Route 196 Corridor DESIGN GUIDELINES

Town of Lisbon, Maine

Prepared by WRIGHT-PIERCE
Engineering a Better Environment

Adopted April 2014

Purpose & Intent

The Route 196 Design Guidelines have been developed to support the vision of the Route 196 Corridor Master Plan, adopted by the Lisbon Council in October 2013. The purpose of Design Guidelines is to provide a tool for Lisbon to improve visual character and quality of place as change occurs along the Route 196 corridor. These guidelines are put in place to help assure that new development and redevelopment is designed and built in with appropriate character in terms of scale, layout and aesthetic/visual effect. They are meant to help property owners, developers, contractors and other professionals understand the community values which their designs must satisfy to be acceptable to the Town.

Because the design guidelines cannot anticipate the unique conditions or opportunities present on individual properties, there may be occasions where a specific element of the guideline may not apply. In such cases, it is incumbent upon both the applicant, and those charged with reviewing and approving the proposed project, to arrive at solutions that are still in keeping with the spirit and intent of the larger principals of the guidelines.

Jurisdiction/Applicability

DESIGN GUIDELINES. For properties abutting or development within 500 feet of Route 196, and along the designated Village Main Street Corridors in Lisbon Falls and Lisbon Village, all non-residential applicants for Planning Board or Code Enforcement review and permitting are **strongly encouraged** to be consistent with the **Route 196 Design Guidelines**.

A property or development will be expected to comply with the Guidelines to the greatest extent possible when:

- Undergoing Site Plan or Non-Residential Subdivision review (whether Planning Board or Code Enforcement Officer); or
- Applying for Conditional Use, Signage, or other town permit (through the Planning Board or Code Enforcement Officer).

It is the intent of the Design Guidelines to supplement, not supersede, town land use regulations and standards, and to further encourage design that improves and enhances the Route 196 corridor. Compliance with the Route 196 Design Guidelines may be required (versus encouraged) in circumstances when public funding, such as a grant or loan, is being provided for private improvements to the building, site or development.

CONSISTENCY shall be determined by the Planning Board or Code Enforcement Officer, whoever is the applicable reviewing and permitting agent. As these design standards and guidelines cannot anticipate unique conditions or opportunities present on individual properties, there may be instances when a specific standard or guideline does not apply. Waivers may be granted when the applicant can clearly demonstrate consistency with the Purpose & Intent of these design standards and guidelines, or with the vision and recommendations of the Route 196 Corridor Master Plan.

Other Standards and Regulations

The focus of the Route 196 Design Guidelines is to affect the visual and aesthetic character of the Route 196 corridor, as related to the architecture and site layout/design of non-residential properties. Property owners and applicants shall note that additional standards and regulations are applicable, such as the Route 196 Design Standards and regulations under Lisbon's Zoning Ordinance, Site Plan Review, Conditional Use, Subdivision, Shoreland Zoning, or other local, state and federal permitting and regulations pertaining to non-residential development.

Goals of the Design Standards & Guidelines

The Town of Lisbon has several existing ordinances which address design issues such as land use and zoning, dimensional standards, impacts on neighboring properties and uses, environmental or engineering design requirements, etc. These design standards and guidelines are meant to supplement those regulations with more emphasis on the visual and aesthetic character of the Route 196 Corridor. Therefore, the goals include:

- Establishing a distinctive and visually appealing experience along the Route 196 Corridor and Village Main Streets.
- Encouraging quality development and redevelopment that respects the uniqueness of individual properties, while improving and reinforcing Lisbon's "sense of place" and local character.
- Upgrading the visual character and human scale of the Route 196 Corridor's non-residential properties through design elements including architecture, site planning, landscaping, and signage.
- Integrating design with land use, and transportation (vehicle, pedestrian, bicycle) to encourage the development of a safe, attractive, functional, and economically viable Route 196 Corridor.

Character Districts

Because the Route 196 Corridor Plan identified that different sections of the corridor have differing character, there are in some cases standards and guidelines that apply only to specific character districts along the corridor. The location of these districts includes (see map, next page):

Village (including appropriate transition areas)

- Lisbon Falls – between Topsham town line and Sugg Drive/Route 9
- Lisbon Center & Lisbon Village – between River Road and Littlefield Road

Village Main Street

- Main Street – between Lisbon Street and School Street
- Village Street – between Lisbon Street and Franklin/Gartley Streets

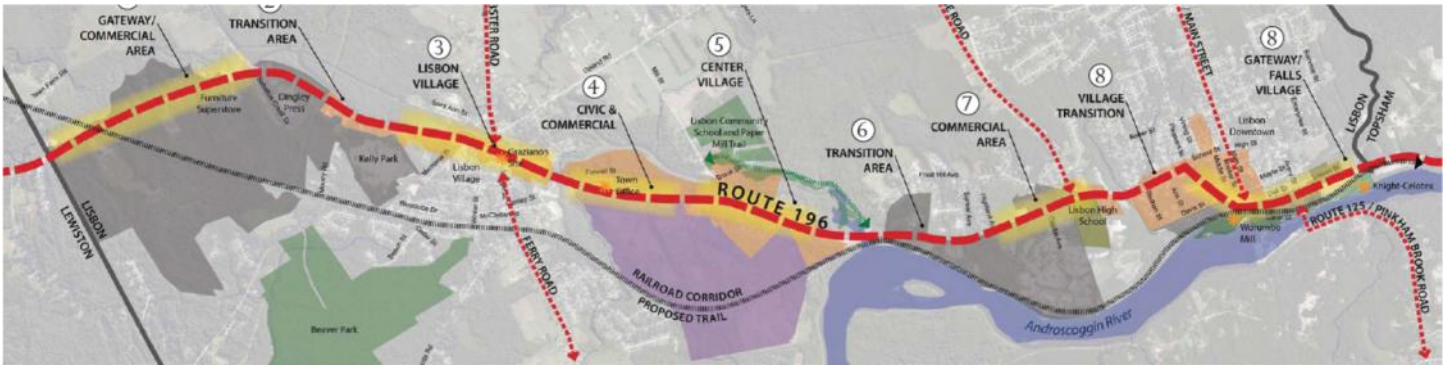
Highway Commercial

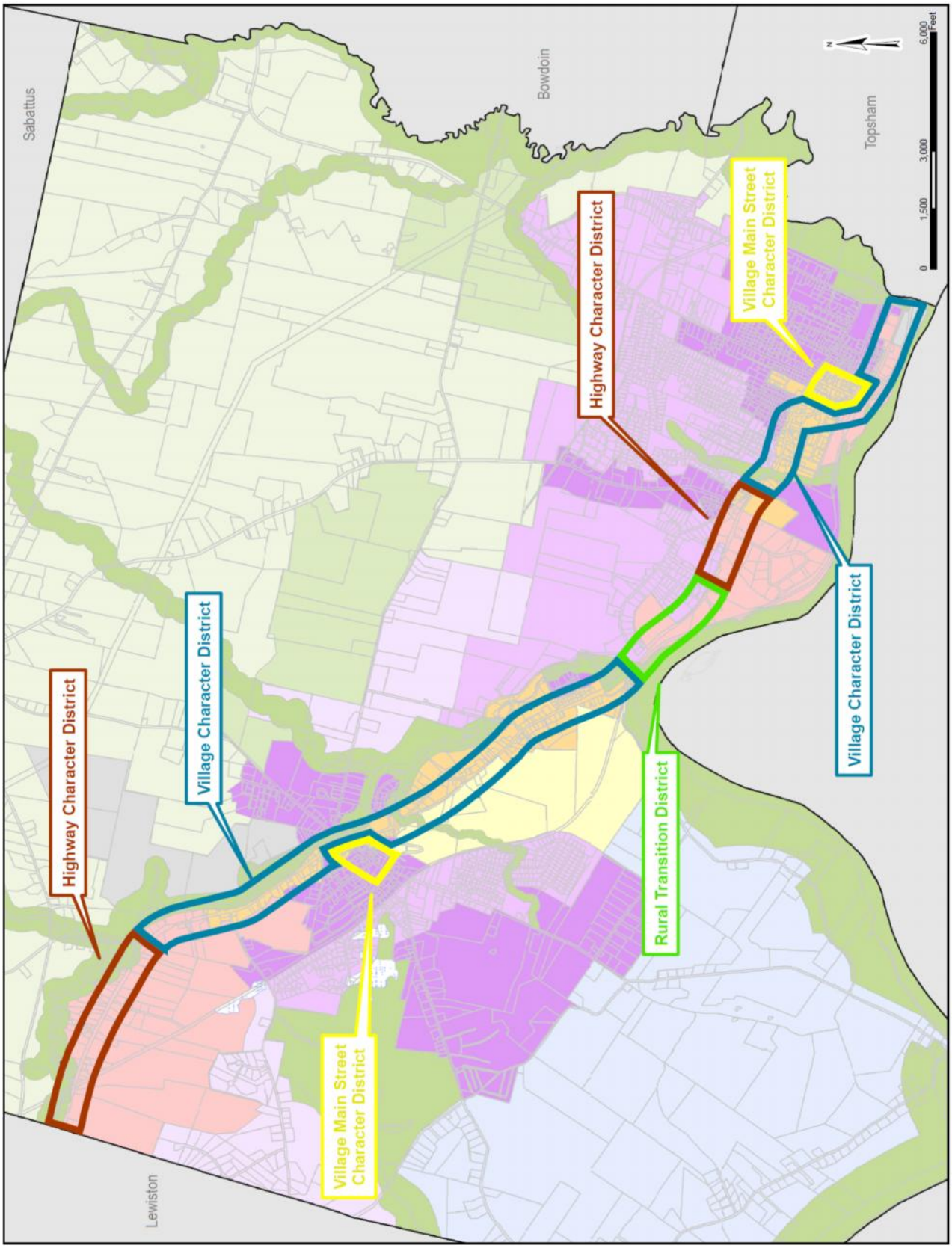
- Midtown Commercial Area – between Sugg Drive/Route 9 and Highland Avenue
- Western Commercial Gateway – between Littlefield Road and Lewiston town line

Rural Transition

- Midtown Transition Area – between Highland Avenue and River Road

Route 196 Corridor Plan Area




Sabattus
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Feet
Highway Character District
Village Character District
Village Main Street Character District
Highway Character District
Village Main Street Character District
Rural Transition District
Village Character District

Route 196 Corridor GUIDELINES

SECTIONS:

A. Site Layout & General Design

B. Architecture

C. Landscaping

D. Signage

SITE LAYOUT & GENERAL DESIGN GUIDELINES

GENERAL

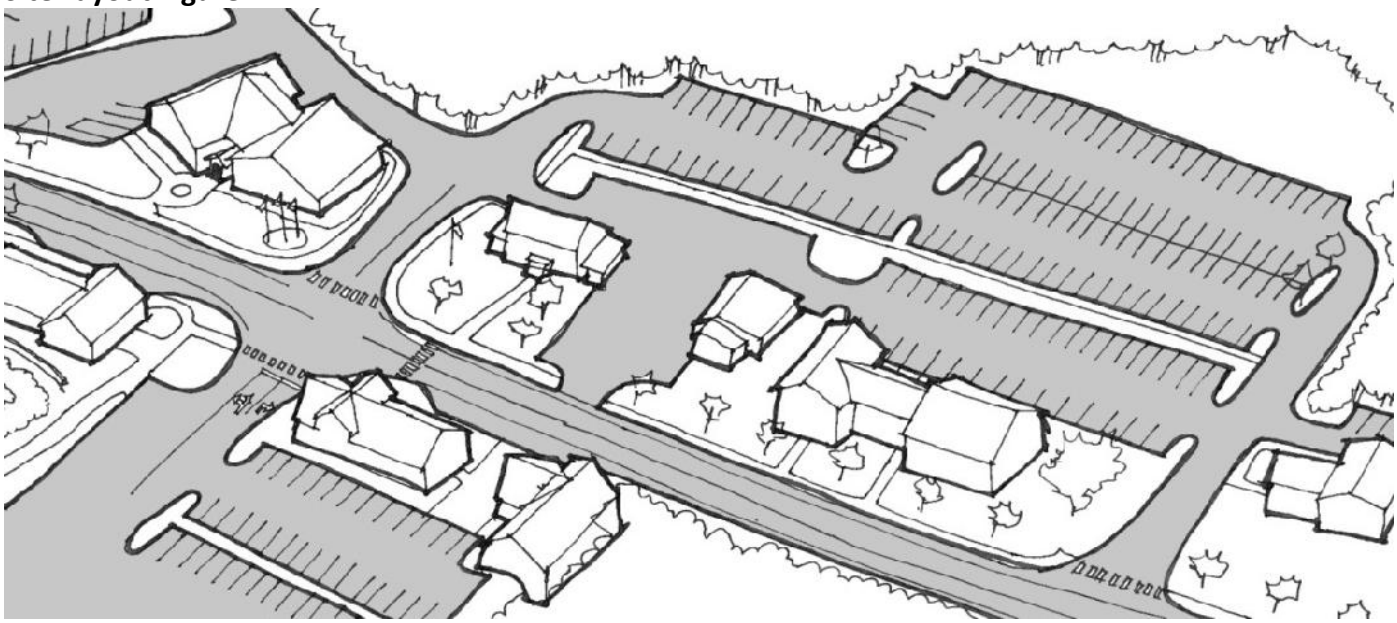
1. GENERAL LAYOUT

For purposes of these Guidelines, the most significant factors of Site Layout of development include how close buildings are to the roadway (and how large they are), the location of parking and paved areas, and the treatment of the frontage (between the building and the roadway) including landscaping or streetscape.

Access management, or the number and size of driveways/curb cuts that access the road, is typically included in site layout standards and guidelines, however, the Town of Lisbon has a separate Access Management Ordinance (Sec. XXX-XXX), therefore access management standards are not included.

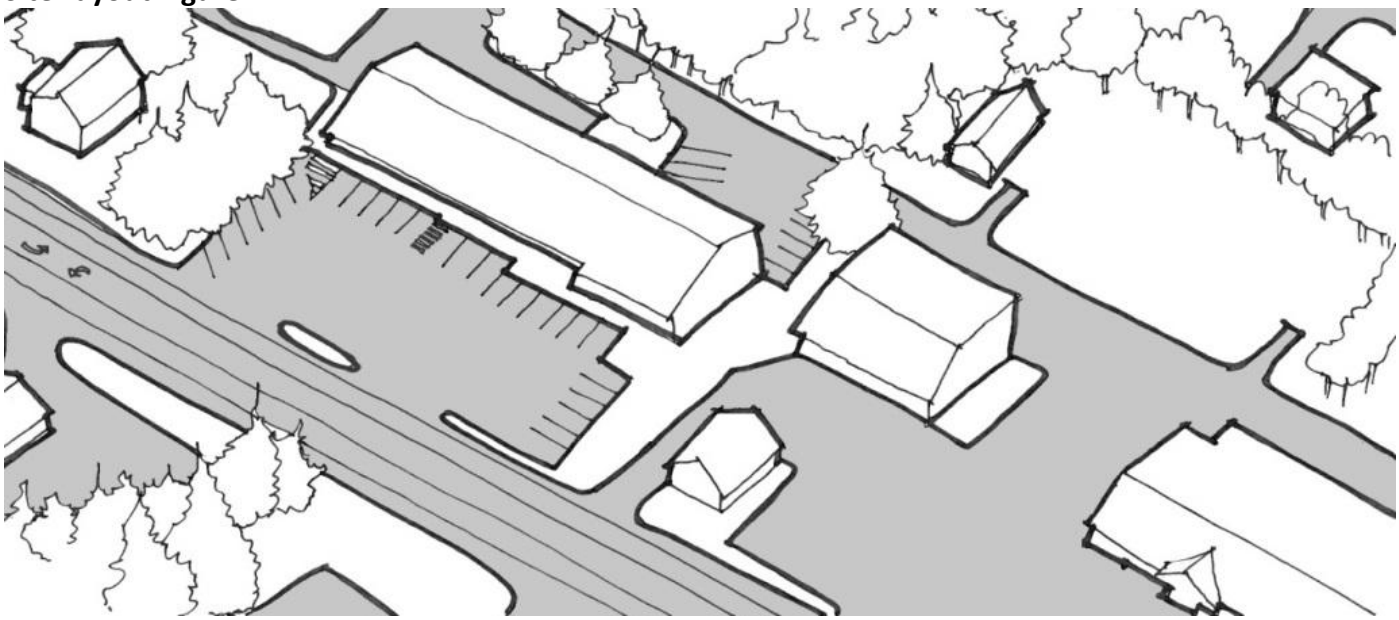
The Route 196 Design Standards include both general site layout standards and standards specific to the Character Districts. The diagrams and illustrations below further illustrate the general site layout standards, and ties in other aspects of the Design Standards and Guidelines.

Site Layout Figure 1



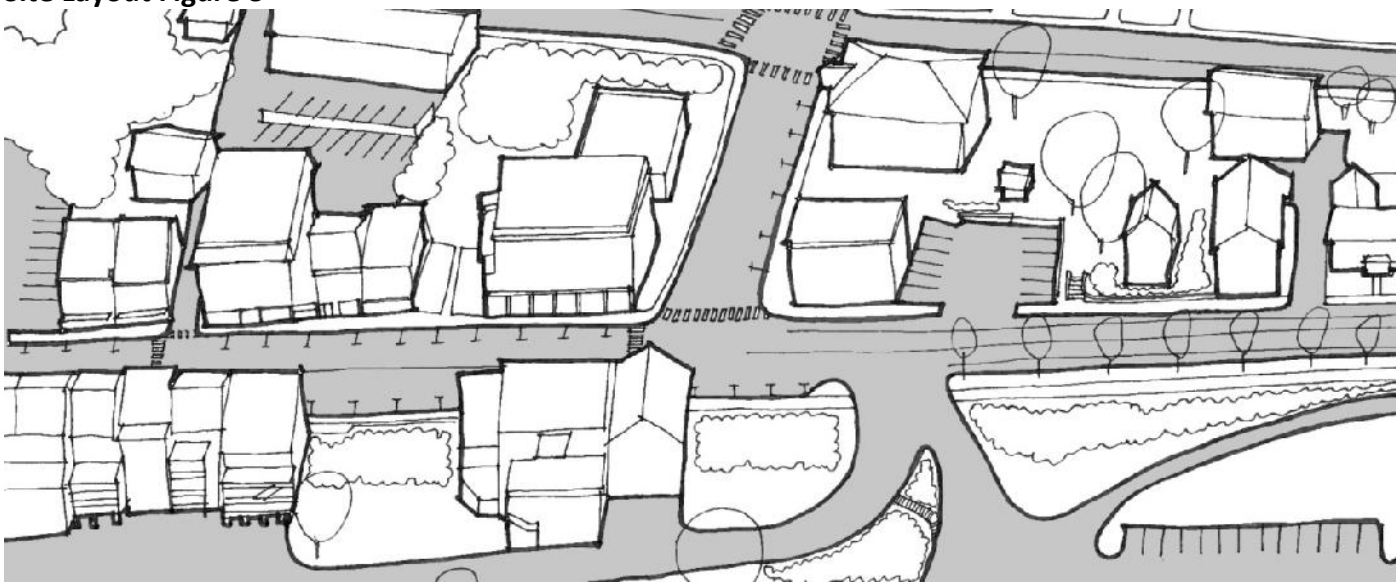
Along the Route 196 corridor, the preferred layout for development is to keep buildings close to the road, with landscaping and streetscape in front and parking behind or to the side. While the zoning ordinance dictates minimum setbacks, the general principle is that in the village areas, buildings should be located close to the road, while in highway commercial areas, buildings should be set back further. Shared driveways and combined access points (access management) is important not only to vehicle safety but to visual character, and good connectivity of sidewalks and pedestrian infrastructure makes this area very pedestrian friendly.

Site Layout Figure 2



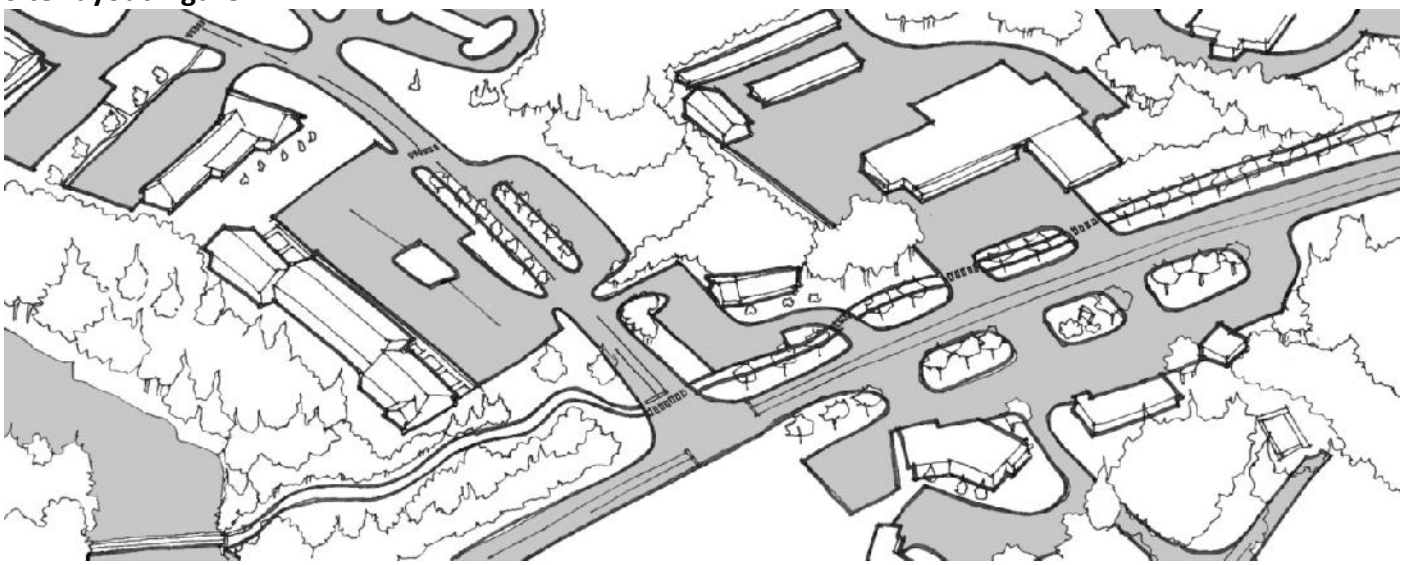
Here, we see site layout that is not desirable for Route 196 – buildings set back from the roadway and frontage dominated by parking and pavement. The absence of landscaping and green space makes for poor visual character, and the lack of good pedestrian infrastructure reduces the walkability of this area.

Site Layout Figure 3



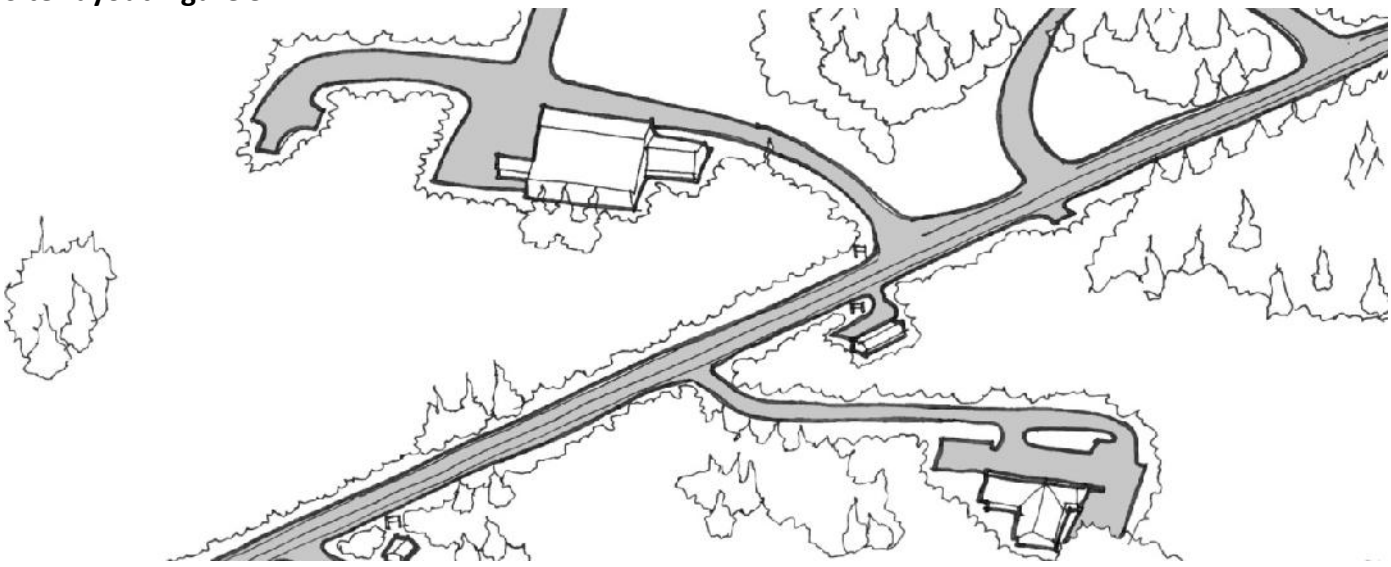
In the village centers, or Village Main Street Character Districts, building density should be much higher, and buildings should front directly or almost directly onto the sidewalks, close to the road. In terms of protecting village character, maintaining this building layout is as important as maintaining appropriate architectural form and style.

Site Layout Figure 4



This type of large scale commercial layout would be more appropriate in the western section of the Route 196 corridor, west of Littlefield Road. This shows large buildings set back from the road, where the frontage has generous landscape buffers and green space along the road, as well as a pedestrian corridor.

Site Layout Figure 5



This type of site layout would be appropriate in either the Rural Transition Character District, or the western section of the Route 196 corridor, west of Littlefield Road. This shows medium to large scale buildings with a large setback, where frontage includes a generous wooded buffer and green space along the road (signage for such businesses would be prominent along the roadway).

Poor Site Layout Features:

- *Building set back from the main road, but has essentially no landscape buffer along the road*
- *Frontage is dominated by pavement, no landscaping within the parking area or along the building*
- *Open curb cuts and a lack of defined/limited access creates unsafe vehicle and pedestrian conditions*

Poor Site Layout Features:

- *Building set back from the main road and is almost hidden behind the gas canopy*
- *Frontage is dominated by pavement, with no landscape buffer along the road and no landscaping along the building*
- *Complete lack of curbing or definition of entrances creates unsafe vehicle and pedestrian conditions*

Poor Site Layout Features:

- *Building set too far back from the main road*
- *Frontage is dominated by cars and pavement, with no landscaping within the parking area or along the building; existing minimal green space is used to display cars*

Good Site Layout Features:

- *Building close to the main road (to the left)*
- *Frontage is well landscaped, no parking/drives*
- *Parking located to the rear (not in picture), driveway access is off a side road*
- *Building "faces" the main road, and includes a pedestrian connection to the existing sidewalk*

Good Site Layout Features:

- *Building close to the main road*
- *Frontage is well landscaped, no parking/drives*
- *Gas station pumps and canopy are located to the rear of the building, as is parking*
- *Driveway access is limited to one entrance off the main road, secondary access off a side road*
- *Building "faces" the main road, even though the primary entrance is in back of the building*

Good Site Layout Features:

- *Building located right up to the sidewalk – site layout only appropriate for Village Main Street Character Districts*
- *No frontage, streetscape includes sidewalks with lighting and street trees and landscaping*
- *Parking located to the rear (not in picture)*

Good Site Layout Features:

- *Building set back from the main road, but includes a generous landscape buffer along the road*
- *Generous landscaped buffer along the road and landscaping within the parking lot significantly reduces the visual impact of having a large paved area and parked cars*
- *Driveway access is limited to one entrance off the main road*

Good Site Layout Features:

- *Building set back from the main road, but includes a generous landscape buffer along the road*
- *Driveway access is limited to the side road, and includes good pedestrian connectivity (not in picture)*

Good Site Layout Features:

- *Building set back from the main road, but includes a generous landscape buffer along the road and at the front of the building*
- *Parking is in the front/side, but the pavement does not dominate the frontage due to generous landscaping and green buffers*
- *Driveway access is limited to one entrance off the main road*

<u>Good Site Layout Features</u>:

- *Building set back from the main road with a generous wooded buffer – <u>site layout not appropriate for village areas</u>*
- *Frontage features the main entrance drive and prominent signage, limited views to the development*

2. BUILDING LOCATION & ORIENTATION

In addition to locating buildings near the roadway, their orientation and how they "face" the road is important to the visual character.

<u>Poor Building Orientation</u>
This building does not relate to or "face" the roadway (to the right). The window spacing and location is poor, and there is no doorway or other architectural features that would be present on a traditional front-facing façade.

Good Building Orientation
This shows traditional village character in a building that faces the roadway. The main entrance is located at the front, with secondary entrances to the side.

Good Building Orientation
These buildings also face the road, although the building entrances are located to the side and rear, away from the main road (left). Their window spacing and architectural forms give them appropriate street-facing façades.

3. ACCESS & PEDESTRIAN CIRCULTION

All building sites must have adequate internal pedestrian access and connectivity, and sites in the villages or other areas with existing sidewalks along the roadway must have adequate connectivity to sidewalks and adjacent development/properties where appropriate.

Good Pedestrian Access
This village scaled development includes sidewalk connections to the parking area and the existing sidewalk along the roadway.

Good Pedestrian Access
Pedestrian walkways can connect behind and between buildings, such as the landscaped and lit pathway shown here.

Good Pedestrian Access
The walkway shown here actually connects to the main building, parking area, an existing waterfront trail, and the sidewalk on the main road.

4. PARKING & PAVED AREAS

There are dimensional standards and requirements for parking areas and drives within the Lisbon Code (Sec XXX-XXX), but the landscaping and buffers surrounding and within parking areas has a significant impact on the visual character.

Poor Treatment of Paved Areas
Development sites should not be dominated by pavement and devoid of landscaping and green space. Here, there is no landscape buffer between the parking and building, or along the roadway (front).

Good Treatment of Paved Areas
The extensive parking and drives on this site are well balanced by landscaping along the roadway (front), around the building, and on landscaped islands within the parking lot.

Good Treatment of Paved Areas
Where parking areas or drives must be located in front of buildings, it is important to have adequate landscaping and green space to buffer along the roadway and sidewalks.

5. LIGHTING, UTILITIES, STRUCTURES

Lighting is an important safety feature for buildings and development sites, but it must also be treated with consideration for the aesthetics and impacts of light glare and pollution.

Good Lighting
Development sites can include lighting for signage, pedestrian ways, and parking or service areas. Pole lights should be pedestrian-scaled and have shielded fixtures to avoid light pollution and glare.

Good Lighting
Where enhanced lighting is needed, such as for uses like car sales lots or gas stations, every effort should be made to reduce glare and light pollution through the use of shielded fixtures and lower pole heights.

Good Lighting
Lighting for signage should be mounted from the top whenever possible, to reduce light pollution and glare for pedestrians and drivers. If ground mounted lighting is used it must be well screened such as with landscaping.

Utilities and Structures on the development site must either be treated as architectural features and designed to be integrated with the building, or should be covered, fenced or screened.

Poor Treatment of Utilities & Structures
Outdoor storage areas should be screened from the roadway.

Poor Treatment of Utilities & Structures
Structures such as electrical or other utility services, satellite dishes, etc., should be covered, screened, or located behind the building away from public view. Trash pickup areas and dumpsters should also be kept screened/fenced.

Good Treatment of Utilities & Structures
Here, a building site that has underground utilities (electrical) and fencing and screening for service areas (left side of building) and roof-top structures.

<u>Good Treatment of Utilities & Structures</u>
Many structures and utilities can be designed to be incorporated with the architecture – this vent blends in well with the clapboard siding.

6. BUFFERS & SCREENING

See the ***Landscaping*** section for guidelines on buffering and screening.

ARCHITECTURE

GUIDELINES

GENERAL

1. FORM & ARCHITECTURE: NEW CONSTRUCTION

Generally, the desired architectural character for Lisbon's Route 196 Corridor is "traditional New England architecture". This architectural style often largely reflects local residential building character, and typically will include buildings with peaked roofs (with some examples of traditional flat roof styles), traditional exterior façade materials such as brick or clapboard, and traditional building colors such as white or traditional shades of blue. Below are several examples of architectural character and elements that are a fit with the desired character for Route 196, as well as examples of architectural character that are not a good fit.

a. Examples of Good Architectural Styles for Lisbon

A range of architecture types that illustrate good architectural form, fenestration, proportions and materials. Peaked, gable or hip roofs are appropriate; flat roofs should have appropriate cornice detailing and follow historic New England style (above, lower left).

Examples of newer developments along highway commercial corridors, illustrating that typical highway uses can be more visually compatible when buildings have traditional New England character. Structures such as drive-thrus and gas pump canopies must be considered part of the architecture.

b. Local Architectural Styles and Elements

The examples below illustrate some typical traditional building styles that are prominent in Lisbon.

c. Examples of Poor Architectural Styles for Lisbon

These photos illustrate architecture that is generally not compatible with Lisbon's local character and desired visual character for Route 196. Architectural styles such as these may seem as though they belong in another place, and do not reflect the local character or improve the visual character of Lisbon.

Roof form and overall architectural style not appropriate for Lisbon.

Big box architecture and modern/contemporary architecture does not reflect Lisbon's traditional local character.

Fenestration, or the scale/proportion and spacing of windows and doors, is very important to architectural character. These buildings not only have an architectural style that isn't appropriate for Route 196, but lack the traditional placement of windows and doors. Where the building's function prohibits appropriate fenestration, architectural details or false windows can be a substitute.

d. Unified Architectural Design

A property or development should have consistent design style and quality extend beyond just the main building, to include accessory buildings, signage, and other structures as appropriate.

This example illustrates good architectural character that is consistent in all buildings and structures, unifying the development through design and creating positive visual character.

2. FORM & ARCHITECTURE: REUSE AND REHABILITATION

The rehabilitation and reuse of existing buildings in Lisbon can help maintain the town's sense of place and authenticity. Although not all existing buildings contribute positively to the character, many can be rehabilitated to restore lost character or modified to create more traditional New England architectural character. Traditional New England architecture still applies to building rehabilitation, and whether or not historic preservation may apply must be evaluated on a case by case basis.

a. Examples of Good Architectural Rehabilitation

Before (left) and after (right). The façade improvements included minor (painting) and major (reconstruction of the storefront) rehabilitation.

Before (left) and after (right). Adding appropriate siding, color, and architectural detail can quickly transform the visual character.

Before (top left) and after (lower right). Even a strip mall can be transformed in character through façade enhancements.

b. Examples of Poor Architectural Rehabilitation and Modification

These buildings had architectural additions made to the front façade that were not in character with the main building or representing traditional New England architecture. Substantial additions to buildings must be in character with the existing structure first and foremost.

Common in New England villages and downtowns, older storefronts and converted houses are often changed and replaced with poor quality façade materials that diminishes the architectural character. These types of existing buildings can be restored either historically (meeting historic preservation standards) or to meet the appropriate neighborhood/district character.

3. ARCHITECTURAL FORM & DETAILS

a. Fenestration and Ornamentation

Good proportions of windows and doors (fenestration), and details such as cornices, molding, columns or dormers, all are important design elements contributing to visual character. Windows and doors must be appropriately scaled and spaced along façades, and have appropriate trim and finishings. Architectural ornamentation is a valued New England tradition, and new buildings and building rehabilitations are strongly encouraged to use good ornamentation and design.

Good Fenestration (spacing/scale of windows and doors):

Good Architectural Ornamentation:

Distinctive Rooflines & Architectural Features

Poor Fenestration and Architectural Detail:

The poor character in these buildings comes from fenestration and details, not form or materials.

These buildings have poorly proportioned windows and openings, and have poor or minimal architectural detail.

Awnings and Canopies:

These types of awnings do not contribute to the architecture, but are instead used as advertising and signage. This is not desirable architectural character.

Awnings should be non-reflective materials (preferably fabric) with colors that complement the building's color.

b. Building Color and Façade Materials

Clapboard and brick are the most common siding materials found in Lisbon, and are considered traditional façade materials.

Clapboard (whether wood, vinyl, or other material) and brick (solid or veneer) are traditional façade materials.

Other façade and siding materials may not be appropriate, such as cinder block, stucco, or metal siding. However, often the architectural form and design is more important than the materials used – a well-designed building with quality metal siding may be compatible in the right location.

Cinder block and metal siding such as this are generally not desirable.

Building colors should be appropriate – traditional or historic New England colors, or more subtle earth tones, are encouraged. Building colors that are very bold and bright can visually detract.

Building color is often used to market a business/use rather than be part of the design.

c. Large Buildings – Façades and Massing

Large buildings, whether a single commercial use or multiple, should have massing that is broken up through architectural design, and long expanses of roof should be enhanced with features such as gables and dormers. Façades should not extend for more than 50 feet in length without incorporating architectural features such as pilasters, windows, cornices, porches, or offsets. Where the plane of the wall is broken, the offset should be proportional to the building's height and length. Projections used to break up the mass of the building should extend to the ground.

POOR:

Although the canopy over the first floor business entries does help break up the massing of this building, it still appears very long and massive and would benefit from

BETTER:

This large façade is broken up somewhat through the use of siding and architectural details, though for a retail building such as this, the addition of windows along the street front would be strongly encouraged.

BEST:

The size of these buildings is balanced in scale through the use of architectural form/massing and façade/roofline enhancements.

Strip mall architecture (left) often detracts from an area's visual character, as does large and undifferentiated buildings (right).

d. Attached & Detached Service Structures

Gas station canopies, drive-thrus, and other structures or additions can be located to the rear of buildings, and/or designed with a more compatible architectural style.

Gas canopy located behind the main building.

Drive-thru with architectural design character.

Drive-thru ATM treated as an architectural feature.

Signage with architectural character.

BY CHARACTER DISTRICT

In addition to the above General Guidelines, these Character District Guidelines shall apply.

1. Village District

a. Corporate/Franchise Architecture

For Lisbon's Route 196 corridor, maintaining village character is very important, and corporate architecture that is not compatible shall be discouraged.

For many national and regional business franchises, the design of the building and signage is part of their marketing strategy. Though it has its purpose, it is well demonstrated that franchise businesses who build new buildings that follow local architectural styles, or businesses who locate in historic buildings and downtowns are able to thrive and sometimes exceed expectations in terms of business success.

McDonald's – Village Architecture

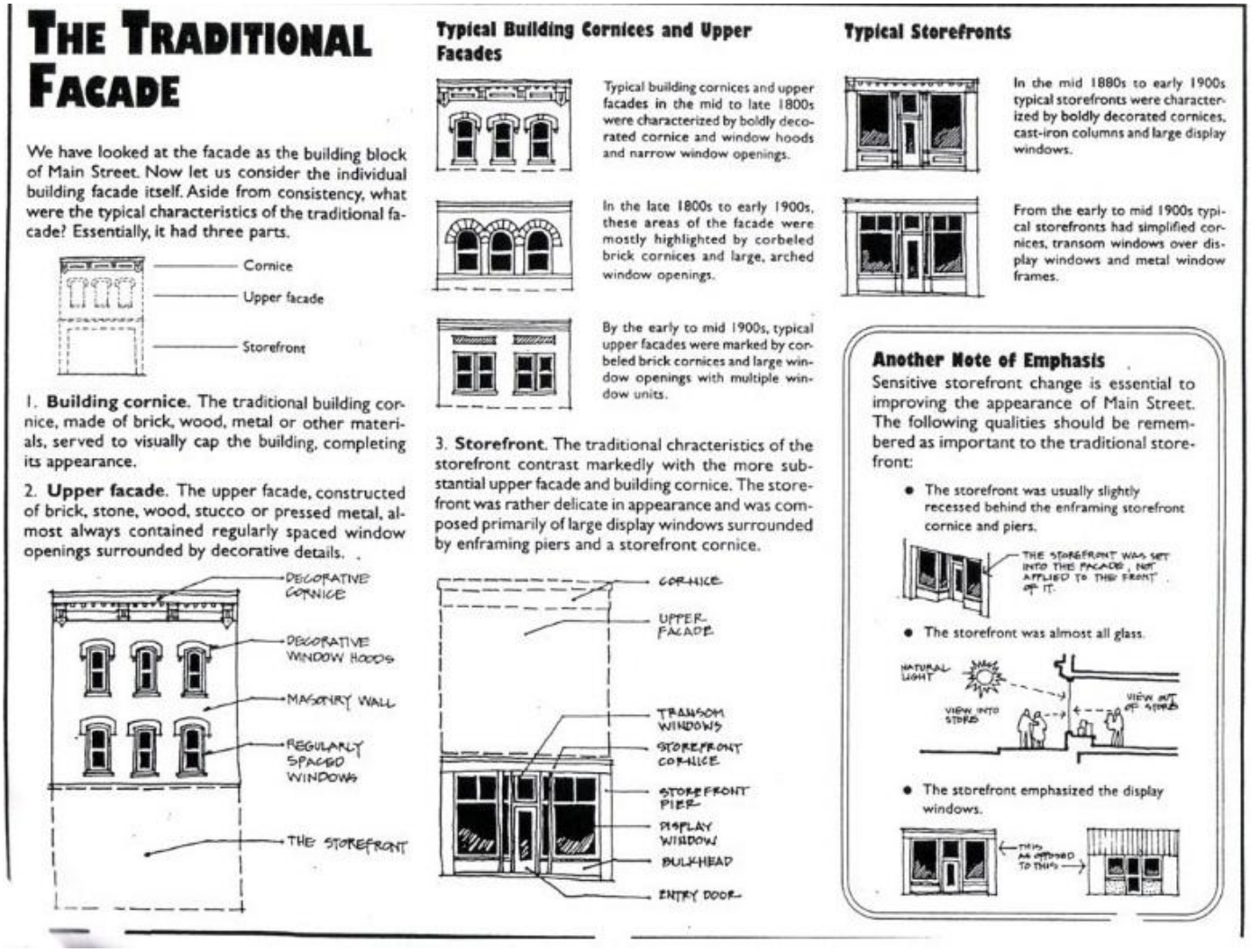
McDonald's – Corporate Architecture

This Walgreens façade has a false second story (outer wall only) and false windows to appear more like a traditional downtown building than a commercial "big box" building.

2. Village Main Street District

a. Traditional Main Street Buildings

In downtowns and village centers, buildings traditionally were very close together or physically touching, and had very strongly pedestrian-oriented architecture. Buildings were also often multi-story and mixed use. Non-residential buildings in the Village Main Street District should have a strongly pedestrian-oriented "storefront" design for the first floor, using traditional downtown architectural forms.



Examples of Downtown Facades & Architecture

LANDSCAPING

GUIDELINES

GENERAL

1. LANDSCAPING & GREEN SPACE

Good landscaping and green spaces are important to the visual character of the Route 196 Corridor. The Design Standards for landscaping outline requirements for maintaining vehicle and pedestrian safety and visibility and the importance of maintaining existing vegetation when possible. These guidelines illustrate good and poor uses of landscaping, and the use of landscaping as a buffer (or transition) versus as screening.

No Buffers or Landscaping
In existing areas where frontages are dominated by paved areas and driveways, landscape buffering and streetscape is needed to improve the visual character, and can help enhance pedestrian safety and walkability as well as compliment access management and traffic safety.

Scale and Size of Landscape Buffers
This planter does not provide enough of a landscape buffer, given the large amount of pavement surrounding it. Larger shrubs and/or street trees would better suited to improve the visual character.

Good Landscape Buffers
The frontage of this lot is dedicated to green space and landscaping, with pedestrian access to the parking lot. This landscape buffer is an appropriate size for the scale of the building and front setback distance.

Good Landscape Buffering
Sites that have parking and paved areas in front of the building should have adequate landscaping in the transition areas between the road and parking, and the building and parking. Landscape plantings must be maintained so as not to block site distances for vehicles. Here, the development has ample landscaping along the roadway (street trees and grass), along the building, and within the parking area.

Good Landscape Buffers
In areas where the buildings are close to the road, small pocket gardens and landscaping can still be added to create a transition along the roadway.

Good Landscape Buffers
This larger parking area includes landscape islands within the parking area, to break up the large area of pavement. Retaining existing trees, such as the tree along the roadway (left) is strongly encouraged.

2. BUFFERS & SCREENING

Buffering is used to visually enhance the character or reduce the visual impacts of a building or development and to create a pleasant transition between site elements or adjacent uses, while screening is used to visually block structures, utilities, paving, or other visual detractors.

Good Landscape Buffering
In this example, a large parking lot is buffered along the sidewalk and roadway with trees, low bushes, and decorative fencing.

Good Landscape Buffering
For large buildings and developments, a more substantial buffer may be appropriate – here, a double row of street trees is appropriate for the scale of buildings and the large parking area in front of the buildings.

Good Landscape Screening
Screening, such as with evergreen vegetation and/or fencing, may be needed in cases such as abutting residential neighborhoods or for utility or service areas within a development site.

Good Landscape Screening

Landscape screening and buffering can also be used to visually enhance buildings that lack architectural character. Although meeting the Architectural Design Guidelines is preferable, the use of well-maintained landscaping can be an option, especially for improvements to existing buildings.

SIGNAGE

GUIDELINES

GENERAL

1. CHARACTER

Signage should complement the architectural features of the primary building and/or be visually compatible with the surrounding development character.

Poor Signage Character
This signage reflects poorly on the building's visual character, and lacks architectural and design character. The amount of signage in the windows also detracts from the character.

Good Signage Character
The signage on the building and by the road both are visually compatible with the architecture, and enhance the visual character.

Freestanding signs should be mounted on two posts or pillars versus centered on a single post, or may be set on a low wall (monument style).

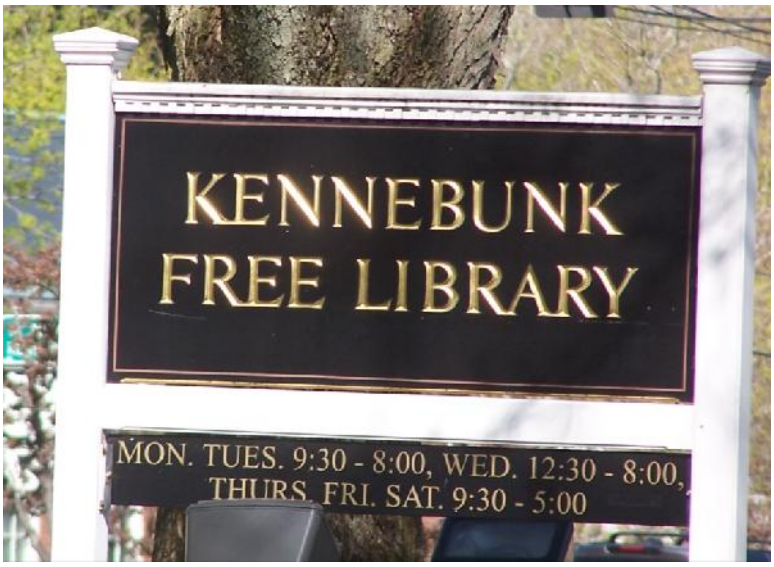
Signage should be lit from above rather than below the sign, to reduce light pollution and glare for drivers and pedestrians.

<u>Wall Mounted Sign Lighting</u>
This wall mounted signage is appropriately lit from above with decorative fixtures.

<u>Freestanding Sign Lighting</u>
An example of a sign with shielded lighting fixtures at the top, and well incorporated in the overall sign design.

2. LEGIBILITY

Simple, legible, and attractive signs are desired for Route 196. Simple geometric shapes are preferred for all signage. Complex graphics or colors, and signs with excessive wording, are discouraged due to their negative visual impact and reduced legibility. Lettering and graphics on signage should be sized appropriate to the speed limit (motorist visibility). Identification (business) signs and directional signs in particular should not have excessive text and should be kept as simple as possible in content. Hand lettered signs are not allowed unless lettering is stenciled and laid out in a professional and well-designed manner.



Legible Signage
The lettering on this sign is appropriately sized and spaced to be readable from the road. The contrasting color of the background and the simple content (not too many words or graphics) also makes it very readable.

Legible Signage
Another example of clear and legible signage, with good contrast and simple content.

Not Legible
This sign's legibility is not as clear due to closely-spaced lettering, complex graphics, and height on the building.

Not Legible
This signage has too much content to be readable by motorists. Though the architectural character of the sign is good, the individual business signs do not read well from the road.

3. WALL MOUNTED SIGNS

Building mounted signs must be designed as an architectural component of the building, and should not obscure any architectural details of the building.

Good Design
Lettering placed directly onto the façade or a component of the façade is an appropriate wall mounted sign type.

Poor Design
This sign is much too small relative to the façade of the building, and is unreadable. Signs on the building façade must be treated as part of the façade design in terms of scale and proportion, just as with windows, doors and other architectural features.

Good Design
This wall mounted signage is simple and well laid out, appropriately scaled to the building's façade and compatible with the architectural character.

Projecting Signs
Signs that project perpendicular from the building should not interfere with vehicle, pedestrian, or cyclist safety. This sign is located at a safe height and is compatible with the building's character and architecture.

4. TEMPORARY SIGNAGE

Temporary signs are regulated under Division 5-Signage of the Lisbon Code of ordinances. Important design principles related to temporary signage are illustrated below.

Sign Clutter
This storefront is dominated by advertising signs and banners. This type of clutter is too busy to read, and creates poor visual character.

Sign Clutter
In addition to a free standing business sign and temporary readerboard sign, this building is largely covered by small temporary banners and signage, to the extent where the actual business sign on the building is unnoticeable.

Sign Clutter
Gas stations often have a great deal of signage clutter, including a number of temporary signs.

Reduced Signage Clutter
This gas station has only a few simple wall-mounted signs and one free-standing sign along the road, and the façade and site are not cluttered with temporary advertising signs, presenting a much improved visual character.

Town of Scarborough

Limit Temporary Signage
A banner used to announce an event or showcase a specific advertisement is a good use of temporary signage, so long the design is legible and it remains temporary in its use.

Directional & Instructional Signage
Informational signage on the property, such as directional, parking, handicap access, warning or instructional signs, whether freestanding or building-mounted, should be kept small and simple, and are encouraged to be compatible with other signage and building character elements. Such signs must not in total create signage clutter on the property.

5. ADDITIONAL TYPES OF SIGNAGE

These are some specific types of signs where guidance as to appropriate or inappropriate design is important to the visual character.

"Sponsor" Signs

For signs with "sponsor" names, logos, slogans or messages on a sign, where the sponsor is not the occupant of the property or a franchiser of the business, the sponsor logo or information shall not occupy more than 30% of the total face of the sign. This sign is dominated by the sponsor name/graphic rather than the business.

Readerboards

Readerboards (with removable lettering or digital lettering) attached to permanent signage should be integrated into the overall sign design through scale, color and detailing, and shall not occupy more than 50% of the total area of the sign or contain more than three lines of text. Temporary readerboards such as the one below are discouraged.

<u>Franchise Business Signs</u>
Franchise business signs should conform with the applicable character of the Character District, and reflect the architectural character of the main building, to the greatest extent possible. The sign to the very left reflects a more corporate design, while the sign to its right reflects the architectural character of the building.

Poor Design of Internally Illuminated Signs
Internally illuminated signs often lack architectural character, and use bright or distracting colors and graphics.

Good Design of Internally Illuminated Signs
Freestanding internally illuminated signs that have dark backgrounds with light lettering are preferred because they have reduced light glare (far left). Internally lit lettering and graphics mounted on buildings are preferred over whole sign panels.

6. MULTI-TENANT PROPERTIES

Signage for multi-tenant properties is regulated under Division 5-Signage of the Lisbon Code of ordinances. Important design principles related to multi-tenant properties are illustrated below.

Good Road Signage for Multi-tenant Properties
When multiple tenants must be displayed on a roadside sign, simple business name plaques on a shared sign is preferred. This type of sign is more legible and visually uncluttered.

Google Images

Poor Road Signage for Multi-tenant Properties
Apart from the overwhelming size of this sign, the graphic clutter of so many businesses reduces its readability, and the overall design does not have any architectural character.

Google Images

Signage for Individual Businesses
Typically, individual businesses and uses will have their own signs placed on the building. These should be simple and legible, designed only to direct the public to the business' location.