



## Town of Naples

Town Hall

15 Village Green Lane

P.O. Box 1757 • Naples, Maine 04055

(207) 693-6364

---

### **Ordinance Review Committee**

Agenda

September 30<sup>th</sup>, 2020 9AM-11AM

1. Design Standards for Village and Commercial zones
  - a. Review of drafted standards for Village and Commercial zones
2. Next Meeting – TBD
3. Adjourn

---

MEMORANDUM

TO: Ordinance Review Committee (ORC)

From: Ben Smith, AICP, Principal, North Star Planning 

CC: Renee Carter, Code Enforcement Officer  
Kate Matthews, Assistant Code Enforcement Officer  
Sarah DelGizzo, Planner, North Star Planning

RE: Design Standards Discussion

Date: September 25, 2020

---

At the last Ordinance Review Committee meeting the committee discussed with Staff and North Star Planning several high level questions regarding the goals and desired outcomes for design standards in the Land Use Ordinance.

1. Prioritizing: What are the most pressing issues the Town needs to address?
2. Approach: What is the approach to design the Town would like to see?
3. Applicability: Where in town and to what types of projects will these standards apply?
4. Flexibility: Should standards be very proscriptive or provide flexibility?

After discussing these questions with the Committee, the following priorities came to light.

- The village and commercial districts both need design standards, although they might need to differ per zone. .
- Parking should be to the rear or side of buildings whenever feasible as to limit from disrupting pedestrian experience.
- Residential scale in the village is a priority.
- Locations of the buildings in regards to the roadway. This could include reduce setbacks, road frontage, or lot sizes.
- Landscaping and screening should be required in certain scenarios.
- Pedestrian network should be a priority.

As the planning team begins to draft standards, it will be important to keep in mind the above priorities. Do the standards address each priority or are there additional

priorities we should think about? Have the standards appropriately addressed each priority or should language be added or removed to allow for flexibility or increase requirements in certain situations?

Attached in this packet are drafted design standards for the Commercial and Village districts. Please keep the above mentioned priorities and questions in mind as we review the drafted standards.

1. Village District

d. District Standards.

1. Parking Areas

- a. Locations. Parking areas must be located at the rear or sides of commercial buildings.
  - i. When located on the side, parking areas shall not be located closer to the right-of-way than the front façade of the building. Such parking areas must be screened from the right-of-way with landscaping or fencing to minimize visibility.
- b. Provisions should be made for snow storage in the design of all parking areas. The areas should be shown on the Site Plan to avoid conflicts with landscaping, visibility, drainage, or icing during winter months.

2. Screening and Landscaping

- a. Screening.
  - i. Service areas, including loading areas and trash or recycling disposal containers shall be screened from view along public rights of way. Screening can include vegetation or fencing.
- b. Landscaping. The area between the roadway and front of the building shall be attractively landscaped with elements such as trees, flowering shrubs, fencing, stone walls, and other elements. Existing healthy trees and shrubs shall be preserved or transplanted to another area of the site wherever possible.
  - i. Non-residential uses may include areas for accessory retail display areas, public seating, outdoor dining areas and other elements that contribute to pedestrian activity and interest in this area.

3. Outdoor Storage. Outdoor storage is prohibited in the Village, though outside retail sales displays accessory to a retail use are allowed in areas that do not impact pedestrian mobility.

4. Building Orientation

- a. Buildings shall be oriented to create usable, safe and attractive pedestrian spaces, preserve significant site features, and minimize the appearance of parking areas.
- b. Generally, building front facades should be parallel with the edge of right-of-way.
- c. New non-residential and multifamily structures must have a building entrance on the building front façade.

5. Rooflines

- a. Flat roofs are permitted, provided that the design creates no horizontal line greater than 50 feet.
- b. Roof mounted mechanical and other equipment must be screened from public view or grouped at the rear of the structure to limit visibility. Rooftop screening shall be designed as an integral part fo the architecture to complement the building's mass and appearance.

6. Public sidewalks

- a. Sidewalks shall be required on all new commercial and multifamily developments on public streets and shall tie into existing pedestrian network when feasible.

7. Street corners

- a. A building on the corner of two public streets should be located as close to the intersection as allowed by code. No parking, vehicular travelways, or service areas should be located between the building and the property lines along both streets.

8. Lighting

a. Design

- i. All lighting shall be directed downward with full cut-off fixtures.
- ii. No unshielded lights shall be placed in view of any public roadway.
- iii. Decorative residential lighting, pedestrian scale lighting, and holiday lighting is encouraged, and is exempt from requirements for cut-off fixtures and unshielded light sources.

b. No rotating or flashing lights are permitted.

c. Light poles shall have a maximum height of 20 feet.

9. Drive-through Facilities

- a. Drive-through Facilities are not allowed in the Village District.

## 2. Commercial Area

### d. District Standards.

#### 1. Parking Areas

- a. Locations. Parking areas must be located at the rear or sides of commercial buildings.
  - i. When located on the side, parking areas shall not be located closer to the right-of-way than the front façade of the building. Such parking areas must be screened from the right-of-way with landscaping or fencing to minimize visibility.
- b. Scale. Parking areas with 16 or more parking spaces shall be divided into smaller spaces to reduce their mass and scale through the use of trees, landscaped islands, grade changes, or other features.
- c. Internal Traffic Flow. To ensure safety of vehicles and pedestrians, the site plan shall clearly delineate internal traffic patterns using directional arrow, crosswalks, and other ground markings.

#### 2. Screening and Landscaping

- a. Screening. Outdoor storage and service areas, including loading areas and trash or recycling disposal containers shall be screened from view from all public rights-of-way. Screening can include vegetation or fencing.
- b. Landscaping. The area between the roadway and front of the building shall be attractively landscaped with elements such as trees, flowering shrubs, fencing, stone walls, and other elements. Existing healthy trees and shrubs shall be preserved or transplanted to another area of the site wherever possible.

#### 3. Design of National Franchise

- a. Franchise styles. New England regional prototypes from national franchises are permitted provided they meet the design standards of this district.

#### 4. Rooflines

- a. Flat roofs are permitted, provided that the design creates no horizontal line greater than 50 feet.
- b. Roof mounted mechanical and other equipment must be screened from public view or grouped at the rear of the structure to limit visibility. Rooftop screening shall be designed as an integral part fo the architecture to complement the building's mass and appearance.

#### 5. Public sidewalks

- a. Sidewalks shall be required on all new commercial and multifamily developments on public streets and shall tie into existing pedestrian network when feasible.

6. Street corners

- a. A building on the corner of two public streets should be located as close to the intersection as allowed by code. No parking, vehicular travelways, or service areas should be located between the building and the property lines along both streets.

7. Lighting

a. Design

- i. All lighting shall be directed downward with full cut-off fixtures.
- ii. No unshielded lights shall be placed in view of any public roadway.

- b. No rotating or flashing lights are permitted.

- c. Light poles shall have a maximum height of 30 feet.

8. Drive-through Facilities

- a. Drive-through Facilities are permitted in the Commercial Area.
- b. Drive-through Facility windows and service areas must be located on the side or rear of the principal structure.
- c. Safe pedestrian movement must be incorporated into the Drive-through Facility design. Safe crossings and pathways must be clearly marked.