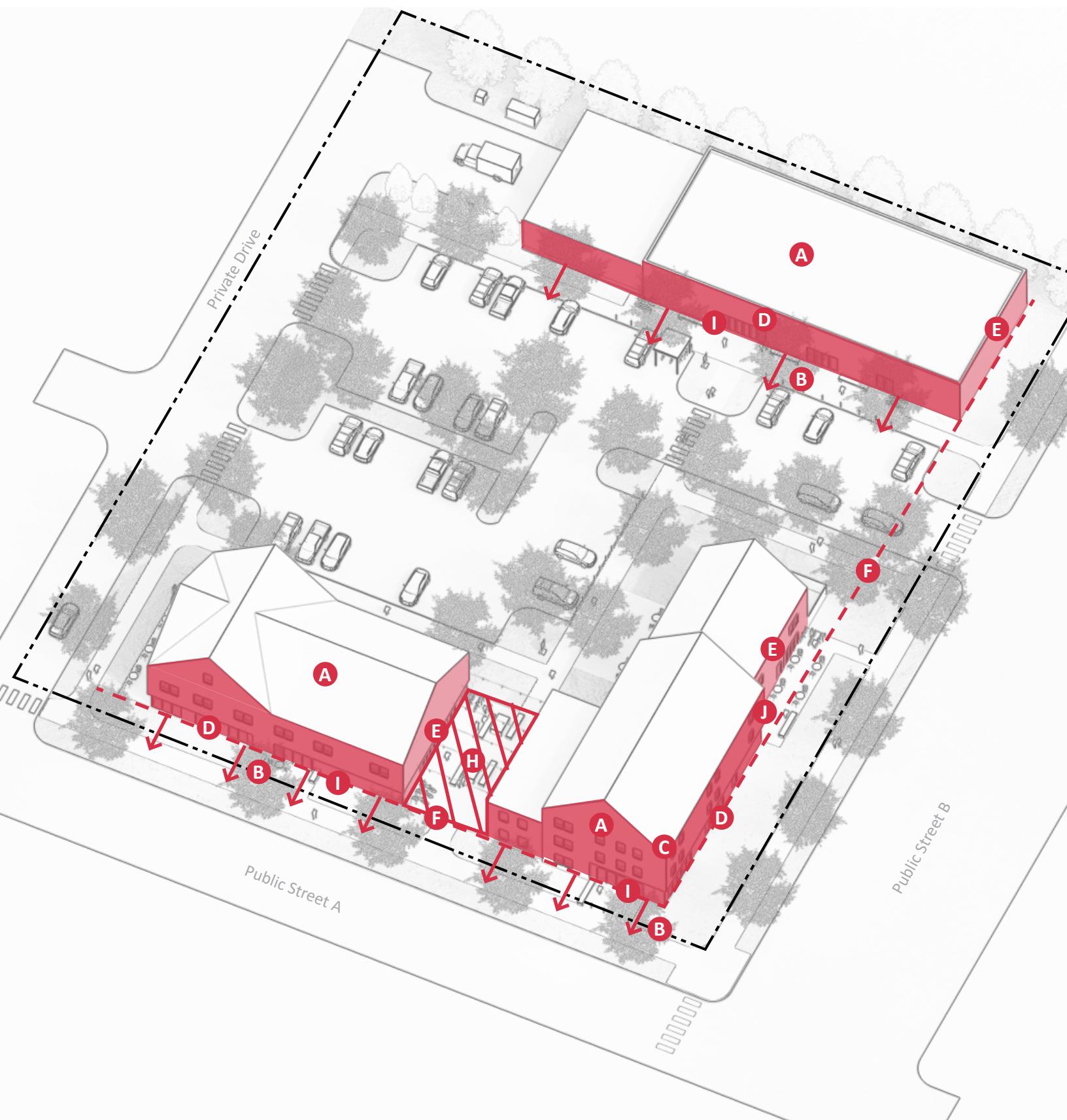
E **Secondary Facade** - Secondary facades generally occur on the side or interior facing side of the building. Secondary frontages may also be recessive volumes or additions which allocate and help define outdoor spaces to offer opportunities for placemaking.

F **Street Wall/Build-To Line** - Buildings shall be oriented to create and reinforce a sense of continuous facade or 'street wall' effect along public streets and frontages. A street wall helps provide a sense of scale to the street and encourage pedestrian activity and sense of place. The Street Wall or Build To Line shall generally coincide with the front setback. A minimum of 75% of any buildings frontage shall be located within 5' of the front setback. For sites with multiple buildings without street frontage, the front facade shall be the portion of the building facing the adjacent parking or common space. Where new buildings are proposed adjacent to future building envelopes the applicant or design team shall consider future adjacent build out conditions to support these standards.



1.1 BUILDING MASSING CONTINUED

- G** **Scale and Hierarchy** - A hierarchy of building use and intensity shall be established on sites with more than one building or use. Mixed-Use and Multi-Unit Residential Buildings with footprints 10,000sf or less shall generally be located closest to the street with lower height and less intense use buildings to the rear.
- H** **Nesting** - Where two or more buildings are proposed on a site, special attention shall be paid to how the buildings relate to one another. These spaces between buildings shall be suitably apportioned to support outdoor activities such as dining, cafe, or small social gathering space.
- I** **Entryway Alignment and Location** - At least one functional building entrance shall be located on both the primary and secondary facades. Entrance ways shall be highly visible and located to align with and terminate pedestrian walkways where possible.
- J** **Scale and Articulation** - Buildings shall generally not exceed 100' in length. Where buildings must exceed 100' in length the facade of the building shall recess or project a minimum of 2' for every 25' in length beyond 100'. The goal of this standard is to reduce the scale of large, unbroken facades and promote a sense of rhythm and cadence along street frontages. **Scale and Hierarchy** - A hierarchy of building use and intensity shall be established on sites with more than one building





Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 11277 S. Kestrel Rise Rd, South Jordan, UT, taken August 2022

Facade Orientation: The primary facade faces the street to create a clear street wall effect.

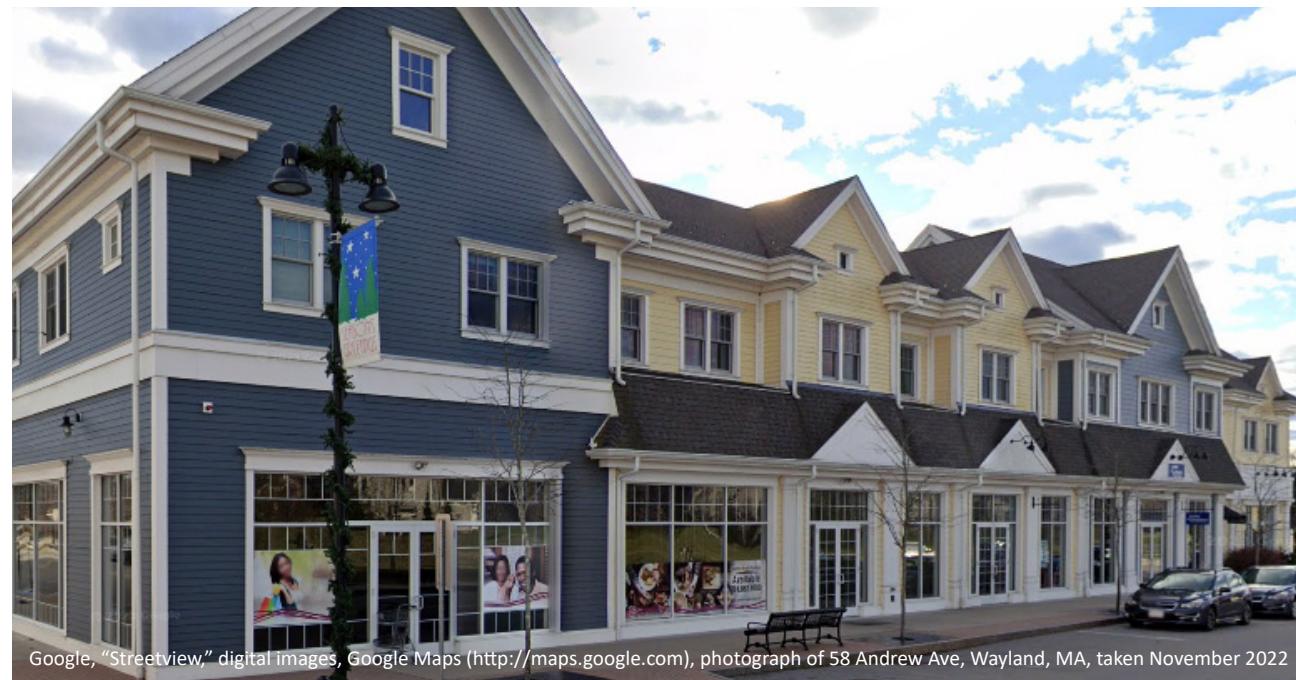
Location: Daybreak, South Jordan, Utah



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 177 Kentlands Blvd, Gaithersburg, MD, taken November 2022

Reinforce Corners: This business is oriented on the corner of this intersection. Additionally, there is gathering space at the front of the building, which further reinforces the corner.

Location: Kentlands, Maryland



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 58 Andrew Ave, Wayland, MA, taken November 2022

Building Scale: These multi use buildings have commercial spaces on the first floor and residential spaces on the upper levels. The primary facade fronts along the street and parking is located behind the building, or on the street.

Location: Wayland Town Center, Massachusetts



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 11244 S. Kestrel Rise Rd, South Jordan, UT, taken August 2022

Entranceway: These building entrances are clearly visible and together with the composition of materials and site elements creates an engaging pedestrian environment encouraging customers and residents to walk and cycle to their destination.

Location: Daybreak, South Jordan, Utah

1.2 VEHICLE FLOW

Vehicle traffic patterns can have a great impact on the functionality and long term sustainability of a site. On a larger scale, traffic patterns can impact the developable site area and lead to land use patterns which can either promote connected communities or create barriers to access. These barriers result in disruptions to efficient and safe vehicular and pedestrian movements. This section lays out several specific standards which shall be implemented on every site plan, regardless of use or scale of development. Site planners shall demonstrate conformance to these standards, if necessary by means of vehicle movement analysis (turning templates). Vehicular circulation shall be simple, efficient, intelligible to motorists and pedestrians and designed to minimize conflicts and overall impervious site coverage.

- A** **Layout** - Parking shall generally be located to the rear or side of buildings and designed in coordination with and connect to adjacent sites.
- B** **Geometry** - Driveway aisles shall be designed to the minimum practicable width, typically 18-24'. Corner radii and centerline curves shall be designed to the smallest practicable dimension, typically no greater than 20' corner radius for driveways connecting to primary access ways and roads and no greater than 10' for internal circulation. The purpose of utilizing the most constrictive geometry possible is to reduce vehicles speeds to enhance pedestrian and cyclist safety while permitting reasonable service and emergency vehicle maneuvering.
- C** **Shared Access** - Considerations for adjacent development sites and traffic flow patterns shall be carefully

considered. Driveways, particularly accessing public Rights-of-Way shall be located to provide shared access, thereby minimizing disruption to the streetscape, gaining efficiency in site development cost, reducing impervious surfacing, and minimizing potential vehicular and pedestrian conflicts. Design team or applicant shall demonstrate compatibility with adjacent development sites based on these design standards.

- D** **Buffer & Street Wall** - Edge of parking shall not be located closer to the street than the nearest edge of building (see street wall, Section 1.1) and in circumstances where parking is directly adjacent to the street a minimum 10' buffer shall be provided which should include dense planting and/or low wall or fencing to obscure and separate parking from the street.
- E** **Landscape Coverage** - A minimum of 15% of the parking area, as measured from the outermost curb line shall be planted with native trees, shrubs, and perennials. See Planting Section 4.0 for additional requirements. Submissions may be subject to planning board and staff approval.
- F** **Surface Treatment** - Parking lot designs shall seek to limit impervious coverage to the greatest extent possible. Up to 5% of the Landscape Coverage ratio may be reduced in exchange for pervious, ADA-acceptable alternative paving treatments. Pedestrian and bicycle parking areas are encouraged to be paved with contrasting materials to help provide definition between pedestrian and vehicular zones.



1.2 VEHICLE FLOW CONTINUED

G **Building Separation** - Edge of parking ('curb line') may not be less than 10' from the face of proposed building. Space between the building and edge of parking shall be sufficiently planted to satisfy Section 1.5 and 4.0 of this document.





Image Credit: Aceto Landscape Architects

Landscape Coverage: Planting in the medians make for a safe, slower parking lot that breaks up swaths of pavement.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

Surface Treatment: Parking stalls in this lot are paved with permeable pavers, reducing the impervious coverage of the entire parking lot area.

Location: The Downs, Scarborough, Maine



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 177 Kentlands Blvd, Gaithersburg, MD, taken November 2022

Layout: The parking lot for this business is located to the side of the building, which allows the facade of the business to front along the pedestrian walkway and road.

Location: Kentlands, Maryland



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 11252 S. Kestrel Rise Rd, South Jordan, UT, taken August 2022

Shared Access: The driveway in this view is shared between both uses to access parking in the rear. Creative paving treatment and incorporation of pedestrian-scale elements such as bollards, seating, canopies, and signage make this access lane much more than just a driveway.

Location: Daybreak, South Jordan, Utah

1.3 PEDESTRIAN AND CYCLIST FLOW

The pedestrian and cyclist framework shall establish clear, safe, and efficient connections between streets and public spaces, buildings, and adjacent sites. A well designed pedestrian and cyclist framework shall support efficient site planning and eliminate the need for excessive parking, curb cuts, and impervious surfacing by encouraging alternative and active transportation and 'park once' mentality.

A **Connectivity & Layout** - Parking lot geometry affects pedestrian and cyclist safety. All care shall be taken to reduce curb cuts, narrow drive lanes, and reduce corner radii to inhibit excessive vehicle speeds and minimize conflicts. Pedestrian circulation shall be laid out to maximize efficiency of movement, connecting all building entrances and parking areas. A clear hierarchy of connections shall create easily intelligible links between uses, sites, and parking areas.

B **Alignments** - Where possible, sidewalks shall be laid out in straight, efficient alignments. Crosswalks shall cross drive aisles perpendicularly, or the shortest distance possible and sidewalks shall align from one side of the crossing to the other.

C **Separation** - Vehicular and pedestrian areas shall be separated by a physical element such as curbing, bollards, trees, or other elements. Creative alternatives are encouraged, which may create adequate separation while also providing an amenity and/or enhancing access such as inclusion of benches, bollards, trees or other elements.

D **Refuge Zones** - For parking lots and sites where a the furthest parking space is 300' or more from the associated building entrance, and/or pedestrians may be required to cross more than one driveway or road, a refuge zone shall be incorporated. Refuge zones shall include pavement at least 6' in width and separated from parking/ road on both sides with planting areas by a minimum of 5'. Where pedestrian circulation crosses vehicular circulation, crossing distance shall be minimized to the greatest extent possible.

E **Parking Lot Efficiency** - Driveway aisles and stalls should be designed to the minimum necessary width, typically 18-24' driveway aisles and 9'x18' standard parking stalls. Provisions for compact and electric vehicles shall be included to further reduce overall parking footprint. Vehicle maneuvering (turning template) exhibits may be required to be provided with site plan applications to illustrate efficiency of layout.

F **Universal Access** - Sidewalks, parking lots, plazas, and other paved common areas shall be designed to prioritize universal access. Sidewalks shall be designed to accommodate all users with curb ramps or curb-less conditions with alternative treatments integrated into the design where feasible.

G **Materials** - A change of paving materials shall be provided to further delineate vehicular and pedestrian/ cyclist zones. Paving may consist of unit pavers, concrete or bituminous paving, or change of color or tone to help delineate spaces.



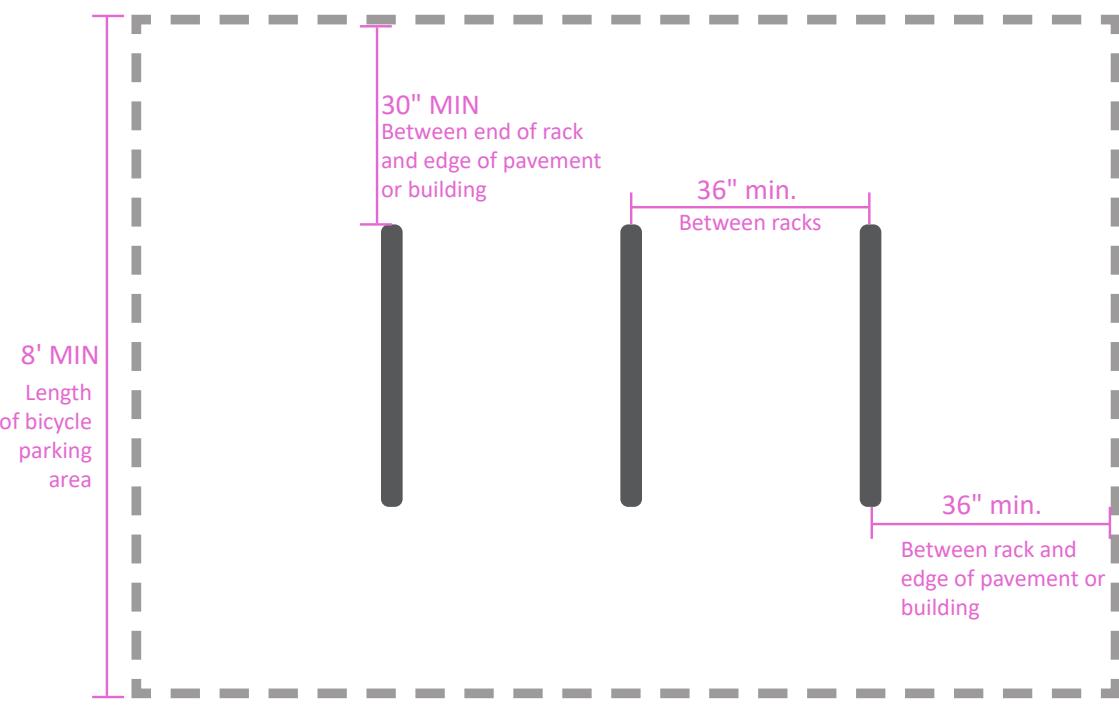
1.3 PEDESTRIAN AND CYCLIST FLOW CONTINUED

H **Bicycle Parking & Storage** - Bicycle parking is recommended to be placed proximate to building entrances where feasible. Additional bicycle racks are encouraged at secondary entries where feasible. Covered bicycle parking is strongly encouraged for multi-family and mixed-use sites. A minimum of 1 bicycle parking space shall be provided for every bedroom for residential units and 1 space for every 1,000 sf of commercial space, with a minimum of 2 spaces. One bicycle parking spot per every 10 shall be for utility bicycle parking. Acceptable bicycle parking racks shall be "U" shaped or post and ring form, provide at least two points of contact for the bicycle, and allow wheels to remain flat on the ground. Surface or embedded mounting is strongly recommended.



Image Credit: Aceto Landscape Architects

This rack is a sturdy and economical design which provides two parking spaces for every rack—a suitable solution for most applications in Cook's Corner.



Acceptable bike rack layout.





Image Credit: Aceto Landscape Architects

Materials: In this parking lot, a material change indicates a change of use and provides visual interest. The curb cut also allows for ease of access by all.

Location: Rock Row, Westbrook, Maine

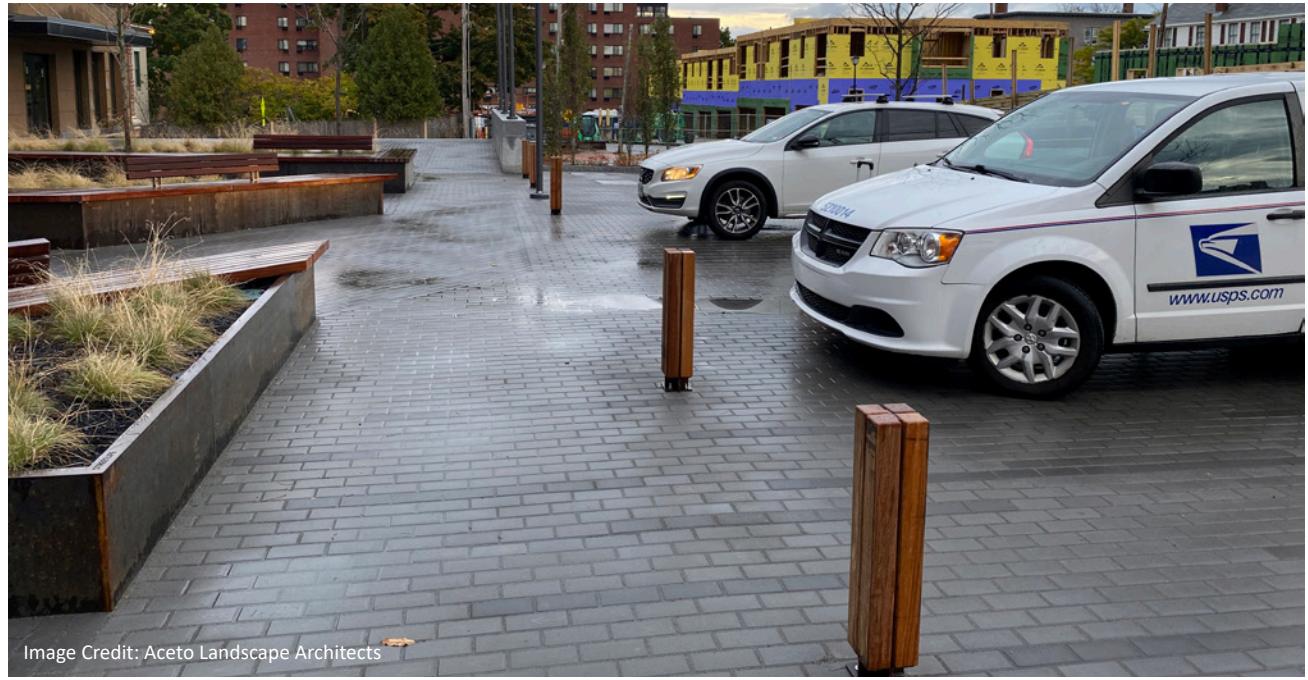
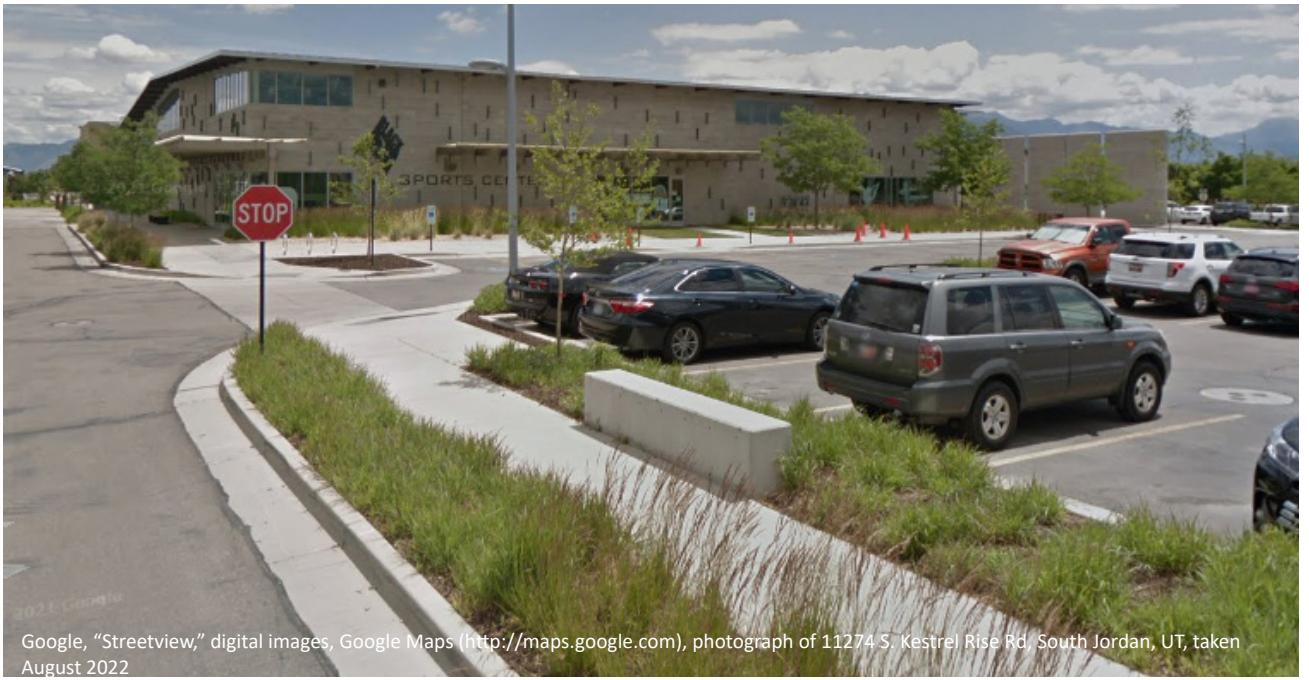


Image Credit: Aceto Landscape Architects

Universal Access: This pedestrian pathway is universally accessible. The transition from the asphalt material to concrete, to striped crosswalk is all curb-less. The change in material also clearly designates the area as a pedestrian space. The textured strip also indicates the change in space. The circulation could be improved by realigning the vehicle access.

Location: The Nightingale, Portland, Maine



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 11274 S. Kestrel Rise Rd, South Jordan, UT, taken August 2022

Alignment: Sidewalks and crosswalks are aligned to allow for an ease of pedestrian access, which creates predictable pedestrian pattern for cars to anticipate.

Location: Daybreak, South Jordan, Utah

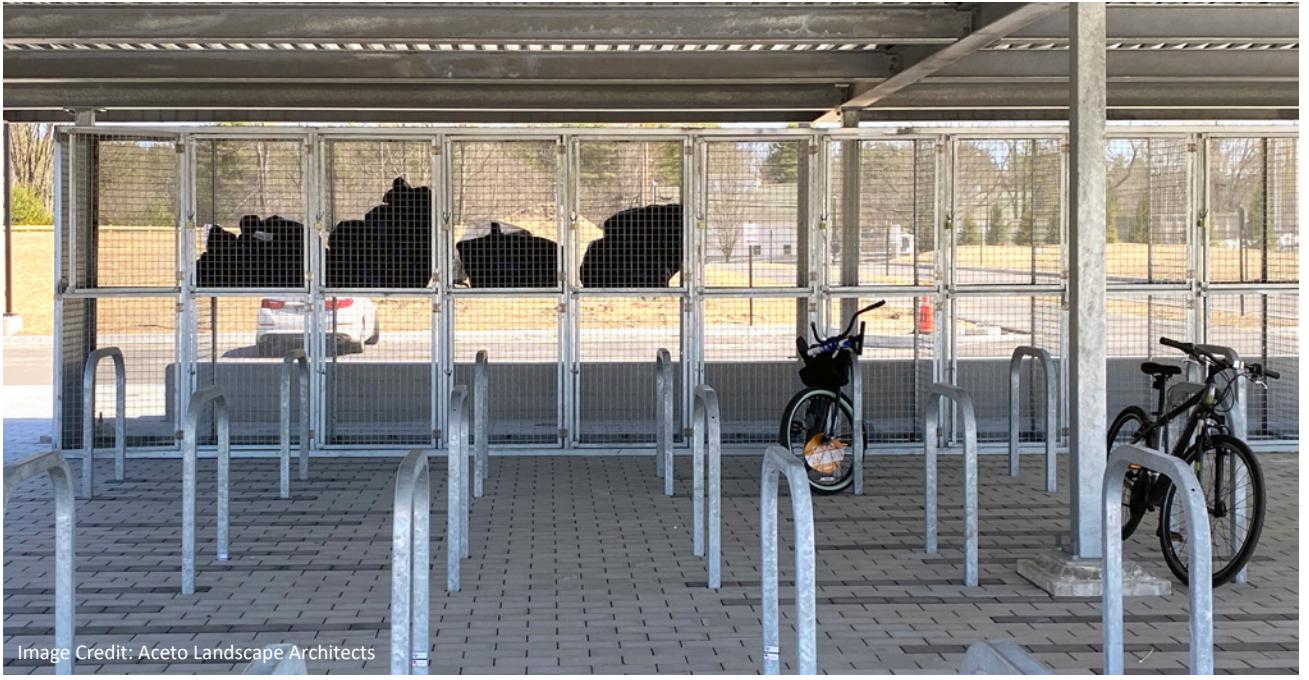


Image Credit: Aceto Landscape Architects

Bicycle Parking and Storage: The layout pictured above provides more than 30 bicycle parking space.

Location: Homeless Services Center, Portland, Maine



Image Credit: Randall Arendt

Reguge Zone and Separation: A wide, concrete sidewalk connects one end of this parking lot to the buildings entrance. Paving materials and planting clear delineation of pedestrian and vehicular spaces.



Image Credit: Randall Arendt

Connectivity and Layout: This sidewalk creates a clear and safe passageway through the busy parking lot directly to the building entrance.

1.4 PLACEMAKING

Placemaking is the process of creating memorable spaces which promote social and economic vitality through a combination of architectural and landscape design elements which express a sense of place. Placemaking is critical in promoting the identity of a place or business through design, without relying on excessive signage and promotion.

A Connectivity & Orientation - Connection between pedestrian zones shall be easily identifiable. Pathways shall be obvious, providing safe passage between buildings, along streets, and through parking lots. The goal is to create clear connections between entrance ways and gathering spaces. Walkways and paths shall be laid out in an efficient manner with careful consideration for the creation of direct connections between arrival spaces, such as parking lots and driveways with building entrances and outdoor gathering spaces. Building entrances shall be readily visible from parking lots, driveways, and/or streets.

B Entrances and Activity Zones - Entrances and activity zones shall be enticing, comfortable spaces that are activated with seating, signage, and planting. Each building entrance shall identify and dedicate a minimum of 100sf to specialized site treatment, which may include a specialized paving treatment such as brick, concrete, or stone, plantings, seating, lighting or other treatments. The design team shall demonstrate how proposed site treatments help support a celebrated arrival experience.

C Seating and Furnishings - Inviting furniture shall be placed strategically along pedestrian routes, at entrances, and in plazas. Comfortable seating material like wood is preferred over stone and metal seating. Other site furnishing like lighting, trash receptacles, bicycle racks, and planters shall be aesthetically cohesive and also placed strategically within sites and along pedestrian routes.

D Materials and Finishes - Materials shall be chosen with aesthetic and function, as well as cohesion, in mind. A change in material from parking, utility, and circulation areas can help indicate places where people are encouraged to stay and spend time.

E Planting - Planting areas shall not only function as aesthetically pleasing areas and provide a beautiful backdrop or focal point, but shall also work to create a comfortable environment for people to spend time in. Sufficient use of planting can help temperatures stay cooler in these places. Well-planned spaces will have planting at all levels: low to the ground cover, mid level shrubs and grasses, and, where possible, trees overhead. Native plant species are preferred, and can provide year round interest. See chapter 4.0, Landscape Design, for more information.



1.4 PLACEMAKING CONTINUED

- F** **Theme and Signage** - A sense of cohesion and identity shall be present and consistent throughout. Signage shall be prominently located with a hierarchy demonstrably established to guide users from initial arrival to building entrances and throughout the site, as needed. This theme makes a place identifiable and connects it to the community in which it is situated. It can reference community history, which further ties the place to the community.
- G** **Event Lighting** - Active spaces shall include considerations for access to outdoor electrical outlets for seasonal lighting and decoration purposes as well as for events and pop-up events and community functions.





Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 11252 S. Kestrel Rise Rd, South Jordan, UT, taken August 2022

Planting: The ground cover, shrubs and grasses, and tall trees all present here create an effective plant and aesthetically pleasing palette that supports the value of this site.

Location: Daybreak, South Jordan, Utah



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 700 Center Point Way, Gaithersburg, MD, taken November 2022

Entrances: The entrance to this business is activated with proximate, stylish seating, tasteful planting, lighting, and a change in pavement to indicate a change of use and place.

Location: Kentlands, Maryland



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 1448 VA-20, Charlottesville, VA, taken July 2023

Theme and Signage: The signage for this mixed use building matches the facade of the building, supporting the overall theme of the development.

Location: Charlottesville, Virginia



Image Credit: Aceto Landscape Architects

Materials and Finishes: The materials in this commercial courtyard project the same sense of welcoming warmth with their coordinated tones and finish. Ample seating provide pedestrians numerous opportunities to stop and stay a while.

Location: The Nightingale, Portland, Maine



Image Credit: ACeto Landscape Architects

Materials and Finishes: A simple composition of seating, paving, planting, and furnishings creates a sense of identity. Simple accessory structures can be used as landmarks and help augment sense of place.

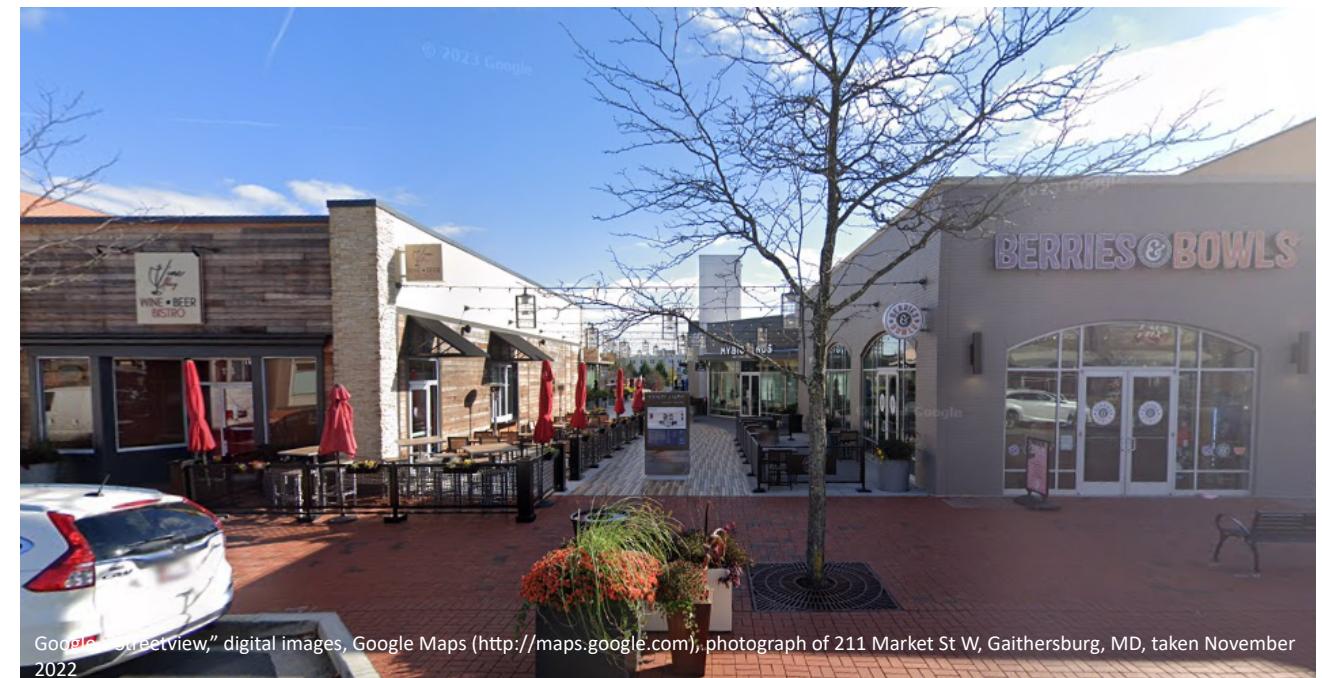
Location: The Downs, Scarborough, Maine



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 155 Main St, King of Prussia, PA, taken June 2022

Activity Zones: Outdoor spaces should express the spirit of the place at all times through the careful selection of materials, forms, and patterns in the landscape. Ample seating, plantings, and architectural elements create a place worth visiting more than once.

Location: Town Center, King of Prussia, Pennsylvania



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 211 Market St W, Gaithersburg, MD, taken November 2022

Activity Zones: With careful planning, buildings can be arranged on a site to create special places for gathering. These 'in-between' places create a sense of identity for the district and provide a valuable amenity for residents and businesses.

Location: Kentlands, Maryland



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 11254 S. Kestrel Rise Rd, South Jordan, UT, taken August 2022

Activity Zones: An art installation enhances the public space in the plaza outside this business.

Location: Daybreak, South Jordan, Utah



Image Credit: Aceto Landscape Architects

This simple composition of granite blocks provides along the edge of a large, constructed wetland provides an informal place to stop and rest, socialize, or play.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

This courtyard includes large built-in picnic tables situated among shade trees with a patterned ground plane.

Location: Homeless Services Center, Portland, ME



Image Credit: Aceto Landscape Architects

Wood and steel benches are situated among a mass of tall grasses between homes.

Location: The Downs, Scarborough, ME



Image Credit: Aceto Landscape Architects

A practical material selection suits this board-form concrete bench in the Innovation District at The Downs, Scarborough.

1.5 STORAGE & UTILITIES

Storage and utility areas are necessary aspects of public development, and when properly designed can be camouflaged into the architecture and landscape. These utility spaces shall be effectively screened so that public spaces are the main focus, accessible as needed for maintenance activities, and when possible, located out of the public view in general.

- A** **Circulation** - Utility areas that require vehicle access shall have their own circulation areas that are separate from public vehicle circulation. Similarly, public pedestrian access to storage and utility areas shall be limited.
- B** **Loading Docks** - Loading docks shall be located to the side of or behind the primary face of the building. In addition, they shall be screened from public areas with planting or fencing.
- C** **Transformer Pad** - When possible, transformer pads shall be located out of public view to the greatest extent possible. Transformers shall be screened with planting, as well, but still accessible for maintenance purposes.
- D** **Generator Pad** - Generator pads shall be located out of public view and not along the primary face of the building. As with other utility equipment, generator pads shall not be located on the primary face of the building, and shall be screened with fences or planting.
- E** **HVAC Equipment** - HVAC equipment shall be located out of public view and not on the primary face of the building, when possible. As with other maintenance equipment, HVAC

appliances shall be screened with planting or fencing, but still accessible for maintenance.

F **Screening Standards** - Utility areas shall be well screened from public view. Fences and planting are acceptable forms of screening. Fences shall be low contrast and blend into the architecture. Wood or plastic are acceptable materials for screening when possible. Ornamental grasses work well for screening transformer pads.

G **Waste and Recycling** - Utility areas shall include adequate space for not only waste, but also recycling and composting to reduce overall contributions to landfills.





Image Credit: Aceto Landscape Architects

Screening Fence: This black painted fence, and surrounding planting, provide effective screening for the dumpster in this parking lot.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

Screening Plants: These transformers are located along a pedestrian walkway at the side of two buildings and are well screened by ornamental grasses.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

Transformer Pad: This transformer pad is located away from the primary face of the building it serves. It is well screened with planting, but still accessible when necessary.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

Screening: The utilities located to the side of this building are screened with fencing and planting.

Location: The Downs, Scarborough, Maine

1.6 SUSTAINABILITY

The future development at Cook's Corner provides the opportunity for sustainable practices to be followed and maintained. A primary goal of these standards is to promote designs which respond appropriately to the surrounding environment.. Many, if not all, of the following standards can be applied to each of the previous standards discussed in earlier portions of this document.

- (A) Stormwater Management** - Sustainable stormwater management practices focus on improving water quality and reducing runoff. These goals can be achieved through increased use of planted areas like rain gardens and bioswales, the use of permeable pavement, rainwater collection, and green roofs. The incorporation of subsurface and point-source treatment solutions is encouraged in order to provide optimal site layout. Design should be carried out with consultancy of a Landscape Architect.
- (B) Pervious Surfaces** - Where possible, paved surfaces shall be pervious. These areas allow rainwater and other runoff to infiltrate into a stormwater storage system or back into the groundwater table, and help prevent runoff further in the landscape.
- (C) Transportation** - New mixed use development shall be prioritized on sites located within 1/4 mile of transit stops. Additional off-street parking waivers shall be considered on these sites with the goal of reducing parking ratios and impervious surfaces.
- (D) Heat Island Mitigation** - The heat island effect occurs when an abundance of hard surfaces, particularly bituminous paving and dark colored roofing, exist

in an area without green spaces. This abundance results in the overall temperature of that area being higher than surrounding areas. The best way to mitigate this effect is to introduce more planted areas. The presence of vegetation can cool air temperatures through evapotranspiration. Trees also help cool temperatures by shading these dark, hot surfaces.

- (E) Energy (Solar)** - Buildings shall be oriented to take greatest advantage of rooftop solar energy--roof form design is encouraged to respond to efficient solar orientation.
- (F) Building Orientation (Passive Solar)** - The orientation of buildings can impact energy use. When buildings are oriented correctly, exposure to the sun in winter can help heat the building, and lack of exposure in the summer can limit use of air-conditioning, overall limiting the amount of energy needed to cool or heat a building. In addition, consideration should be given to equitable distribution of light and ventilation, in particular where buildings are a double-loaded configuration with units on both sides. In the latter instance a generally north-south orientation is preferred.
- (G) Electric Vehicle Charging Stations** - EV charging stations and/or EV ready infrastructure, i.e. conduits, shall be installed for 10% of all new parking lots. EV readiness is an important consideration for meeting sustainability goals in Brunswick. Dual port chargers are highly encouraged to be placed between parking stalls and all chargers shall be universally accessible. Charging stations shall be placed in a minimum of 18" band of crushed stone or other ground cover or paving material.

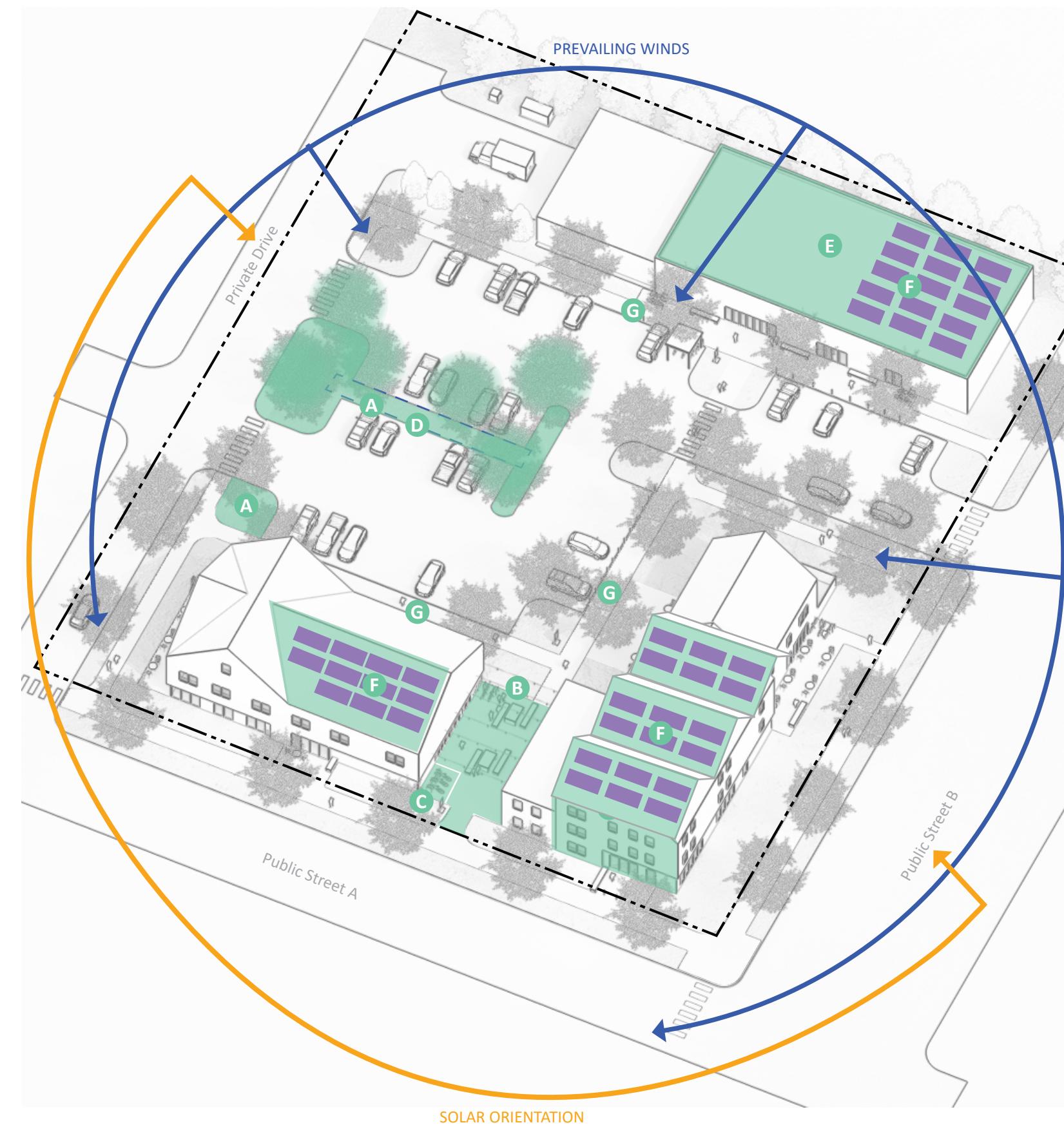




Image Credit: Aceto Landscape Architects

Stormwater Management: The bioretention area featured on this property helps collect rain water and catches runoff from the parking lot beyond, while also providing an attractive amenity for local residents and business patrons.

Location: The Downs, Scarborough, Maine

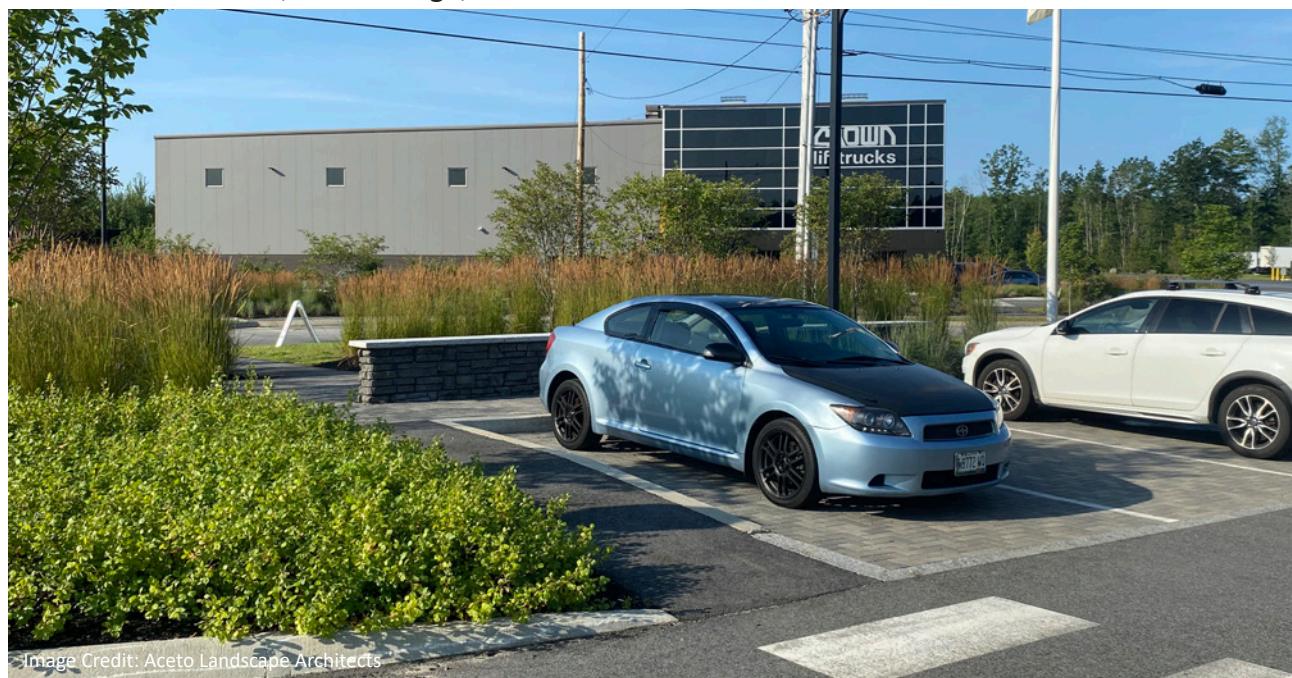


Image Credit: Aceto Landscape Architects

Pervious Surfaces: Pervious paving like these pavers in the parking lot pictured above help to limit runoff by allowing water to infiltrate directly.

Location: The Downs, Scarborough, Maine



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of Microsoft Vision Parking Lot, Fargo, ND, taken August 2021

Stormwater Treatment: These planted islands mimic the native prairie landscape and provide stormwater detention and treatment for the expansive parking lot.

Location: Microsoft, Fargo, North Dakota



Image Credit: Aceto Landscape Architects

Heat Island Mitigation: The heat island effect of this parking lot is mitigated by the planted islands present here. The effect will be further mitigated as the trees continue to grow and create more shade.

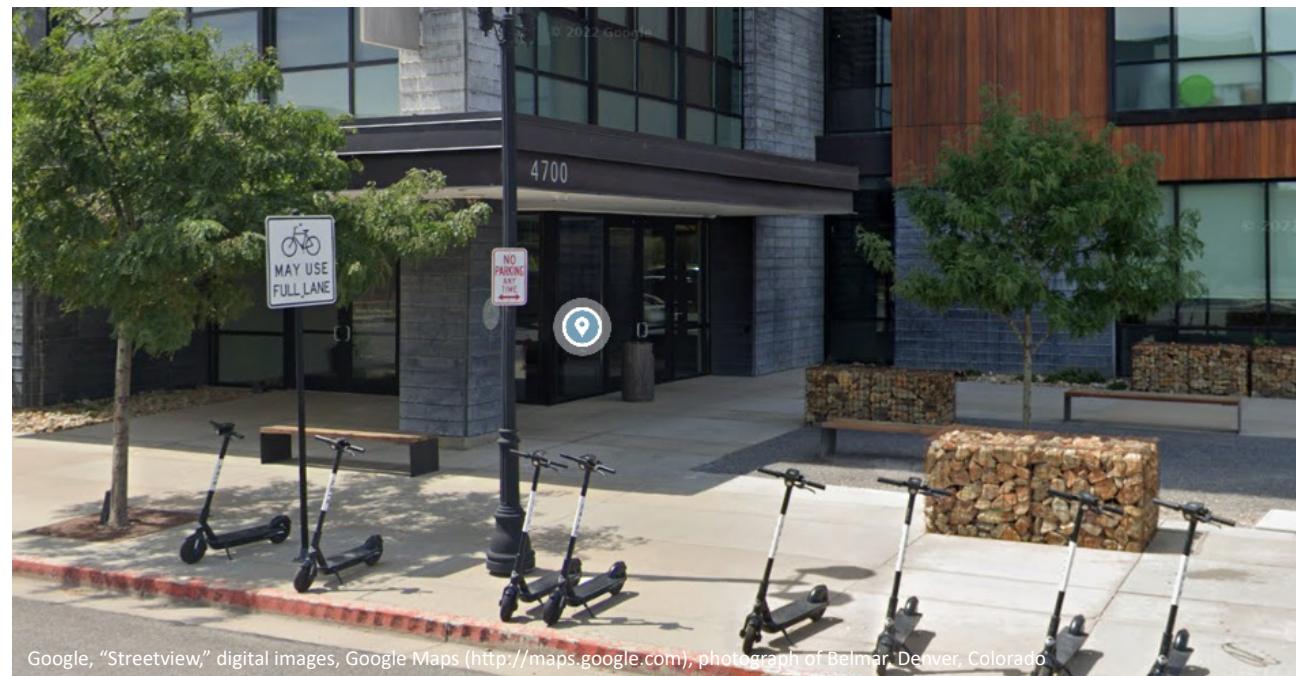
Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

Electric Vehicle Charging Stations: Placing vehicle charging stations within traditional parking lots aids in the accessibility of electric cars.

Location: The Downs, Scarborough, Maine



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of Belmar, Denver, Colorado

Space for Alternatives: Creating space for scooter-shares or other alternative forms of transit is easy when spaces are designed with the pedestrian in mind.

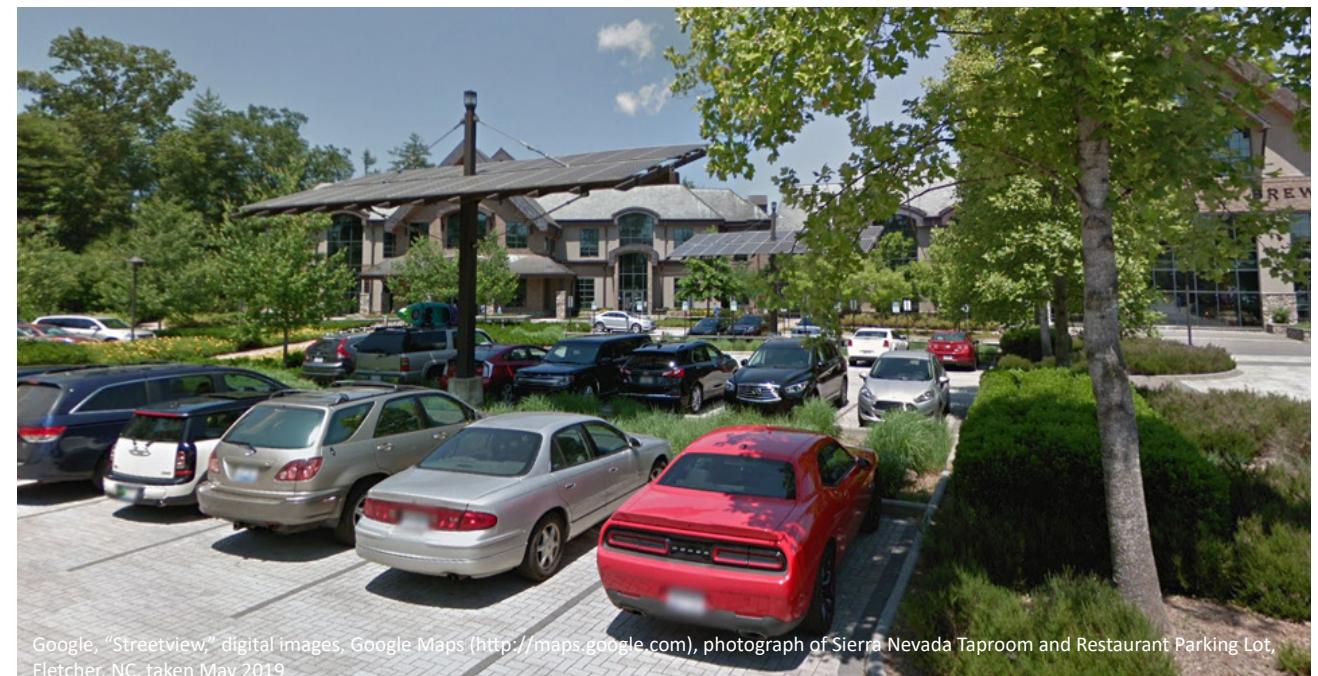
Location: Belmar, Denver, Colorado



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 1448 VA-20, Charlottesville, VA, taken July 2023

Walkability: The sidewalk aligns with the road, and leads directly into the mixed use site, providing easy and direct access to the commercial spaces on the first floor.

Location: Charlottesville, Virginia



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of Sierra Nevada Taproom and Restaurant Parking Lot, Fletcher, NC, taken May 2019

Beautiful & Sustainable: Pervious paving, native plantings and bioswales, and solar canopies come together at this site to provide an incredible first impression and high-performance landscape.

Location: Sierra Nevada Headquarters, Fletcher, North Carolina

2.0

STREETS & PUBLIC SPACE

Streets comprise some of the largest public land holdings of any state or municipality and present myriad opportunities beyond meeting basic transportation demands to support commercial vitality, sense of community, and enhanced beautification.

2.1 ROAD FRAMEWORK

Bath, Gurnet, and Thomas Point road corridors largely form the framework of the Cook's Corner district with minor collector and local streets providing limited connectivity across the commercial core. Bicycle and pedestrian facilities are limited and lack continuity. The Cook's Corner Commercial Corridor Revitalization Master Plan highlights the need to implement a plan which integrates the needs of motorists and commercial vehicle traffic with cyclists and pedestrians. The goals of any plan for future roadway improvements, as laid out in the Master Plan, shall be to enhance and beautify the commercial environment while providing safe and convenient bicycle and pedestrian infrastructure which works together to reinforce the sense of place. State standards for road design should be referenced for design of roads.

2.1.1 Road Versus Street

The terms "Road" and "Street" are often used interchangeably. However, there are subtle differences which imply the varied design conditions and intended usage. Generally, Roads are found in countrysides with limited development along its edges. The primary purpose of a road is to provide a conveyance for motorists. Large roads are typically characterized as highways, while small "dirt roads" might serve a few homes in a forest or field. Streets are typically found in cities or town centers with buildings lining their edges. Streets can be hierarchically classified large to small. A large street might typically be referred to as a Boulevard or Avenue. Streets more fully serve the needs of an urban district from motorists to cyclists and pedestrians.

2.1.2 Opportunities: Street-Grid and Hierarchy

Future transportation plans shall examine the condition of the existing Bath, Gurnet, and Thomas Point Road corridors and evaluate the feasibility of introducing new street connections. The new connections can serve as alternative routes for motorists, dispersing demand from the major arterials. The new connections also provide opportunities to create shared access points for local businesses and corridors for cyclists and pedestrian mobility. Refer to the Cook's Corner Commercial Corridor Revitalization Master Plan for transportation planning direction and recommendations.

2.2 COMPLETE STREETS

2.2.1 Elements of a Complete Street

A "complete street" is a term used to describe a street which is designed to fully integrate the needs of the broadest user group. Complete Streets employ a series of specific physical design measures to make the street safer, more accessible, and more convenient for motorists, cyclists, and pedestrians. Typical Complete Street design measures could include a reduction in travel lane widths, inclusion of bicycle lanes, sidewalks, crosswalks, street trees and plantings, and signage.

2.2.2 Road Diets and Traffic Calming

A 'road diet' is a term engineers and designers often use to describe a series of interventions within a roadway aimed at improving vehicular and pedestrian safety and mobility by narrowing and eliminating travel lanes. This commonly-accepted practice can help municipalities unlock underutilized Right-of-Way and more efficiently re-allocate space for pedestrians, cyclists, and streetscape elements which can improve both the safety and functionality of a road system. Additionally, implementation of a typical road diet often introduces opportunities for beautification and way-finding enhancements.



FHWA Guidance & Benefits

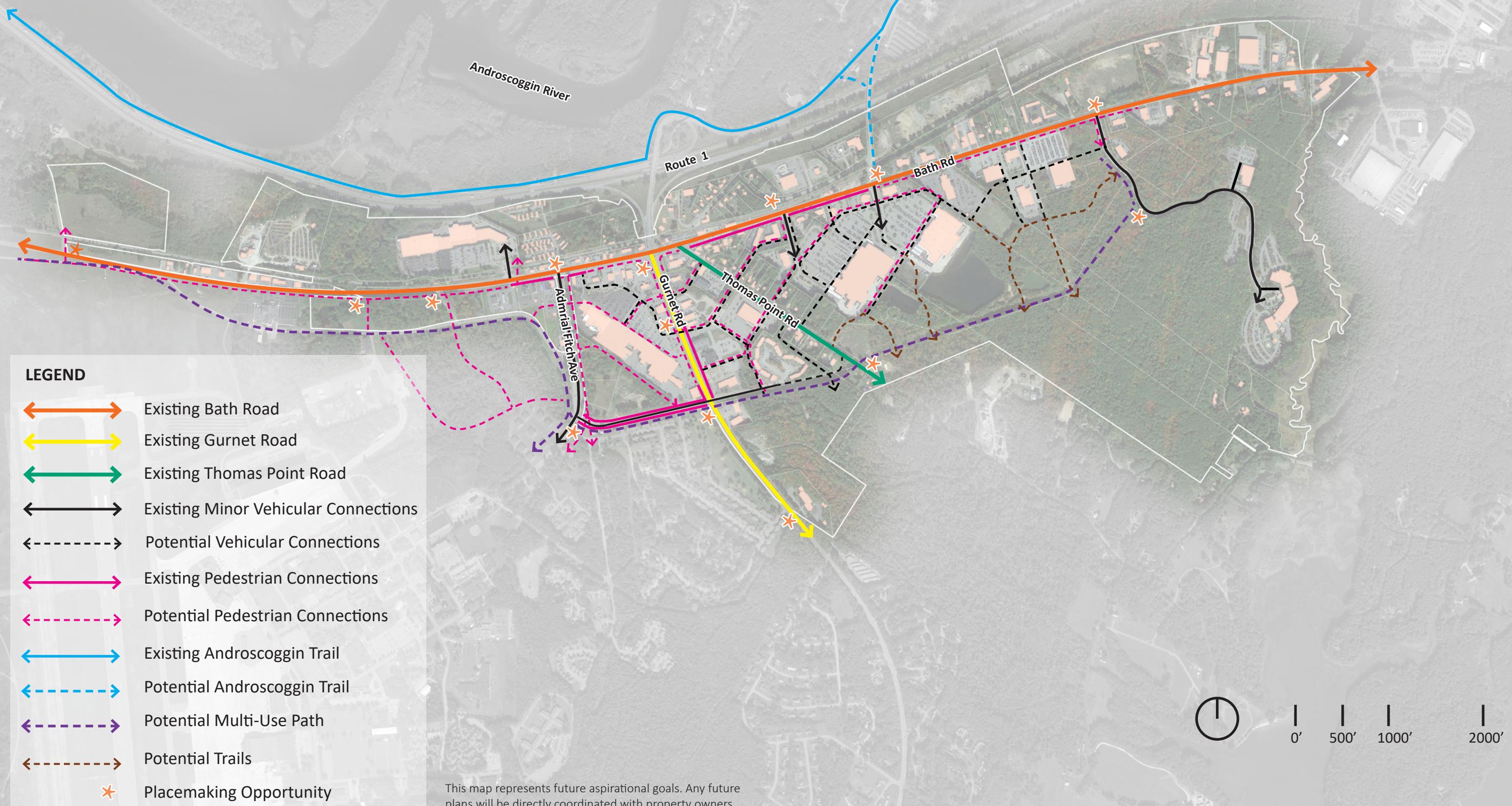
Road diets have been implemented across the country with proven success. The FHWA (Federal Highway Administration) promotes the benefits of road diets on its website, listing the following benefits:

- Reduction of rear-end and left-turn crashes due to the dedicated left-turn lane.
- Reduced right-angle crashes as side street motorists cross three versus four travel lanes.
- Fewer lanes for pedestrians to cross.
- Opportunity to install pedestrian refuge islands, bicycle lanes, on-street parking, or transit stops.
- Traffic calming and more consistent speeds.
- A more community-focused, Complete Streets environment that better accommodates the needs of all road users.

Additionally, FHWA literature cites 2011 and 2014 data and studies which find that 4-lane to 3-lane road diet conversions may result in 19-47% reduction in vehicle crashes.

Source: U.S. Department of Transportation, Federal Highway Administration, FHWA-SA-21-046, (CMF ID: 5554, 2841) Evaluation of Lane Reduction "Road Diet" Measures on Crashes, FHWA-HRT-10-053, (2010).

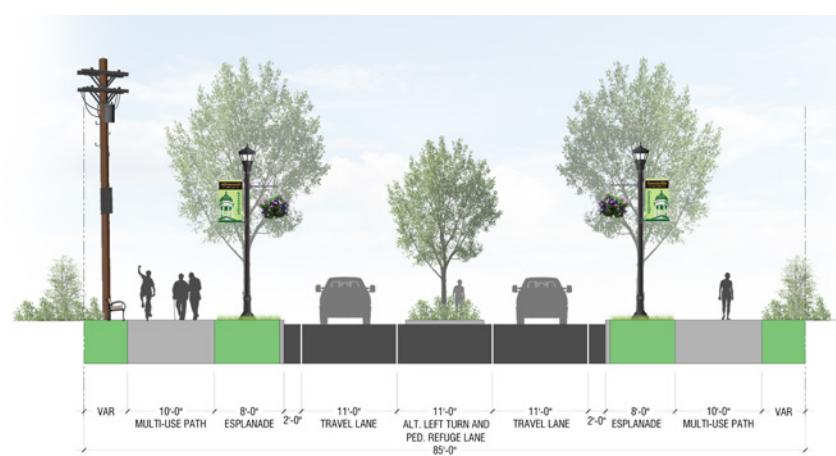
2.3 FUTURE POTENTIAL CONNECTIONS



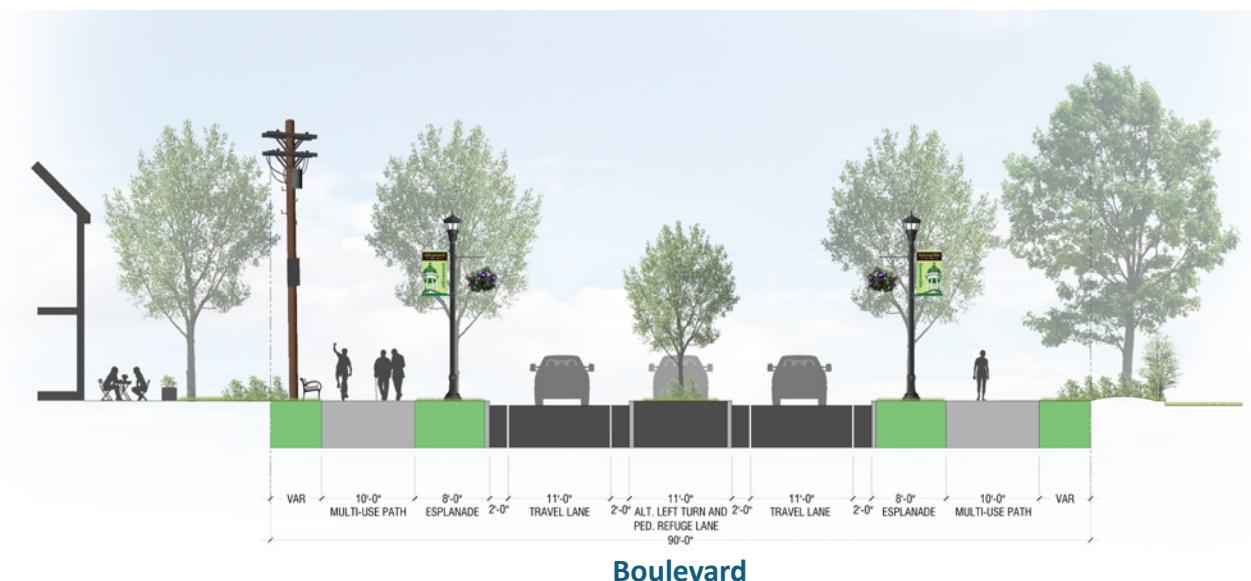
2.4 STREET TYPOLOGIES

Streets are both critical pieces of infrastructure with the primary purpose of conveying people and goods from place to place, as well as important public spaces which can promote sense of place and community. A strong hierarchy of streets should be established throughout the district to promote multi-modal interconnectivity and alternative means and routes of transit. A well-designed street system can reduce reliance on private motor vehicles and encourage community-wide health, well-being, and equity. When laying out new streets and roadways, careful attention shall be paid to geometry, including alignment, corner radii, and intersection design.

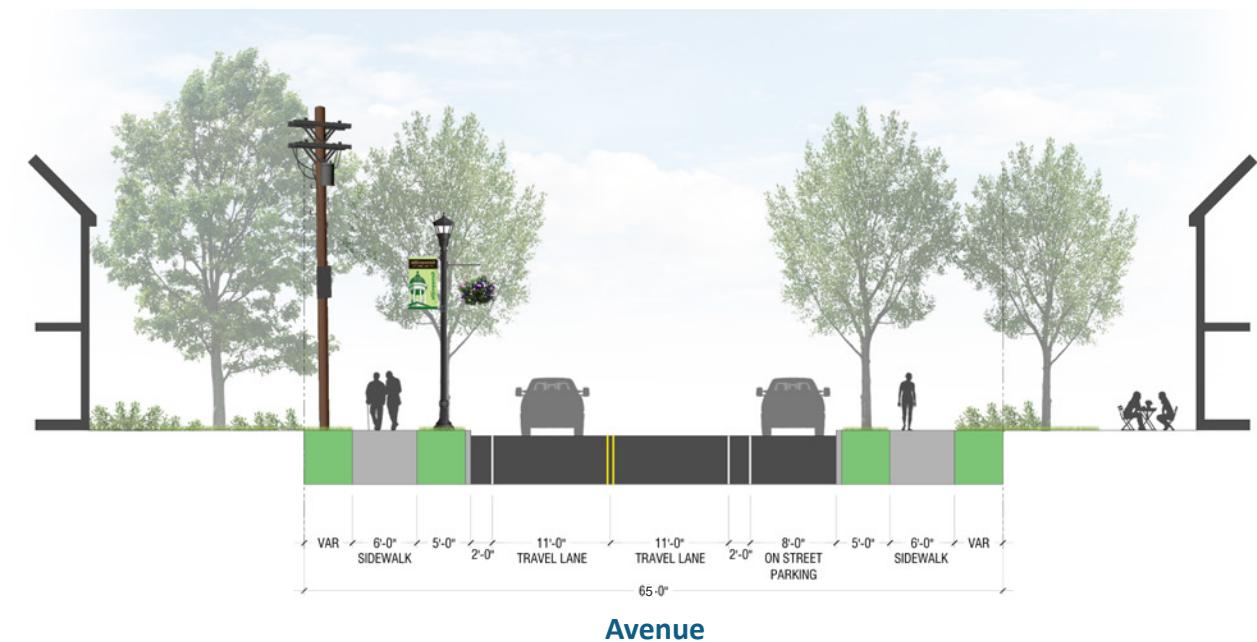
2.4.1 Boulevard - A boulevard can generally be characterized by two conditions, as shown below, with an inner commercial core and outer ring and Right-of-Way width which varies between 85-100' in width. Recommendations for improving the safety and mobility of users include reduction in lane widths and possible elimination of 1-2 lanes. By incorporating this road diet, space can be reallocated for a multi-use path and streetscape elements such as street trees, way-finding and monument signage, seating areas, and lighting. The improvements could be a great benefit to the district both for its enhanced utility as a multi-modal transportation corridor as well as the beautification and amenity it could provide as a complete street.



2.4.2 Boulevard - An alternative boulevard typology can consist of a Right-of-Way with widths that vary from approx. 85-100'. This typology should include a road diet whereby a reduction in travel lane widths and number can allow for the addition of streetscape elements and facilities for cyclists and pedestrians. This complete street approach would be a great asset for residents and businesses in the district both as an amenity and for its utility as a multi-modal corridor.



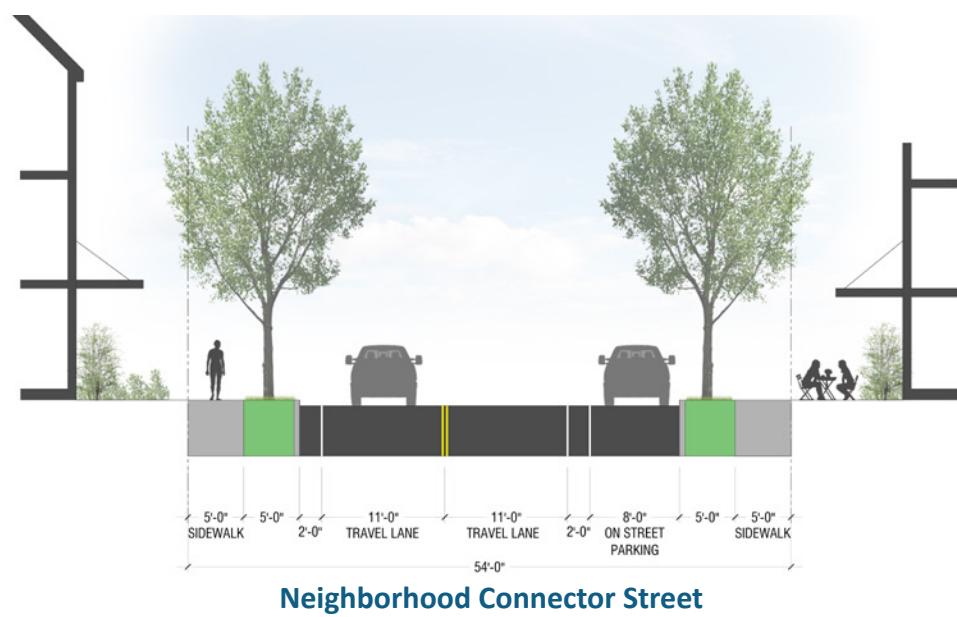
2.4.3 Avenue - Avenue street typologies consist of major collector/minor arterial roads. They can host an eclectic mix of commercial and residential uses. As such, avenues should include a complete street treatment with sidewalks on both sides of the road, inclusion of street trees and other placemaking elements such as benches, and pedestrian-scale lighting and signage. On-street parking should be considered on both sides of the street to fully utilize the infrastructure while the parked vehicles provide a buffer for pedestrians and cyclists.



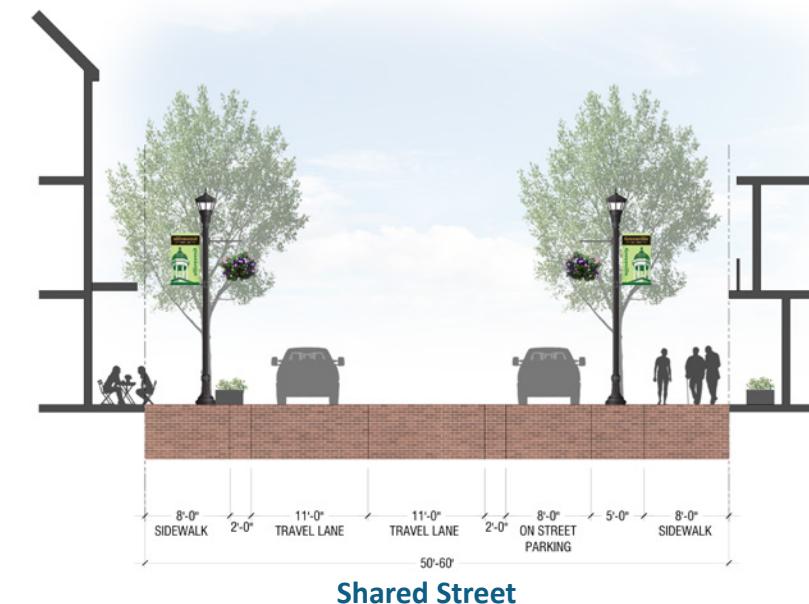
2.4.4 Avenue/Collector Street - Collector Streets are narrow, tree-lined streets with on-street parking, sidewalks, esplanade, street trees, pedestrian-scale lighting, and other elements such as way-finding signage and seating intended to provide connectivity between arterials and primarily in locations where residential or mixed-use communities are found.



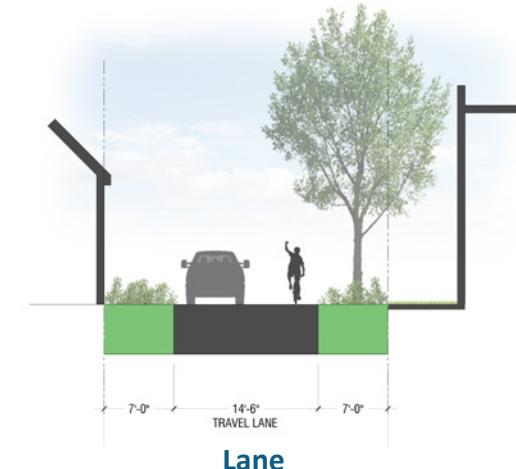
2.4.5 Neighborhood Connector Street - Connector Streets are intended to provide connection between arterial and boulevard roads as well as between individual sites to enable users with mobility options while alleviating demand on the larger arterials and boulevards. Connector streets are slow speed streets with narrowed travel lanes, sidewalks, and space for potential on-street parking where conditions warrant. All private/connector streets should include streetscape elements such as trees spaced at a regular cadence, esplanade, and sidewalks.



2.4.6 Shared Street - Shared Streets are specialty streets intended to be employed in special circumstances where a highly pedestrian-oriented environment is desired. Shared streets are typically found in dense residential and mixed-use developments with buildings within relatively close proximity to the street. The street itself is typically paved with unit pavers or some other material to distinguish it from the other, more typical vehicle oriented streets in the district. Modified versions of the shared street condition may also be employed within commercial or other private developments where a universally-accessible condition is desired. The universal access is typically achieved by incorporating bollards, street trees, benches and other elements in lieu of a curb. The goal of a well-designed shared street condition is to blend the pedestrian and vehicular space and promote a highly-engaging and safe pedestrian environment.



2.4.7 Lane/Alley - Lanes are good alternatives to driveways and can provide emergency access and corridors for utility runs at the rear and/or side of a property. Lanes are typically employed in lieu of individual driveways or parking aisles in order to provide access to attached or detached single family dwellings. Lanes are often found at the rear or internal to a site or residential or mixed use block. Incorporating lane-access into the development pattern at Cook's Corner could have the benefit of helping eliminate curb cuts along street frontages and allowing buildings to be pulled closer to the street where they can better define the street wall which will enhance the pedestrian scale.



2.5 CASE STUDY: GURNET ROAD

Existing Conditions

The image below depicts the existing conditions of Gurnet Road as of August 2023. The road is characterized by overly wide travel lanes, redundant curb cuts, cobra-head lighting, and no bicycle or pedestrian facilities. The highway-scale of the corridor presents an intimidating and inhospitable environment for pedestrians. The numerous curb cuts, uncoordinated signage, and vast proportion of pavement contributes greatly to a sense of confusion among motorists. Desire lines along the roads grassed esplanade at right indicate pedestrian usage despite the challenging conditions.



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 6 Gurnet Rd, Brunswick, ME, taken August 2023

2.6 GURNET ROAD: ELEMENTS OF A COMPLETE STREET

Proposed Conditions

In a Complete Street configuration, Gurnet Road features a narrower overall curb-to-curb profile with reduced travel lane and shoulder widths. Turning lanes and medians are eliminated in lieu of an alternating center left turn lane. Curb cuts are reduced and consolidated to minimize turning movements and potential conflict points. The reduced curb cuts also provide a more contiguous pedestrian zone. Sidewalks are separated from the travel way by an esplanade which incorporates tree planting, signage, and lighting elements. Streetscape and placemaking elements are laid out to provide opportunities for engagement, human scale, and sense of place.

- A** Reduced Width Travel Lanes
- B** Consolidated/Shared Curb Cuts
- C** Enhanced Pedestrian Crossings
- D** Esplanade & Street Trees
- E** Sidewalk/Multi-Use Path
- F** Benches, Bins, & Bicycle Parking
- G** Event Banners
- H** Pedestrian-Scale Lighting
- I** Way-finding Signage
- J** Shared Business Signage
- K** Building Mounted Business Signage
- L** Outdoor Terraces & Gathering Spaces



2.7 COMPLETE STREET STANDARDS

The pedestrian and cyclist framework should establish clear, safe, and efficient connections between streets and public spaces, buildings, and adjacent sites. A well designed pedestrian and cyclist framework will support efficient site planning and eliminate the need for excessive parking, curb cuts, and impervious surfacing by encouraging alternative and active transportation and 'park once' mentality.

A **Travel Lanes** - Travel, turning lane, and shoulder widths shall be reduced or eliminated to the greatest practical extent in order to promote slower travel speeds and shortened pedestrian crossings. An alternating center left turn lane may be included where necessary.

B **Parking** - On-street parking shall be encouraged on all streets where feasible both as a means to help offset off-street parking requirements as well as provide additional traffic-calming. Off-Street parking shall not bifurcate pedestrian access-ways and shall be located as far away from the Right-of-Way as possible. No parking shall be allowed in the front setback or nearer to the street than the foremost building.

C **Curb Cuts** - Individual curb cuts shall be reduced or eliminated to the greatest extent possible. New curb cuts and driveways shall be located with priority given to rear and side access from secondary streets and shared driveways first. Curb cuts along public streets should be located to promote shared access to the greatest extent practical.

D **Sidewalks & Bicycle Facilities** - All streets shall include sidewalks and appropriate facilities for bicycle and pedestrians. Sidewalks shall be a minimum of 6' in width. Multi-Use paths shall be a minimum of 10' in width.

E **Pedestrian Crossings** - Pedestrian crossings shall be located at all intersections and provide a straight, clear path between sidewalk connections and demarcated by contrasting paving materials, color.

F **Accessibility** - All bicycle and pedestrian sidewalks, ramps, and other facilities shall be designed to be ADA compliant. Barrier-Free, Universal Access designs are highly encouraged.

G **Lighting** - Lighting shall be of high quality, durable materials, and human-scale with color temperature maximum of 3000 Kelvin. Placement shall coordinate with streetscape elements to create a clear cadence and rhythm.

H **Way-finding** - Way-finding signs at and along corridors and intersections shall be included.

I **Business Signage** - Business signage shall be located on the building where possible and/or incorporated into a shared structure.

J **Outdoor Seating & Gathering Spaces** - Outdoor spaces shall be included at building entries, corners, and along frontages to help provide sense of scale and activity.

K **Streetscape & Buffering** - Plantings shall be laid out to provide a sense of rhythm, or cadence, and scale.

L **Furnishings** - Furnishings shall include benches/seating walls, trash and recycling bins, bicycle racks and other elements designed to encourage pedestrian activity. Furnishings shall be durable and of high quality with predominantly metal and wood construction. Color and finish shall be coordinated.

M



Location: Daybreak, South Jordan, Utah



Location: Belmar, Lakewood, Colorado

Transit Stops - Bus stops shall be fully ADA accessible and paved with distinguishable materials. Comfortable seating, and a three sided enclosure for rider comfort and convenience is also encouraged to promote ridership within the community.

3.0

BUILDING DESIGN

Buildings that complement each other will create a sense of cohesion and place within the active, pedestrian oriented district that is Cook's Corner.

3.0 BUILDING DESIGN

OBJECTIVES

Building design at Cook's Corner shall be high quality and timeless. It shall provide interest at all scales and strengthen the aesthetic and identity of Cook's Corner, by being contextual in the setting of Cook's Corner. This section exemplifies the standard of architectural design that new and updated buildings will need to achieve through material choice, form, signage, and aesthetics. The overall objective of the standards in this chapter is to promote successful building design that supports a sense of place and provides opportunities for pedestrian activity at the street level.

STANDARDS

- 3.1 GENERAL GUIDELINES
- 3.2 MATERIALS
- 3.3 ROOF FORM
- 3.4 FAÇADE
- 3.5 SIGNAGE
- 3.6 AWNINGS
- 3.7 ADDITIONS
- 3.8 DRIVE THROUGHS
- 3.9 LIGHTING



3.1 GENERAL GUIDELINES

Building design at Cook's Corner shall help reinforce the goal of creating a pedestrian oriented and active commercial district. Buildings shall be context sensitive and respond to the vernacular architecture in the region. Each building shall be designed relative to the specific features of its site.

- A** **State Statutes** - An architect licensed in the state of Maine shall sign and stamp all relevant documents in regard to new and updated buildings. The architect shall follow the design standards outlined in this document, and coordinate with other project consultants like landscape architects and civil engineers.
- B** **Franchise Styles** - While franchise businesses are allowed in Cook's Corner, franchise-specific design is not encouraged. Franchise business' buildings shall adhere to the design standards outlined in this document.
- C** **Freestanding Accessory Structures** - Non habitable structures accessory to primary buildings shall be considered architectural elements and shall be held to the same design standards as the site's primary buildings. The following list contains examples of these freestanding accessory structures:
 - Freestanding ATMS
 - Canopies over gas pumps
 - Garages
 - Storage units
 - Recycling sheds
 - Cart corrals
 - Large signs
 - Seasonal sales elements
 - Utility buildings



3.2 MATERIALS

The goal of this document is to encourage cohesive building design throughout Cook's Corner. This building design shall bolster the identity of Cook's Corner and create a sense of cohesion through the use of common, complementary, materials.

- A** **Facade Materials** - Brick, clapboard, and shingles shall be used on Cook's Corner buildings as primary materials. Other more contemporary materials, like fiber cement or vinyl siding, are acceptable as well if the overall aesthetic aligns with the rest of Cook's Corner. Large blank facades and highly reflective plastic or unfinished metal materials are not acceptable.
- B** **Material Colors** - Facade colors shall be subdued and relate to the local vernacular. Colorful facades are appropriate at low saturation and low intensity. High gloss, or reflective chrome, metallic, and fluorescent colors should not be used at Cook's Corner.
- C** **Trim** - Trim colors shall always complement the primary facade color. Intensely colored or metallic trims are appropriate as accents only. Highly reflective or chrome trims are not permitted. Simple and minimalistic approaches are encouraged.
- D** **Tripartite Facade Articulation** - Buildings of three stories or more shall use changes in material to delineate the base, middle, and top of the building. These material changes help create a pedestrian scale and reduce the building's mass. Natural materials should be used at the base level, close to pedestrian spaces, to create a more tactile experience.





Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 390 S Teller St, Lakewood, CO, taken May 2022

Tripartite Facade Articulation: This building exhibits a clear base, middle, and top with classic brick cladding, black windows, and tall ground floor storefront glazing.

Location: Belmar, Lakewood, Colorado

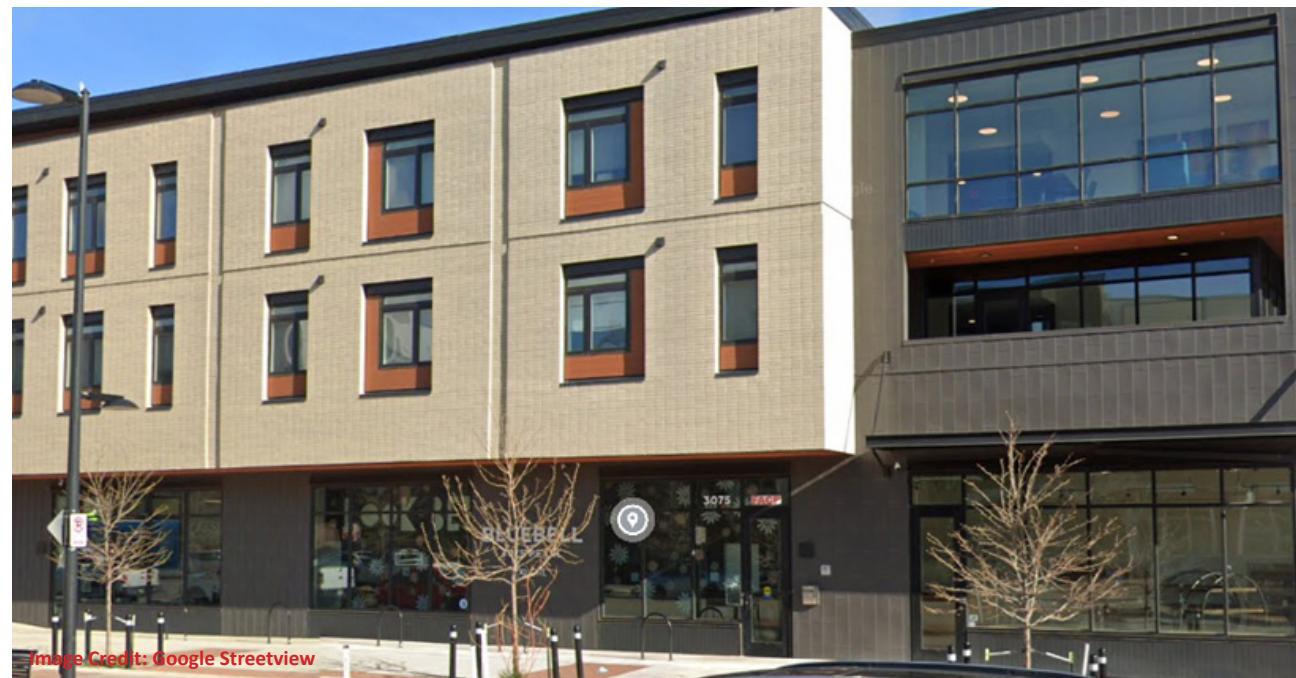


Image Credit: Google Streetview

Facade Materials: This building exhibits a thoughtful mix of contemporary materials in a classic form with a clearly discernible base, middle, and top. Ample ground floor glazing suggests a sense of vibrancy.

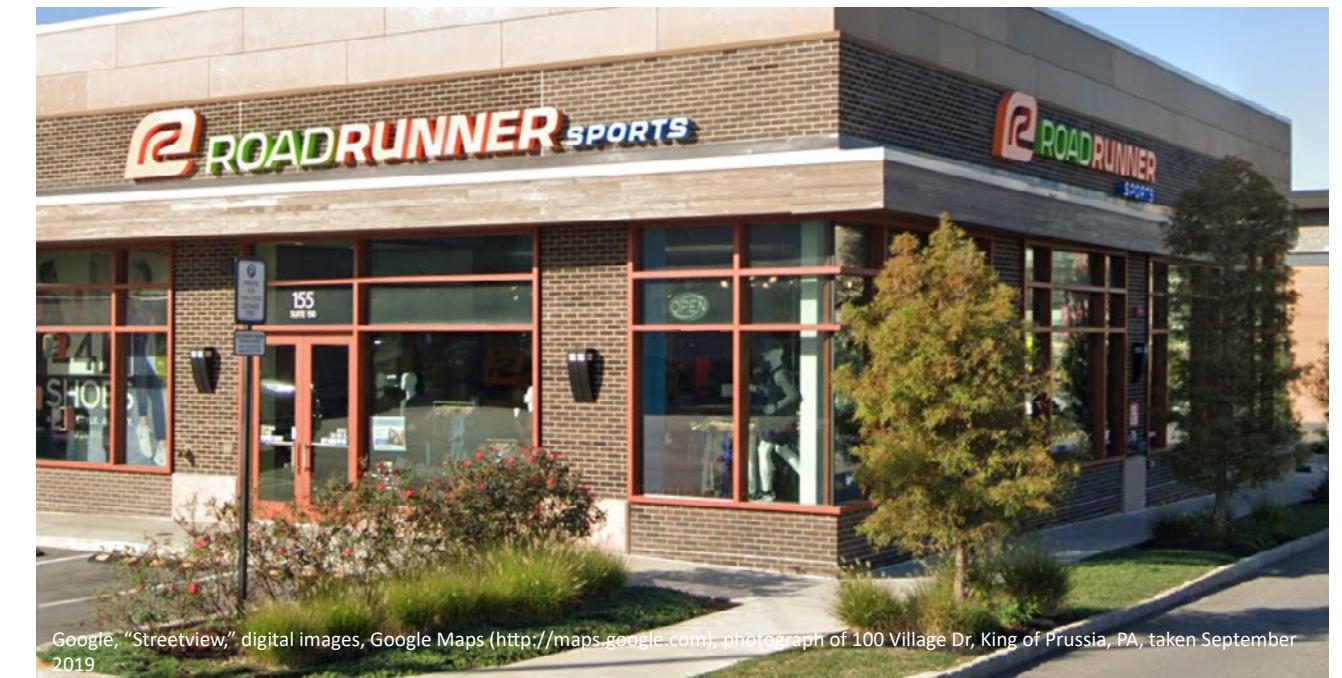
Location: Belmar, Lakewood, Colorado



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 11277 S. Kestrel Rise Rd, South Jordan, UT, taken August 2022

Facade Materials: Creative, contemporary material combinations are encouraged at Cook's Corner when the design team can justify a departure from the local vernacular.

Location: Daybreak, South Jordan, Utah



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 100 Village Dr, King of Prussia, PA, taken September 2019

Trim: The orange trim around the windows effectively works as an accent on this business's facade, complementing the signage and the brick.

Location: King of Prussia Town Center, Pennsylvania

3.3 ROOF FORM

Building roof forms shall be designed with practicality and functionality in mind with careful consideration for Maine's unique climate and winter weather patterns, including snow loading and shedding. Secondarily, roof pitch and orientation shall seek to take advantage of solar gain and opportunities for roof-mounted solar where possible. Tertiary consideration should be given to orientation of ridge and gable ends as they present to the street or public space. Building roof lines modify the form of buildings, create visual interest, break up building mass, emphasize primary facades and entrances, and provide respite for people. Simple and pragmatic approaches are highly encouraged over unnecessarily complicated designs.

- A** **Pitched Roofs** - The use of pitched roofs at Cook's Corner is highly encouraged. The aesthetic is part of the greater design vernacular of Maine. With regard to practicality, pitched roofs are encouraged because they create shadow patterns for interest and shade, and allow for snow to easily shed off of the roof.
- B** **Flat Shed Roof Form** - Flat roof lines can be appropriate in certain settings only if the horizontal roof line is less than 100'. If it is more than 100', there must be a break in the roof line to mitigate building mass.
- C** **Parapets** - Parapets are encouraged to be used at Cook's Corner. They can and should be used to help conceal rooftop mechanical units and other equipment.
- D** **Preferred Materials and Colors** - Pitched roofs shall be made with composite asphalt shingles, treated cedar shingles and shakes, or standing

seam, non-glare metal. Roofing shall be a solid complementary color or black, gray, white, or earth tone. Colorful patterns are not acceptable. All roof materials shall be matte finish. Reflective and high gloss materials are prohibited.

- E** **Roof Mounted Elements** - Equipment mounted on top of roofs shall be screened from view from the ground or from other buildings, or located behind buildings with other utility equipment, where it would also need to be screened. Rooftop screening shall be cohesive with other building design elements so that it blends in to the rest of the architecture. The architect team shall provide exhibits to the planning board illustrating sufficient concealment of mechanicals both on ground and mounted on the roof structure.

- F** **Dormers** - Dormers shall be used as additional roof forms that help break up building mass. Dormers shall not occupy more than half of the width or depth of the roof.





Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 311 Kentlands Blvd, Gaithersburg, MD, taken November 2022

Flat Roof: The flat roof on this 'franchise-style' commercial building is broken into three volumes. Changes in materials are incorporated to help diminish the scale of the large building.

Location: Kentlands, Maryland



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 718 Center Point Way, Gaithersburg, MD, taken November 2022

Parapets: Parapets are effectively used on this building to screen roof-mounted utilities.

Location: Kentlands, Maryland



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 155 Main St, King of Prussia, PA, taken August 2021

Flat Shed Roof Form: A shed roof used on this building at the end of the block creates an interesting street wall form.

Location: Town Center, King of Prussia, Pennsylvania



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 23 Steeple St, Mashpee, MA, taken October 2019

Dormers: The dormers on this mixed use building help to vary the roof line and add interest to the building.

Location: Mashpee Commons, Massachusetts

3.4 FAÇADE

One of the goals of Cook's Corner is to focus on pedestrian orientation. New and redeveloped buildings shall reinforce this goal and the goal of quality architecture-- both of which are described in the Cook's Corner Master Plan. All building facades shall be attractive and consistent in design across all facades to the street, internal driveways, parking areas, and surrounding neighborhoods. Special attention shall be given to facades with entrances to ensure ease of pedestrian access from the street on which the facade fronts.

A **Site Elements** - All site elements, including furnishing, lighting, signage, and planting, in addition to other exterior elements, shall complement building facades and highlight pedestrian spaces. Complementary materials and colors shall be used in site elements to match building facades. In addition, all exterior elements shall be coordinated with building and site plans to avoid functional conflicts, maintain visibility, and avoid safety hazards. Coordinating plans with a professional landscape architect is highly encouraged.

B **Primary Facades** - Primary facades are building facades that face a street or public space and include a main entrance to the building. There can be more than one main building entrance, and consequently there can be more than one primary facade. Building entrances on primary facades shall be visible from the street on which the primary facade is oriented, and provide unobstructed spaces adjacent to entrances for pedestrians. Highly visible customer entrances on primary facades shall include three or more of the following design components:

- canopies or porticos
- overhanging roof lines that can provide shelter for people
- recesses or projections
- raised corniced parapets over the door
- peaked roof forms
- outdoor seating or dining areas
- display windows that are visible from the street
- architectural details that are integrated into the design of the building
- planted beds and/or raised planters
- sense of rhythm and scale

C **Secondary Facades** - Secondary facades are any building facades that do not face a public space or street and do not include a main building entrance. Secondary facade design does not need to match primary facade design, but should be complementary to the primary facade. Building utilities not located on roofs shall be located along secondary facades and screened accordingly from public view. Private entrances, such as maintenance or secondary residential tenant entrances, shall be located along the secondary facade.

D **Entrances** - Main building entrances shall be located along primary facades. If a common building entrance is needed for more than one building tenant, that entrance should also be located along a building's primary facade. Additional private entrances at secondary facades are permitted. 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.



3.4 FAÇADE CONTINUED

E **Facade Length** - An uninterrupted horizontal facade length of more than 100' is not permitted at Cook's Corner. If the facade extends beyond 100', the facade shall incorporate wall plane projections or recesses, with a depth of at least 3% of the facade length and extending vertically the full height of the building, to break up the building's mass. These projections or recesses shall extend at least 20% of the facade. Primary facades shall also include display facilities, windows, entry areas, awnings, or other relevant facade or site features along at least 40% of its horizontal length.

F **Detailing** - Increased detail at the pedestrian level shall provide a sense of human scale. Detailing may include elements such as change in materials, trim, and accessory elements such as awnings, lighting fixtures, benches, or signage.

G **Wall Treatments** - When the plane of a wall is broken to break up building mass, that offset shall be in proportion to the building's height and length. This plane break can be an opportunity for a material or color change, or a change in other architectural detailing, to add more visual interest to the building.

H **Utilities** - All utility equipment, such as vents, downspouts, flashing, electrical conduits, meters, HVAC equipment, vending machines, and service connections, shall be treated as integral elements of the building's architecture, starting in the conceptual building phase. Exterior utility equipment, like meters and HVAC equipment shall be located to the rear of the

building and screened appropriately as stated in other standards. When functional elements need to be part of the building facade they shall be incorporated into the building's architecture accordingly, with matching colors, materials, and detailing. Building elevations presented for Planning Board review shall show the location and treatment of all functional elements, including vending machines.

I **Fenestration** - Windows shall generally be vertical in orientation, or square, across all facades. A minimum of approximately 35% of the primary facade of the first level of commercial retail establishments shall have transparent fenestration. All other commercial primary facades shall have a minimum of approximately 30% transparent fenestration. A minimum of approximately 15% of secondary facades shall have transparent fenestration. Fenestration shall create a sense of rhythm and cadence, and a sense of scale and continuity, as well as activate buildings on the street level. Blank walls are not permitted on any facades. Shutters shall not be permitted.

J **Windowless Circumstances** - Buildings without windows, i.e. a computer server building or self-storage buildings, shall incorporate a change in scale in siding materials, instead of windows, to create a sense of rhythm and cadence to create human scale. These material scale changes shall be demonstrably compatible with the scale and cadence of adjacent building facade treatments.

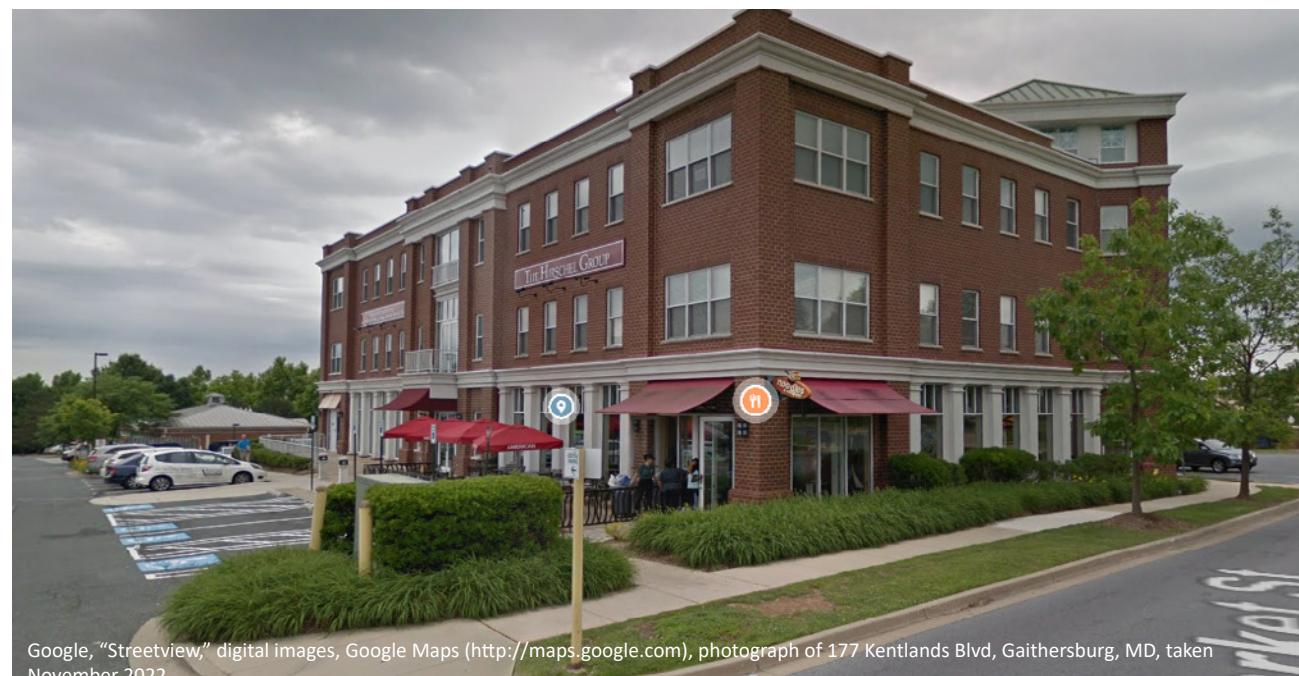




Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 177 Kentlands Blvd, Gaithersburg, MD, taken November 2022

Primary Facade: The primary facade of this building faces a busy intersection. Multiple entrances and tall glass windows grace the elevation.

Location: Kentlands, Maryland



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 177 Kentlands Blvd, Gaithersburg, MD, taken November 2022

Secondary Facade: The side and rear portion of this building provide additional entryways from the parking lot, placed to the rear, with awnings helping highlight the entryways.

Location: Kentlands, Maryland



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 7098 E Lowry Blvd, Denver, CO, taken October 2019

Fenestration: This simple, one story building exhibits a strong facade along this arterial road. Generous glazing suggests the activity inside, while multiple entrances along the street beckon pedestrians.

Location: Lowry, Colorado



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 20 State St, Mashpee, MA, taken October 2019

Detailing: This new building exhibits some classic detailing while maintaining simple, efficient forms.

Location: Mashpee Commons, Massachusetts

3.5 BUILDING MOUNTED SIGNAGE

Properties at Cook's Corner shall be identified with signs that are legible, attractive, and simple. Signage shall also adhere to Brunswick's sign standards found in the Town's Zoning Ordinance. Awnings shall not extend into public Right of Way unless specially permitted by the Planning Board.

- A** **Design** - Building signage shall complement the architectural features of the building on which they are attached through shape and material choices. These signs shall only contain essential information to keep the design clutter free and legible.
- B** **Mounting** - Signs mounted on facades shall be fully integrated into the architecture and not added to the fascia as an afterthought, or mounted as an arbitrary architectural detail. Signs shall be mounted on vertical surfaces, like the building facade, and not project above the facade or trim.
- C** **Hardware** - Signs shall be mounted in such a way that their hardware is hidden from view, unless that hardware is part of the sign aesthetic or an integral part of the sign system. Sign mounting hardware shall be stainless or galvanized steel, and painted with rust inhibiting paint, to prevent streaking or discoloration of the building facade.
- D** **Signage within Fenestration** - Advertisements within windows are discouraged and shall only occupy no greater than 25% window glazing.





Image Credit: Aceto Landscape Architects

Mounting: The signage on this primary facade is mounted flush to the facade.

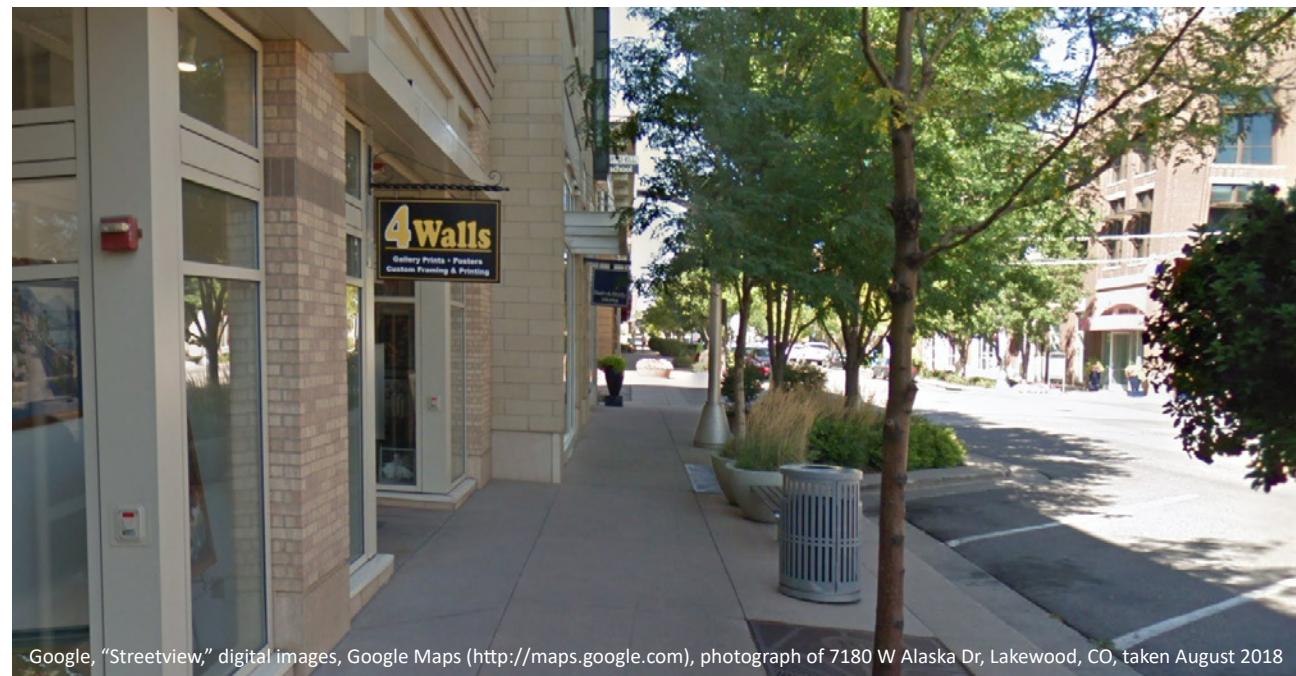
Location: Rock Row, Westbrook, Maine



Image Credit: Aceto Landscape Architects

Design: The sign mounted on this building uses the same colors and materials used on the building, which adds a level of cohesion to the overall design.

Location: The Downs, Scarborough, Maine



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 7180 W Alaska Dr, Lakewood, CO, taken August 2018

Mounting: The signage here is mounted hanging from the facade. This style is more applicable at a pedestrian scale.

Location: Belmar, Lakewood, Colorado



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 141 Commerce Square Pl, Gaithersburg, MD, taken November 2022

Design and Mounting: The signage here is mounted vertically, sticking up from the overhang. This style of sign stands out in front of the building facade.

Location: Kentlands, Maryland

3.5 AWNINGS AND CANOPIES

Awnings can help highlight primary entrances, provide shelter and shade for people, and produce shadow patterns that create visual interest. Awnings and canopies shall complement their building's design by using complementary materials and colors. They shall not be used as exclusively advertising features. Awnings can also be included for environmental reasons. They can provide shade for passive cooling in the summer and also serve as mounts for solar panels.

- A** **Location** - Where awnings are used they shall be integrated into the building's architecture and facade. The use of retractable awnings is not encouraged. Awnings shall be located directly over windows or doors to provide protection from the elements for pedestrians.
- B** **Materials and Graphics** - Awning materials shall not be reflective, and colors used for awnings should complement the building's facade. When graphics are used on awnings for business identification, they shall complement the signage program for the property.





Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 24 Market St, Mashpee, MA, taken October 2019

Materials: The red fabric canopies on this mixed use building complement the brick facade and red door.

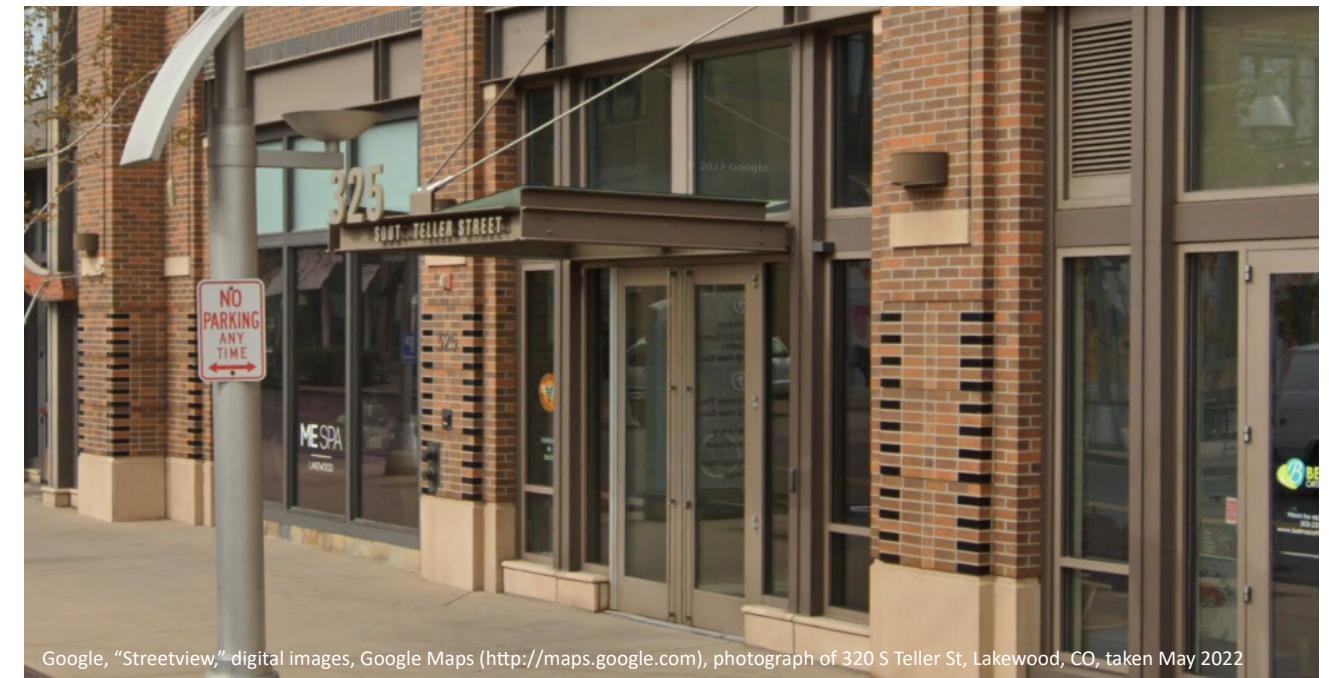
Location: Mashpee Commons, Massachusetts



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 21 Market St, Mashpee, MA, taken October 2019

Graphics: The awnings on this building feature advertising graphics that are simple and do not overwhelm the building's facade.

Location: Mashpee Commons, Massachusetts



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 320 S Teller St, Lakewood, CO, taken May 2022

Materials: This entry overhang not only protects pedestrians from weather, but also complements the industrial style of the facade.

Location: Belmar, Lakewood, Colorado



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 4656 Daybreak Rim Way, South Jordan, UT, taken August 2022

Location: This building's roof line hangs over the facade, functioning as one large canopy that protects the entrance.

Location: Daybreak, South Jordan, Utah

3.7 ADDITIONS AND SECONDARY VOLUMES

Any work done to existing buildings and sites at Cook's Corner will be held to the same standards as new buildings and sites at Cook's Corner. This includes building rehabilitation and additions, which can provide opportunities to update buildings and add a feeling of cohesion to the built environment at Cook's Corner.

- A** **Volume and Massing** - Any work completed on existing structures in Cook's Corner shall be consistent with the architectural standards outlined for Cook's Corner in this document.
- B** **Materials** - Materials used in alterations or additions shall complement the materials used on the original structure and consistent with these design standards.
- C** **Preservation** - When building rehabilitation is required, every effort shall be made to preserve any distinct architectural features or examples of skilled craftsmanship present on existing buildings.
- D** **Pedestrian Scale** - New additions and building alterations create the opportunity to add pedestrian scale features and fenestration like entryways, windows, lighting, etc. to buildings that emphasize the pedestrian centric goals of Cook's Corner.



3.8 DRIVE THROUGHS

One of the goals of Cook's Corner is to foster a neighborhood environment that is comfortable for people to enjoy on foot. Drive throughs are antithetical to Cook's Corner's pedestrian-centric goal in that they encourage cars to interrupt pedestrian spaces and introduce potential conflicts. Therefore, drive throughs are discouraged at Cook's Corner, however not prohibited. When necessary, drive through services shall only be available to businesses that primarily offer walk in services.

- A Location** - Drive through windows shall be located to the side or rear, of buildings. Drive through windows and canopies shall never be located along the primary facade. Drive throughs shall be highly visible for the safety of drivers and pedestrians. When possible, pedestrian access points shall be completely separate from drive through areas.
- B Canopy Design** - Drive through canopies shall be designed to be cohesive with the primary building structure's architecture. This goal can be met using consistent materials, colors, roof lines and pitch, and detailing.
- C Aisle Width and Geometry** - Aisles shall be designed to the absolute minimum width and incorporate minimum curb radii necessary for typical patronage. Drive through lane curb openings shall be designed to align with adjacent driveways when possible and seek to minimize pedestrian conflicts.
- D Screening** - All drive through lanes and canopies shall be screened appropriately with use of permanent site elements such as walls, fences,

hedges, or woody or evergreen planting to a minimum height of 30" to adequately screen vehicles, without creating sight line conflicts at corners.



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 54 ME-25BUS, Westbrook, ME, taken July 2023

This drive-through is well-screened from the road. Careful consideration has been given to planting arrangement to provide a framed view to the business signage.

Location: Rock Row, Westbrook, Maine



Google, "Streetview," digital images, Google Maps (<http://maps.google.com>), photograph of 28 ME-25BUS, Westbrook, ME, taken July 2023

Dense and varied plantings create a remarkable street edge and pleasant pedestrian experience, providing separation between the road, sidewalk, and drive-through aisle while still maintaining sufficient visibility to the business.

Location: Rock Row, Westbrook, Maine

3.9 LIGHTING

Outdoor lighting is an important aspect of building design in that it creates safe pedestrian spaces. It can also be used to emphasize entrances, facade features, and signage. Lighting fixtures shall be integrated with the building design in terms of materials and colors.

- A** **Design and Utility** - Where projecting light fixtures are used, they shall be simple, unobtrusive, and utilize materials consistent with the building's design. All electrical boxes, conduits, and other necessary utilities shall be concealed.
- B** **Entrances** - Lighting entrances and other pedestrian spaces at night is important for safety. All building entrances shall be well lit for easy identification at night.
- C** **Awnings** - Lighting in awnings shall be recessed. This lighting shall be oriented over entrances.
- D** **Signage** - In most cases lighting will be needed to illuminate signs, whether the sign itself is illuminated internally or projecting lighting is used. Internally lit individual letters or logos are preferred over entire panels that are internally lit.
- E** **Pedestrian Spaces** - Pedestrian spaces adjacent to buildings shall also be well lit, whether through the use of projecting lighting mounted to the building facade or through the use of stand alone bollards or street lamps. Lighting shall aid in pedestrian safety.
- F** **Dark Sky Compliance** - All lighting shall be compliant with Dark Sky standards. Lighting shall be down-directed,

shielded, and a color temperature maximum of 3000 Kelvin. Lighting shall be directed away from glass and reflective surfaces to minimize glare.





Image Credit: Aceto Landscape Architects

Entrances: Simple under-mounted, recessed canopy lighting illuminates this entry, back lighting the bold plantings.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

Awnings: The lighting in this overhang is recessed into the awning material. It highlights the entrance along the sidewalk and the planting at the edge of the building.

Location: The Flats at Kennett, Kennett Square, Pennsylvania



Image Credit: Aceto Landscape Architects

Pedestrian Spaces: The under seat lighting in the benches provide subtle, down directed, lighting and, in conjunction with the catenary lights, illuminate this plaza.

Location: The Nightingale, Portland, Maine



Image Credit: Aceto Landscape Architects

Signage: Light fixtures placed in the planting bed illuminate the projected metal sign on this stone wall.

Location: Kennett Square, Pennsylvania

4.0

LANDSCAPE DESIGN

Well-thought-out landscape and planting plans can bolster the pedestrian-centric goal of the Cook's Corner district. They can reinforce pedestrian spaces and provide a backdrop that improves the overall beauty and comfort of Cook's Corner.

4.0 LANDSCAPE DESIGN

OBJECTIVES

Successful landscape design provides a beautiful and functional backdrop to any space. While diverse and varied planting aides in the aesthetics of spaces they can also serve as functional elements within the space.

Planting can provide shade, cool down spaces, benefit pollinators, provide year-round interest, create buffers between vehicular and pedestrian spaces, and aid in stormwater infiltration.

The following standards illustrate how landscape design shall be used to strengthen the identity of Cook's Corner and create a beautiful and safe pedestrian focused environment.

STANDARDS

- 4.1 PLANTING DESIGN
- 4.2 LANDSCAPE ZONES
- 4.3 SUGGESTED PLANT MATERIALS



4.1 PLANTING DESIGN

To align with the Cook's Corner Master Plan, all new developments and properties being redeveloped shall include a landscape plan that includes site elements and plantings. Planting and other landscape elements can reinforce circulation patterns, emphasize building entrances, reduce the scale of parking areas, screen utilities, and provide visual interest throughout the year. Landscaping within the public right of way can define the edge of the street, separate pedestrians from traffic, shade sidewalks, and create a boulevard effect. Landscape plans shall reinforce pedestrian-centric goals of the Cook's Corner commercial district.

A **Planting Locations** - Trees shall be carefully selected for branching structure and height that does not block storefronts, signs or lights, yet complements the architecture of the building. Tree location shall be checked against underground and overhead utility locations to prevent interference, and shall also be planted in locations where root development and branching patterns will not interfere with window displays, signage, streets, and sidewalks. Trees shall be planted a minimum of 5' from the curb.

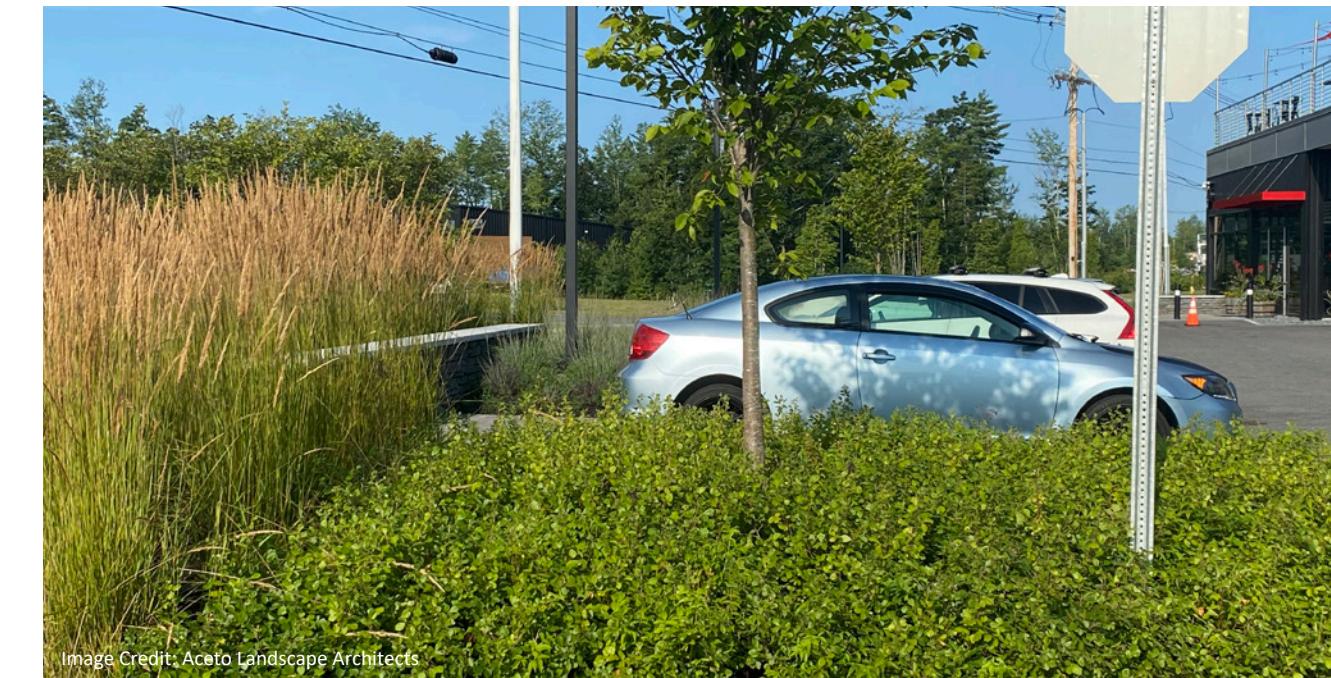
B **Landscape Plan** - All landscape plans shall be prepared by a Maine registered Landscape Architect. The Landscape Architect shall be familiar with commercial development and local growing conditions. The landscape plan, submitted as part of the permit application, shall be accompanied by a narrative that provides an overview of the design intent and reasoning for planting decisions.

C **Selection** - Plants and landscape elements chosen for Cook's Corner shall be resistant to insect infestation, drought, disease, roadside salt, and auto emissions, and hardy to Maine winters. All plants shall be hardy to Brunswick's hardiness zone. Plants with poisonous fruit, messy leaves, large thorns, or aggressive growth patterns shall be avoided in consideration to public health and safety. Invasive plants are not permitted and should be entirely avoided. Refer to Maine DEP for a current list of invasive plants.

D **Pedestrian Movement** - Trees planted along sidewalks or near pedestrian areas shall not block pedestrian movement. Tree branches shall be at least 8' above pavement to minimize pedestrian interference. The effects of snow and ice on trees, e.g. drooping branches, shall be considered when deciding where to place trees.

E **Existing Trees and Shrubs** - When possible, existing healthy trees and shrubs on development sites shall be preserved or transplanted to another part of the site. A landscape preservation plan shall be submitted with other landscape plans that describes the measures taken to ensure the health of the preserved or transplanted plants. This plan shall be prepared by a professional landscape architect, or arborist or forester, knowledgeable in the care of trees.

F **Streetscapes & Esplanades** - Trees shall be planted along all streets and roadways at regular intervals not to exceed 35'. Street tree species shall have a mature height of at least 40'. Trees shall be located no closer than 3' to the edge of the roadway. Trees



Gro Low Sumac within a tree island at the edge of a curb opening provides visual softening of the parking lot beyond while allowing full visibility for pedestrians and motorists.

Location: The Downs, Scarborough, Maine



This commercial entrance is framed by a dense drift of low-maintenance ornamental grasses and trees. The plantings work harmoniously with the paving, walls, and building to create a well-composed, attractive entryway.

Location: The Downs, Scarborough, Maine

and other landscaping planted at intersections shall not interfere with vehicular or pedestrian sight lines, as determined by a traffic engineer.

G Variety in Plantings - The use of a variety of plant types, like flowering and evergreen shrubs, perennials, annuals, vines, and grasses, is recommended to maintain biodiversity and visual interest in the landscape. A list of plants that are suitable to Brunswick's growing conditions is provided in the next section.

H Drift Planting - Shrubs, perennials, annuals, and grasses planted along roadways shall be planted in masses, or drifts, that emphasize color and texture, rather than used as single specimens.

I Natural Forms - Trees and shrubs shall be selected with consideration of their growth speed, ultimate mature height, and natural form. Plants shall be allowed to achieve their natural forms without excessive pruning. Evergreen shrubs shall also be allowed to remain in their natural form—shaping evergreen shrubs into tight geometrical forms is prohibited.

J Rocks - Large rocks, or boulders, shall be used only as accents in mass plantings. When boulders are used they shall be buried to at least 1/3 their depth for stability. Care shall be taken during rock installation to avoid damaging their exposed face. All planting shall be done after rocks are placed to avoid damage to branches or any other elements.

K Irrigation - The use of irrigation systems is encouraged, and underground or drip systems are preferred to spray systems.

Irrigation systems shall be designed by professionals with experience in commercial installation settings. Systems shall be designed to minimize water consumption and interference with pedestrian movement. Where permanent, automatic irrigation is not proposed, it is recommended that the Landscape Architect address irrigation requirements per 4.1M

L Mulch and Ground Cover - Bark mulch shall not be used as a substitute for live ground cover. Live ground cover is always preferred to extensive areas of bark mulch. Where mulch is used, it shall consist of dark, decomposed, shredded, hardwood bark, with pieces no more than 1" in any direction.

M 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 or reinforced as necessary in accordance with the performance guarantee, and to conform with the approved plan to create the necessary design intent. A 3-5 year maintenance plan shall be prepared by the Landscape Architect and/or Owner's Representative for all landscaping.

N Minimum Plant Sizes - All plantings shall meet the following minimum size standards:
 Canopy trees – 2.5" caliper
 Flowering trees – 1.75" 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

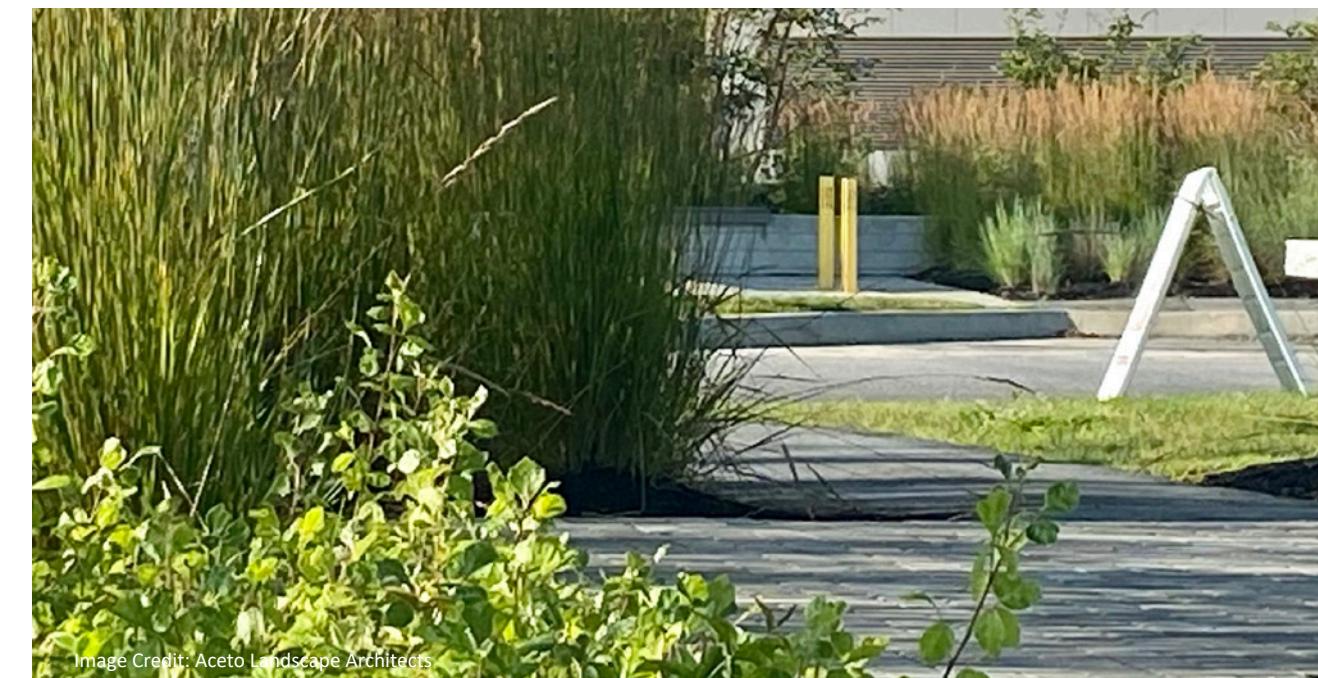


Image Credit: Aceto Landscape Architects

Layers of plant massings create visual interest and guide vehicles and pedestrians through the urban environment.

Location: The Downs, Scarborough, Maine

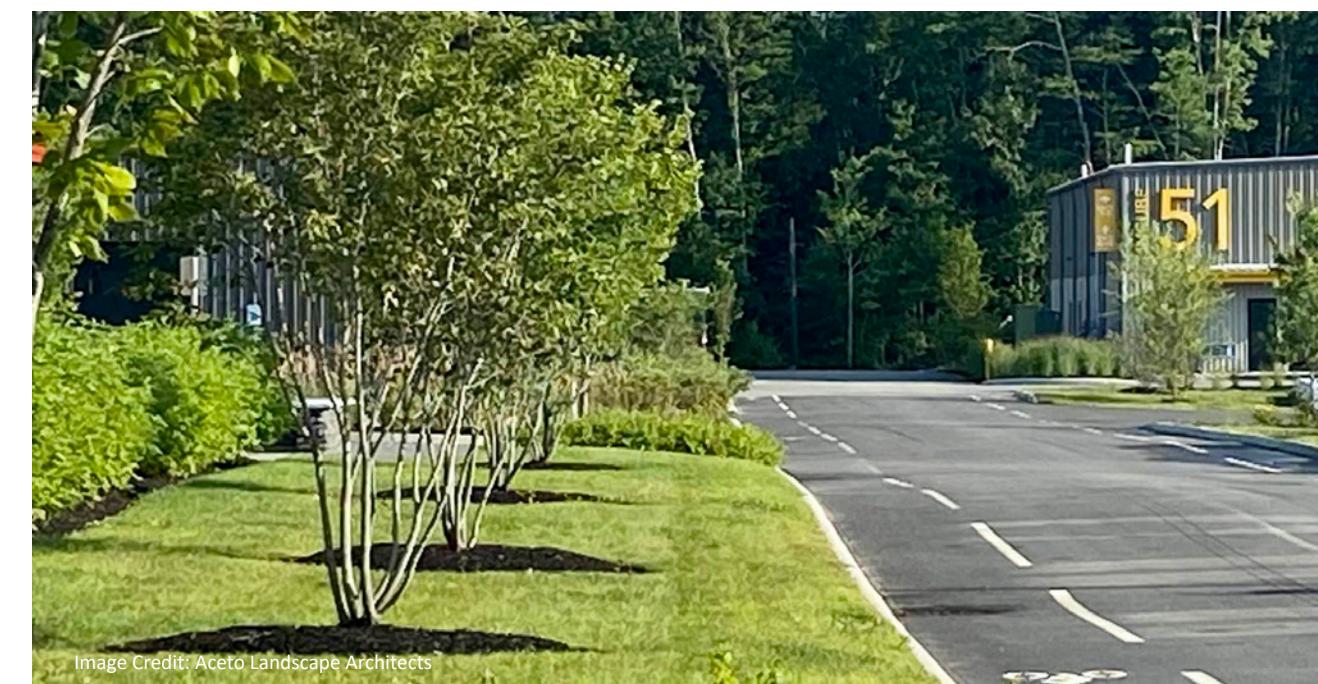


Image Credit: Aceto Landscape Architects

A row of Serviceberry backed by a dense massing of dogwood create a sense of rhythm and hierarchy along this street. The lawn is an appropriate esplanade treatment to allow for visibility.

Location: The Downs, Scarborough, Maine

- O** **Plant Material Conditions** - 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. Wire, twine, burlap, and all other non-biodegradable containment material shall be removed from plant material prior to planting. If root ball baskets are present they shall be planted to enhance structural integrity, but the top third of the basket shall be removed.
- P** **Lawns and Turf Grass** - Lawns or turf grass shall be used sparingly in landscapes. An appropriate application of turf grass is in active spaces, like athletic fields. Where turf grass might have traditionally been used in parking lot islands, perennials or shrubs shall be used instead.
- Q** **Snow Storage** - Plantings in parking lots and parking islands shall be able to tolerate large quantities of snow stored during winter months, as well as road salt. Delicate plant species shall not be used in parking lots.
- R** **Parking Lot Landscaping** - A minimum of 1 tree and three shrubs for every 5 parking (1:5) spaces shall be required with a minimum of two trees and 5 shrubs per parking lot.
- S** **Interior Site Landscaping** - Combining parking lot islands and stormwater infiltration areas is strongly encouraged to both increase site utilization efficiency and lower overall costs by using the same salt-tolerant trees and shrubs to not only shade parking spaces but also to provide needed landscaping in drainage areas.

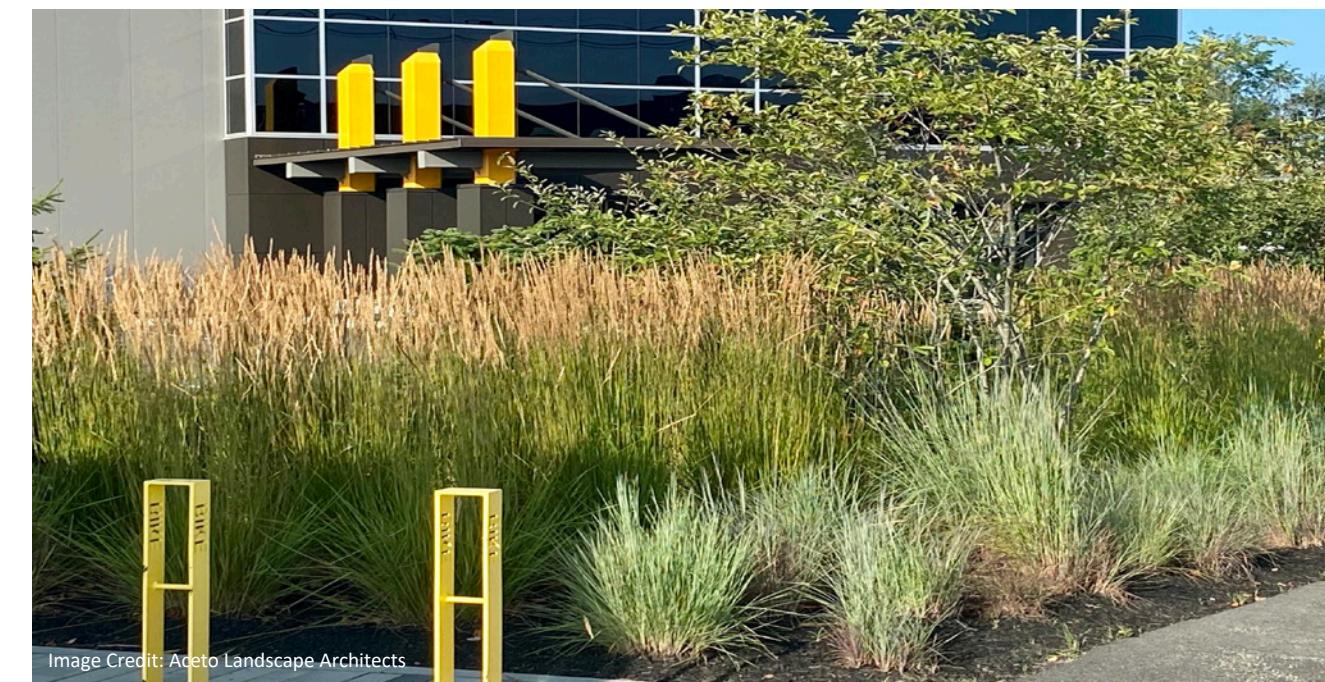
- T** **Stormwater Basin Design** - Stormwater basins shall be designed to complement the site and surrounding native landscape. It is strongly recommended that all stormwater basins and facilities be designed jointly by both the project Landscape Architect and Civil Engineer. Per 4.1.B the Landscape Architect shall address the accommodation of stormwater in the landscape plan and narrative.

Stormwater basins shall be landscaped with a minimum of 1 tree and 3 shrubs for every 250 sf of basin area as defined by the uppermost elevation of the basin or structure with a minimum of 2 trees per basin for facilities less than 250 sf in area.



This meadow of rudbeckia adjacent to the commercial building in the background adds a softness to this commercial district.

Location: The Downs, Scarborough, Maine



This lush ornamental grass planting provides a buffer between the commercial building and sidewalk. The variety in height between the grass types adds interest to the overall planting.

Location: The Downs, Scarborough, Maine



Image Credit: Randall Arendt

A stormwater basin with grassed side slopes and groupings of birch provide stormwater management storage and quality functions while providing habitat and aesthetic value.



Image Credit: Randall Arendt

This rain garden sits between parking bays, an efficient and aesthetically pleasing use of space.

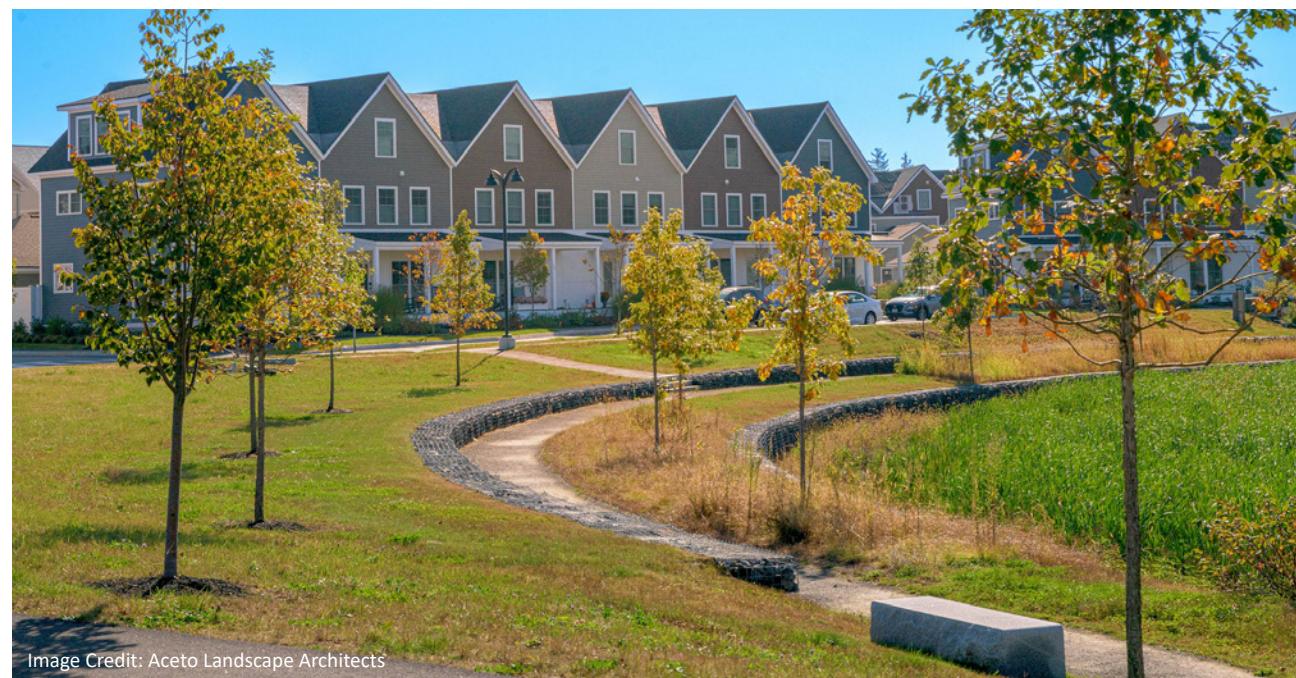


Image Credit: Aceto Landscape Architects

The common area outside this commercial building is comprised of a well-proportioned, manicured lawn defined neatly by a variety of plantings. The plantings help define a series of outdoor rooms.

Location: The Downs, Scarborough, Maine

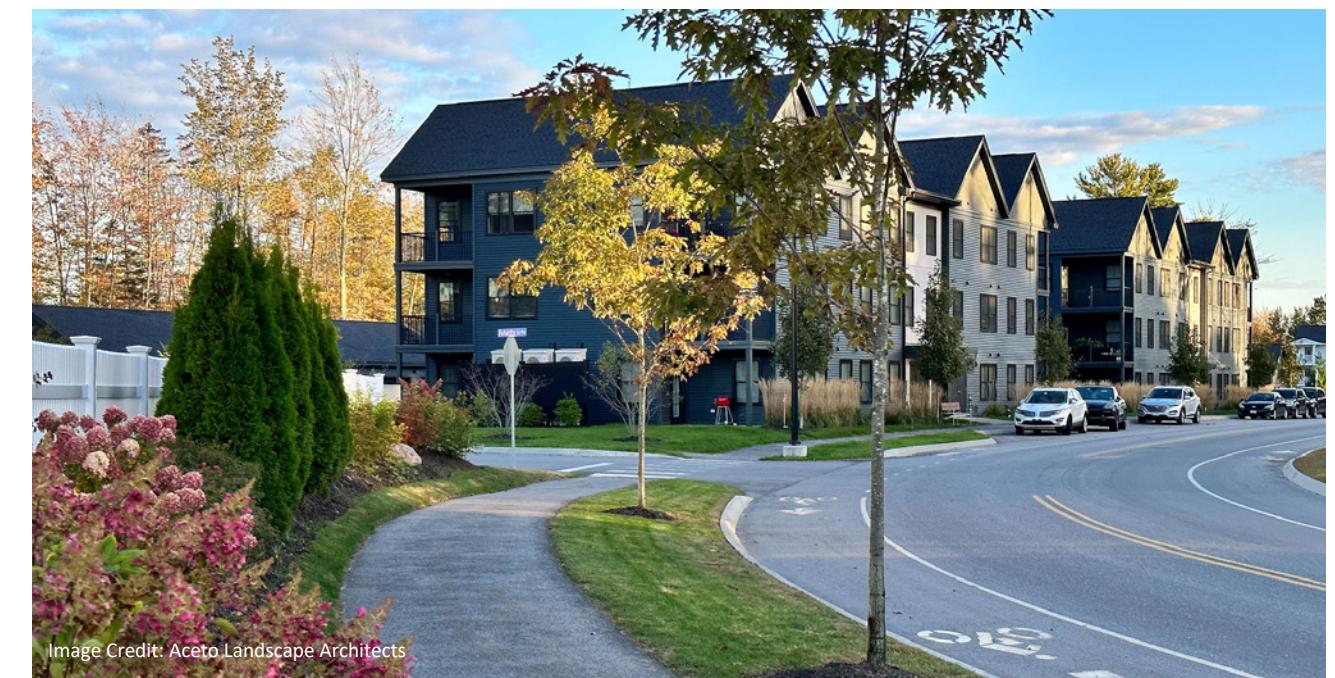


Image Credit: Aceto Landscape Architects

Street tree planting within the esplanade and streetside landscaping provide a pleasant environment for pedestrians and motorists alike. Trees placed between the street and sidewalk are ideal in providing a sense of safe separation from the roadway.

Location: The Downs, Scarborough, Maine

4.2 LANDSCAPE ZONES

There are five main landscape zones within a site that shall employ different approaches to planting and landscaping. Some zones shall function as buffers, screening one aspect of the site from view, and some zones shall be the focal point of the site. While different spaces, these landscape zones shall complement each other with a corresponding planting palette to maintain cohesion through the site.

- (A) Parking Lot Zone** - Parking lots shall be separated from the street by plantings, berms, walls, or other landscape elements. These elements shall screen the view of vehicles, while still allowing the public to see the building and pedestrian spaces. A minimum of 15% of the total parking lot area shall be planted. Larger parking lots that are more visible to public spaces, like streets and plazas, shall have more intensive landscape treatments. The total parking lot area shall be calculated from the outermost curb line.
- (B) Buffer Zone** - Buffer zone landscaping shall serve to screen areas from public view. Buffer zones shall screen utilities, parking lots, and maintenance spaces, but also can separate pedestrian spaces from vehicular spaces.

- (C) Streetscape and Esplanades Zones** - Trees planted in esplanades shall be spaced evenly so that they create a sense of rhythm along the street and complement adjacent architecture. Landscape architects and other design professionals and consultants shall avoid using turf grass in esplanades, and instead plant with shrubs or perennials that do not exceed 3' in height.

(D) Common Area Zones - Spaces where pedestrians will spend most of their time, like common areas, plazas, dining spaces, and entrances, shall be landscaped with planting beds and/or raised planters.

(E) Stormwater Management - Landscape areas that manage runoff and rainfall are integral to the larger landscape. Planted stormwater management areas and rain gardens shall be planted with native vegetation that can handle wet environments and pollutants found in runoff. These planted areas shall be placed in areas with high amounts of runoff, like in parking lot islands or in esplanades.

(F) Safety - Where trees are planted along sidewalks, walkways, or in parking lots, their lower branches shall be pruned to at least 8' above the paved surface or adjacent sidewalk. Shrubs, grasses, and perennials used in parking lot islands shall not exceed 2' in height to maintain safety and visibility in the parking lot. Care shall be taken in the use of trees, shrubs, ornamental grasses, walls, or other landscape elements maintain the visibility of cars and pedestrians.





Image Credit: Aceto Landscape Architects

A dense hedge at the edge of this parking lot helps define the private and public realm. A regular cadence of trees and pedestrian-scale lighting fixture provides a sense of scale and rhythm.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

Layered woody and grass planting frame a sidewalk and provide separation from the street. Trees provide shade and sense of scale. The street sign is clearly visible.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

The common area outside this commercial building is comprised of a well-proportioned, manicured lawn defined neatly by a variety of plantings. The plantings help define a series of outdoor rooms.

Location: The Downs, Scarborough, Maine



Image Credit: Aceto Landscape Architects

Low planting and a landscape accent boulder frame a commercial display. The landscape is somewhat understated in this instance to allow the display to take center stage. Boulders, while acceptable in the Cooks Corner district, should be used very sparingly, if at all.

Location: The Downs, Scarborough, Maine

4.3 SUGGESTED PLANT MATERIALS

The plants on this list are all appropriate planting choices for Cook's Corner in that they encourage variety, biodiversity, fit Brunswick's growing zone, and are hardy for commercial environments. The following plants are suggestions and other, non-invasive, options are permitted, with native species being 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 x. freemanii — Armstrong Maple
- Acer x. freemanii — Autumn Flame Maple
- Acer rubrum — Red Maple
- Acer saccharum — Sugar Maple
- Acer triflorum — Three flower Maple
- Betula nigra — River Birch
- Carpinus betula 'Fastigiata' — Upright Hornbeam
- Carpinus caroliniana — American Hornbeam
- Cercidiphyllum japonicum — Katsura Tree
- Cladrastis lutea — Yellowwood
- Corylus colurna — Turkish Filbert
- Crataegus crusgalli — Cockspur Hawthorn
- 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
- 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
- Tilia cordata — Littleleaf Linden
- Ulmus parvifolia — Lacebark Elm
- Ulmus americana — Princeton American Elm
- Ulmus americana — Frontier Elm
- Zelkova serrata — Zelkova

Ornamental Trees

- Acer campestre — Hedge Maple
- Aesculus carnea — Red Horsechestnut
- Amelanchier canadensis — Serviceberry
- Carpinus betulus — European Hornbeam
- Carpinus carolinianum — American Hornbeam
- Cornus kousa — Kousa Dogwood
- Cornus florida — Flowering Dogwood
- Cotinus obvatus — American Smoketree
- Crataegus crus-galli inermis 'Cruzam' — Cockspur Hawthorne
- Crataegus viridis 'Winter King' — Winter King Hawthorne
- Halesia carolina — Carolina Silverbell
- Maackia amurensis — Maacki
- Magnolia loebneri — Loebner Magnolia
- Magnolia stellata — Star Magnolia
- Malus species — Crabapple
- Ostrya virginiana — Ironwood
- Prunus sargentii — Sargent Tree
- Prunus subhirtell 'Autumnalis' — Higan Cherry

Evergreen Trees

- Abies concolor — White Fir
- Abies fraseri — Fraser Fir
- Larix laricina — Tamarack
- Picea abies — Norway Spruce
- Picea glauca — White Spruce
- Picea omorika — Serbian Spruce
- Pinus resinosa — Red/Norway Pine
- Pinus strobus — White Pine
- Thuja occidentalis — American Arborvitae
- Tsuga canadensis — Canadian Hemlock
- Tsuga caroliniana — Carolina Hemlock

Flowering and Ornamental Shrubs

- Aesculus parviflora — Bottlebrush Buckeye
- Aronia arbutifolia — Red Chokecherry
- Cotinus coggygria — Common Smoketree
- Cotoneaster adpressa — Creeping Cotoneaster
- Cotoneaster divaricatus — Spreading Cotoneaster
- Cotoneaster horizontalis — Rockspray Cotoneaster
- Deutzia gracilis — Slender Deutzia
- Enkianthus campanulatus — Redvined Enkianthus
- Forsythia 'Sunrise' — Sunrise Forsythia
- Hydrangea paniculata — Panicle Hydrangea
- Ilex verticulata — Winterberry
- Myrica pensylvanica — Bayberry
- Potentilla fruticosa — Bush Cinquefoil
- Prunus maritima — Beach Plum
- Rhododendron species —
- Rhododendron species
- Rhus aromatica 'Gro Low' — Fragrant Sumac
- Viburnum prunifolium — Blackhaw Viburnum
- Viburnum sargentii — Sargent Viburnum

- Viburnum trilobum — American Cranberrybush
- Xanthorhiza simplicissima — Yellowroot

Perennials

- Achillea millefolium — Yarrow
- Agastache foeniculum — Anise Hyssop
- Amsonia hubrichtii — Hubricht's Bluestar
- Aster x frikartii — New England Aster
- Astilbe varietis — Astilbe
- Athyrium filix-femina — Lady Fern
- Coreopsis verticillata — Moonbeam
- Coreopsis
- Echinacea purpurea — Purple Coneflower
- Hemerocallis species — Daylilies
- Liatris spicata — Gayfeather
- Malva alcea 'Fastigiata' — Hollyhock Mallow
- Nepeta 'Walker's Low' — Catmint
- Perovskia atriplicifolia — Russian Sage
- Rudbeckia 'Goldstrum' — Black Eyed Susan
- Sedum telephium — Autumn Joy Sedum

Ornamental Grasses

- Bouteloua gracilis — Blue Gramma Grass
- Calmagrostis acutiflora 'Karl Foerster' — Feather Reed Grass
- Carex pensylvanica — Oak Sedge
- Chasmanthium latifolium — Northern Sea Oats
- Deschampsia caespitosa — Tufted Hair Grass
- Festuca ovina 'glaucia' — Tufted Hair Grass
- Panicum virgatum — Switch Grass
- Schizachyrium scoparium — Little Bluestem
- Sporobolus heterolepis — Prairie Dropseed

5.0

APPENDIX

5.1 DEFINITIONS OF TERMS

Access Management - The planning, design, and implementation of land use and transportation strategies that control 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 provide disabled people 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 or decorative purposes.

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.

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.

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

Esplanade - The landscape strip that separates the sidewalk from the roadway and helps to insulate the pedestrian from moving traffic.

Federal Highway Administration (FHWA) - FHWA is responsible for supporting state and local governments in the design, construction, and maintenance of the United States' highway system.

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.

Infill Development - A term that describes construction on previously underutilized land within in otherwise developed area.

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.

Mixed Use - A term that describes a zoning classification that combines multiple uses, like residential and commercial, into one space or building.

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

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.

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 motorists' vision as they enter or depart the intersection.

Site Furniture - Constructed, above ground objects, such as seating, tree grates, trash receptacles, and sculptures, 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, plantings, signage, and lighting.

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

Universal Access - According to the Centre for Excellence in Universal Design, universal access is term that describes "the design and composition of the environment so that it can be accessed, understood, and used to the greatest extent by all people, regardless of their age, size, ability, or disability."

About universal design. Centre for Excellence in Universal Design. (n.d.). <https://universaldesign.ie/about-universal-design#:~:text=Universal%20Design%20is%20the%20design,%2C%20size%2C%20ability%20or%20disability>.

