

## **Section 534. Parking Lot Redevelopment Overlay Districts**

### **A. Purpose**

The Parking Lot Redevelopment Overlay Districts are intended to bring high density housing back into Freeport Village thus infusing a new level of vitality. Starting in the early 1980's, the Village was being transformed from a small town village into a retail hub that was dominated by national retail chain stores. The shopping opportunities were in high demand and customer flocked to Freeport to shop. To accommodate the new traffic, houses were demolished and parking lots were built. With the growth of online sales, customer traffic has decreased. To encourage reuse of vacated retail spaces and new development the parking requirement in the Village Commercial 1 District was substantially reduced. As a result, fewer parking spaces are needed to serve customers.

These overlay districts are designed to concentrate new higher density residential housing and mixed use development in parking lots that are no longer needed while also maintaining an adequate level of parking for visitors. The town is optimistic that because the land is previously developed and because of the expedited review process, a diversity of housing types at a variety of price points will be built.

The purpose for having two overlay districts is to differentiate between areas that are suitable for four story buildings and three story buildings. This distinction is based on elevation changes, the height and scale of nearby buildings, and to preserve the parking lots that studies have shown are the most desirable for customers.

### **B. Designation as an Overlay District**

This Overlay District applies to parking lots in the Village Commercial 1 District that are divided into two Parking Lot Redevelopment Overlay Districts (PLROD). As an overlay district, the requirements of the underlying zoning district and other pertinent sections of the Zoning and Subdivision Ordinance will remain in force and will apply to all uses of land and buildings within the Overlay District except as specifically modified by the provisions of this Section 534.

This section applies to existing parking lots in the Village Commercial 1 District; however, undeveloped land may be incorporated into any given project provided at least 50% of the development is on an existing parking lot.

PLROD One, on the east side of US Route One allows 4 story buildings and 80% of the site can be impervious. PLROD two, all of the areas in the Village Commercial 1 District that are not in PLROD One, allows three story buildings and 90% of the site can be impervious.

As a redevelopment, the focus of the review should be on the design of the building more than site considerations. Therefore, an expedited review process is provided.

## **C. Definitions Applicable in the Parking Lot Redevelopment Overlay District**

**Building story:** that portion of a **building** included between the upper surface of a floor and the upper surface of the floor or roof next above.

## **D. Review Standards and Process**

### **1. Review Process**

The review process has three steps:

1. conceptual review,
2. final review, and
3. as-built plan submission.

The conceptual review step is intended to introduce the project and for the applicant to get feedback from the Project Review Board on the design of the proposed building(s) and the location of buildings, parking, the treatment of stormwater, and landscaped areas. The request for any waivers from submission requirements should be dealt with during this conceptual phase. The review standards of Section F of this Section 534 cannot be waived, but they may be found to not be applicable for a specific reason. During the conceptual phase, the Project Review Board should vote on any requests for a waiver of submission requirements or to find a that a standard is not applicable.

Applications for final review should only be submitted when all of the details of the plans have been resolved. At this time, all necessary state and federal permits must have been obtained.

A public hearing is required for all Subdivisions. This public hearing will also suffice for Site Plan Review. If, for some reason a project does not meet the definition of a Subdivision, the Project Review Board may opt to hold a public hearing if a majority of Board members present and voting agrees to a public hearing. If so, the notification process of a public hearing as outlined in Sec. 602, Site Plan Review shall be followed.

Upon a majority vote of those present and voting, the Project Review Board may require any submission requirements or apply any standard of Site Plan Review that is not included in this section.

The last step of the review process is the submission of as-built plans. The approvals of details of utility construction are required by the various utility companies, not the local review board. This step does not require approval by either staff or a board.

### **2. Submission Requirements**

- a. **Conceptual Plan** submission requirements:
1. A narrative description of what the development will include such as the number of units, the size of the units, and other uses that are proposed. In addition, the narrative will include, the pre and post development number of parking spaces on the site, and how many parking spaces will be open to the public, if any.
  2. Two plans must be submitted, existing conditions and a proposed plan of development. The existing conditions plan may be an aerial photo that accurately depicts current conditions, or a plan drawn to scale that shows existing conditions. The plan of development is superimposed on either the aerial photo or the drawn plan and includes the following information: the proposed location and size of building(s), entrances and drives, parking areas, non-developed area, how stormwater on the site will be treated if different than the existing drainage and other features the applicant wants to highlight.
  3. A conceptual landscaping plan, in a bubble diagram format, that shows where landscaping will be placed and what the purpose is, for example, landscaping for the purpose of screening, or beautification and /or color, or stormwater management etc., as well as any hard scaping features that are proposed. This plan does not include actual species, number or sizes of plants, only their intended purpose. This information can be incorporated into the plan of development or it can be a separate plan.
  4. Conceptual elevations of the exterior of the building. The elevation should show all sides of the building and describe the materials that are proposed. The materials for all elements of the building; siding, windows, doors, roofing, etc.
  5. Adequate evidence of right, title or interest shall be submitted along with a completed application form supplied by the Town of Freeport.
  6. Any requests for waivers of submission requirements and any requests to find that a standard of Section F be found to not be applicable.

The conceptual master plan shall be prepared by a registered landscape architect, registered architect, or registered professional engineer.

- c. **Final Plan** submission requirements:
1. From Sec. 602.D – Site Plan Review submission requirements, the following items: 602.D. 1, 2,3, 4a,b,c,e,f,i,j,l,m, n, o, and s.
  2. The project Review Board may require additional information as listed in Sec. 602.D, if the need for additional information arises.

3. Letters from the water and sewer district stating they have the capacity to handle the proposed development.
4. The location and cut sheets of all exterior lighting fixtures, both building mounted and free standing.
5. Paint chips of any surface of the exterior of the building that will be painted.
6. Evidence that any necessary state and/or federal permits have been applied for and must have been found to be complete by the reviewing authority. The Board may approve a project before state and/or federal permits have been obtained, provided a condition of approval is added that states that no construction can start until all permits have been obtained.

**d. As-built plan**

An as-built plan shall be submitted before the Certificate of Occupancy is issued. The purpose of the plan is to confirm the constructed location and details of all utilities, public and private, especially those that are underground. This includes the depth of pipes, the size and material of pipes as well as the location of all components necessary to shut off a utility. The final as-built plan must be in a field marked form translated into a record drawing. The plan must include a signature by a representative of the water district, sewer district, electric company only if power is installed underground, solar company if any of the system is underground and the natural gas company. The purpose of the signature is to confirm that utility companies are in agreement that all of the pipe and other facilities are accurately shown.

**E. Amendments or Expansions**

The Town Council may modify or expand the boundaries of a Parking Lot Redevelopment Overlay District at any time, following the same procedures of a Zoning Map amendment outlined in Sec. 203 of this Ordinance.

**F. Subdivision, Site Plan Approval and Design Review approval**

1. Site Plan Review Parking lot redevelopments are subject to the following standards of Site Plan Review, Sec. 602.F:

- c – Vehicular Access,
- d – Parking and Circulation,
- e – Surface Water Drainage,
- f - Utilities.
- i – Exterior Lighting,
- j – Emergency Vehicle Access
- k – Landscaping, and

1 – Environmental Considerations (1) and (5)

2. If the number of units meets the definition of a Subdivision, Subdivision review is necessary. All Parking Lot Redevelopment Overlay projects are classified as minor subdivisions and are subject the process, submission requirements of Article 6 – Minor Subdivisions of the Subdivision Ordinance. These projects are not subject to Article 5 – Pre-application Procedures.

3. New construction in these overlay districts are not subject to the Design Review Ordinance provided the standards of Sec. M- Design Elements, below are met. If a project does not meet the standards of Sec.-M Design Elements, then Design Review approval is required.

### **G. Additional Permitted Uses**

In addition to the uses allowed in the underlying zoning district, the following uses shall be permitted uses in any Parking Lot Redevelopment Overlay District:

1. Mixed use development
2. Art Galleries and Museums
3. Dwelling units on the ground level

### **H. Space and Bulk Standards**

Notwithstanding the requirements of the underlying zoning district, a Parking Lot Redevelopment and all uses, buildings and structures associated with it shall be governed by the following provisions:

	<b>District 1</b>	<b>District 2</b>
Minimum lot size	0	0
Land area per dwelling unit	0	0
Maximum lot coverage	90%	80%
Height limitation	3 stories, max. 35' building height	4 stories, max 45' building height
Studio, 1BR res unit parking requirement	1	1
2 BR, 3BR and greater	1.5	1.5

1. Building location requirements –
  - a. Front building location requirements
    - i. Build to: Buildings shall be built 7 feet to 17 feet from the property line along a public road. If the building has two sides of a building along a public road, the build to requirement applies to both sides. Side and rear setbacks are the same as the Village Commercial 1 District.
    - ii. Setback: Buildings that are proposed to be built on sections of parking lots that are not adjacent to the public road will use the setback requirement. In these cases, the setback requirements are used to create a break from any existing parking lots and the new building.
  - b. Side and rear Setback requirement –
    - i. None - if non-combustible construction is used and the roof does not pitch in that direction.
    - ii. Five feet (5') – if non-combustible construction is used and the roof pitches in that direction.
    - iii. Fifteen feet (15') – if non-combustible construction is used
2. Developments with more than one building in a parking lot can have a combination of built to requirements and setbacks depending on a buildings relationship to a public road.

## **I. Parking requirements and access**

Notwithstanding the standards of Sec. 514 – Parking Requirements of this Ordinance. the following off –street parking requirement shall apply for developments in this overlay district. Off-street parking spaces may be provided on the same parcel as the use they serve, and/or on another lot held under the same ownership provided the parking spaces are within the Village Commercial 1 District, and/or with a credit issued pursuant to Article 6 of the Traffic and Parking ordinance, and/or they may be leased from another entity as per the Traffic and Parking Ordinance, Chapter 48, Article V Leased Parking Standards.

1. Parking Lot Redevelopment residential units:
  - a. One parking space for each residential unit regardless of size
2. Parking Lot Redevelopment commercial uses:
  - a. As per the parking requirement of Sec. 514 of this Ordinance

3. Access:
  - a. If possible, the redevelopment of the parking lot should maintain the existing access point from the public road. If the access point has to be moved, the standards of Sec. 512.D must be met.

**J. Landscaping**

1. Maintain existing street trees and landscaping – parking lots tend to have landscaping around the perimeter rather than internally. The design of the building should be done in such a way to incorporate existing street trees and landscaping around the perimeter. If the existing trees cannot be maintained because they are in poor health, or if construction damages the plant such that its life span is significantly reduced, one new tree of a similar caliber up to a 4” caliper should be planted for each tree lost.
2. Create a new landscaped strip - If the parking lot doesn't have any perimeter street trees or landscaping or if the redevelopment occurs on the part of a parking lot that is not adjacent to a public street, a landscaped area with a combination of street trees, shrubs and perennials and/or grasses shall be established to create a new perimeter for the new development and to separate the development from the parking lot.
3. All landscaping must be proposed by a landscape professional.

**M. Design Elements by Mac Collins**

**Town of Freeport, Maine: Project Review Board**  
**VC-1 District Revised Design Guidelines: Parking Lot Redevelopment Overlay Districts**

**First Draft**

May 21, 2019

**Section 534**

**Part M: Design Elements (architectural)**

**1. Introduction**

Downtown Freeport is a dynamic place. It grows and changes in response to a variety of influences, as it has throughout its history. In many respects, America's downtowns are microcosms reflecting the dynamics of society as a whole. Freeport is no exception. Its history is a fascinating story of evolution as potential and priorities have changed over time. Boom and bust cycles have dramatic impacts on the physical form of the town and its buildings. The town's historic buildings are valuable and remarkable records of this dynamic change.

The question is how to introduce new development amidst historically significant resources that, by and large, account for the town's character. The overarching goal of these guidelines is to inform town government decision-making and help the town make good decisions as it meets the future and continues to evolve.

Our town will continue to need new buildings to accommodate future growth and change. Today as the retail world evolves rapidly, and as real estate markets flex, demands for types of space grow and shrink. There will soon be a chance to implement a major change in the village center that has the potential to resolve a significant need identified in the town's comprehensive plan: that for housing that can be in the center of a livable town and affordable to those who work here.

In recent years, Freeport has had considerable success in encouraging the design and construction of new buildings within the village center. Of particular importance are the L. L. Bean campus and the Freeport Village Station development. Both of these building groups are contemporary in their design but use compatible building materials and forms to relate to surrounding historic buildings. They speak clearly of the recent times in which they were constructed, but they coexist comfortably and respectfully with the historical context of the downtown. It is important to avoid copying historic elements and imagery to define new buildings because false historicism diminishes the historic integrity of the town and confuses the understanding of what is old and what is new.

Due to changes in the retail environment and recent revisions to parking requirements in the downtown, the town has an opportunity to redevelop significant parcels, currently used for surface parking lots, within the two VC-1 zones. A consensus has emerged through the planning process for developing these parcels for mixed uses with a significant residential component. Given the size of the combined parcels, the potential exists for an exciting addition to the built environment and livability of downtown Freeport at a scale that has not been possible before.



To facilitate this important development process, the PRB has created a set of design guidelines to be applied to new construction in the VC-1 districts. The following points provide further definition of the nature of these guidelines and how they will be applied.

#### **A. Purpose/Intent**

The design guidelines are intended to accomplish the following:

- i. Provide a flexible framework for the design of future Freeport town center development initiatives.
- ii. Promote an integrated, unified physical village environment in which all of the parts relate to each other, regardless of when they were built.
- iii. Guide development of the district over the next several decades as an attractive employment, hospitality, retail and residential center that strengthens Freeport's livability and visual character while adding to the town's tax base.
- iv. Promote the design of compatible new development for the VC-1 districts that is creative, high-quality, and expressive of our time.
- v. Encourage new development that reflects and relates to the scale of existing buildings and the district's character, thereby protecting the investments of Freeport businesses and property owners and attracting visitors to the community for years to come.
- vi. Assure consistency in buildings and site features, to create a definitive district-wide sense of place.
- vii. Avoid applying a particular historical architectural style; rather create new buildings and open spaces that share common references with regard to sense of place and the local physical environment.
- viii. Promote the development of new buildings that will acquire neighborhood significance immediately as important buildings, highly visible, well-designed, and occupying prime locations. New buildings should be class A buildings when designed according to the guidelines.
- ix. Provide specific guidance for decision-making about the future, as and before change takes place.
- x. Promote development which reflects careful planning by considering aesthetic quality, wise use of resources, and historic context, with due regard for the interests of the public involved.
- xi. Outline specific goals and provide development teams with a clear and common understanding of expectations for planning, design and review of development proposals.

#### **B. Context:**

The properties being considered represent a prime site in a livable branded village center that offers a unique context for redevelopment.

- i. High-profile urban site in the center of one of Maine's premier retail environments.
- ii. Surrounded by a mix of building and land uses: retail/commercial, single- and multi-family residential, and institutional (town hall, church), dating from the late early 1800's to the present.
- iii. Served by modern infrastructure: paved and well-maintained street network; ample surface parking lots and garage parking; regional bus route; and Amtrak rail service.
- iv. Coastal location, though village center does not have water frontage.

**C. Potential Land Uses**

Encourage flexible mixed land use in the Parking Lot Redevelopment Overlay districts.

Potential uses include:

- i. Retail (including restaurant)
- ii. Residential
- iii. Professional office
- iv. Recreation (bowling alley)
- v. Childcare center
- vi. Other (?)

**D. Sustainability**

Encourage development that is sensitive to environmental, economic and societal issues, and that reflects the current state-of-the-art in green, sustainable design at the building and district level.

- i. Compact development form (anti-sprawl).
- ii. Transit-oriented development: connectivity with bus, train, bike, walk.
- iii. Infrastructure already in place (including parking garage).
- iv. Social equity: creation of a diverse community with a sense of place for all.
- v. Utilize green building principles, materials, systems and practices where feasible; LEED practices are encouraged but certification is not required.
- vi. Orient buildings to take advantage of solar and ventilation characteristics of the site, while also considering other issues such as building and pathway relationships.
- vii. Use building forms and orientation to create outdoor rooms and spaces, as well as areas for open lawns and outdoor recreation.

**E. Accessibility**

Require that new development meets ADA guidelines at a minimum; utilize Universal Design principles wherever possible.

**2. General design characteristics**

The Town of Freeport, through its appointed and elected officials, boards and commissions, as well as its property and business owners, has endeavored to preserve its character as a prosperous and visually traditional New England village, particularly with regard to its village center. Like most Maine coastal towns, Freeport has experienced cycles of prosperity and decline. The most recent upward cycle began in the 1960's with the establishment of outlet stores in the village center, taking advantage of the presence of world-renowned outdoor retailer L. L. Bean. With the success over the last 50 years of the retail sector and supporting businesses such as restaurants came an expansion of the town's commercial land use and building stock.

Today, the architectural character of Freeport is established by a mix of traditional mid-to-late 19<sup>th</sup> century commercial buildings and new buildings that, in large part through the effort of a design review program, support the image and feel of Freeport as an authentic northern New England seacoast town. The character of the town is enhanced by the presence of significant historic residential neighborhoods within and adjacent to the town center retail/commercial district.

As a result, the streetscapes of Freeport have a strong pedestrian feel, in spite of busy streets hosting thousands of vehicles leading millions of people in and out of town every year. The scale of

most buildings represent is that of traditional retail storefronts, some freestanding but most in groups. There are two building complexes that do not fit this generalization: the L. L. Bean retail campus; and Freeport Village Station, an early 21<sup>st</sup> century group of stores and food service establishments anchored by a three-level parking garage and a movie theater. Both of these large-scale entities utilize a variety of architectural devices to moderate their size, relate to the size and character of surrounding buildings, and tie into the village center's well-designed system of pedestrian walkways.

New construction design should represent a transitional and contemporary aesthetic that complements existing historic resources rather than recreates them. The residential and commercial architectural forms found in town, and especially in close proximity to the VC-1 district, should serve as primary references in designing for compatibility. Franchise styles that have no relevance to architectural traditions in Maine should be avoided.

New construction should be visually sympathetic to the character of the surrounding buildings and should preserve important views, vistas and streetscapes. Massing, form and materials are the most critical elements to turn to in the creation of good design. Flexibility is often required to achieve good design. Details can incorporate historical references; but a new building's style should be consistent throughout. New design can take buildings in the district's past, such as manufacturing, warehousing, and rooming houses, into account. Careful thought, sensibility, and quality are the most vital skills and attributes with which to work when designing for compatibility.

The broader contexts of Maine and New England design can help define an appropriate design approach to new construction in downtown Freeport by combining familiar architectural attributes with new design motifs. As in the past, regional architecture develops in response to climate and culture, whereby the most environmentally sound and appropriate buildings grow out of local building traditions. The use of New England vernacular architecture, translated with contemporary terms, can result in handsome, comfortable and efficient human-scaled buildings, reinforcing our community identity through its architecture. These should be buildings that are designed as permanent, energy efficient additions to the district, constructed of high-quality, long-lasting, and environmentally friendly materials. Such buildings offer a positive experience for visitors, residents, occupants and owners alike.

### **3. Design Guidelines: Architectural**

These guidelines for the design of buildings in the two VC-1 districts apply to portions of buildings that are visible from a public road, parking area, and other public spaces. All new construction shall meet these guidelines. *Note: when guidelines refer to issues of compatibility with existing district buildings, the reference is to "A"-rated buildings in terms of quality and applicability.*

#### **A. Mass**

From a distance, massing, more than any other architectural element, is what creates the visual impression of a building. New buildings should be designed to complement the apparent mass (bulk, lightness or heaviness) of nearby buildings in the district. Mass can also be thought of as the shape of volume: the shape, scale, and form of space – or a structure in three dimensions. A building's mass is influenced by the materials used in the façade and the proportion of solid walls to window and door openings. Having a proper

sense of massing is very important in new construction because contemporary materials create a weightless appearance that lacks historical precedent.

#### **B. Scale**

New buildings should relate to the scale of buildings nearby. The visual scale of a building is the relation of the size of the building and its components to the size of people. Perception of scale is also related to open space surrounding a building. Scale has much to do with how comfortable people feel in their built surroundings.

Units of scale may be as small as a brick, a block of stone, a window or a door; or as large as setbacks or overall building forms such as major entrances. Entrances, including doors, sidelights, transoms, canopies, etc., are fundamental units of scale. The door is the most human-scaled architectural component.

Scale can be based on entire buildings. Sample units at the building scale for Freeport would be Mallet houses for free-standing residential and rowhouse designs; and typical Main Street storefronts for individual commercial buildings and as sample bay size for larger commercial and multi-use buildings. New buildings should relate to these adjacent or nearby buildings in terms of overall size and massing as well as to the smaller units listed in the previous paragraph. The rhythm of a row of storefronts or Mallet houses sets up a human scale sidewalk experience for those who encounter it.

#### **C. Form**

New buildings should have similar forms and shapes to those commonly exhibited by existing downtown buildings. The number of stories, roof profile, and footprint all contribute to a building's form. Form is the "wrapper" of mass.

#### **D. Wall Materials**

Select materials that are found in use on existing buildings nearby. Using similar materials in complementary sizes, textures, colors, scales, and craftsmanship results in new designs that are visually compatible with the existing buildings. Most buildings will use a hierarchy of materials to define the scale and rhythm of the design intent. Primary and secondary wall materials should harmonize with the color, texture, scale and reflectivity of existing buildings in the district. In downtown Freeport, the most common materials are:

- i. Brick
- ii. Wood clapboard
- iii. Wood shingles
- iv. Granite
- v. Glass, in wood or metal frames

Brick shall be of a New England character, normally red to reddish brown or orange in color. It shall be laid with three courses to 8 inches. Multi-colored brick shall not be used, nor shall different colors of brick be used on the same wall. In brick or stone construction, the use of belt courses and/or string courses to mark the junction between floors and/or a material change are encouraged.

In stone construction, granite shall be used, in the form of veneer or solid stone, or in combination. If veneer is used, it shall be detailed to appear to be of greater thickness, with no exposed corner joints.

More modern materials that can be appropriate for use with the historical materials listed above include:

- i. Architectural pre-cast stone
- ii. Composite board siding
- iii. Historical architectural metals such as zinc, copper, galvanized steel, and in certain instances, aluminum (other than siding)

Cement fiber or composite siding may be substituted for wood siding. Vinyl siding may be used only on building elevations not visible from public ways. Specified vinyl product shall have a complete selection of trim pieces available. In cases where wood or composite siding materials have a different texture on each side, the smooth side shall be installed exposed. If vinyl siding is to be used, it shall be smooth-sided. Siding materials shall be installed horizontally, though vertical siding patterns integrated into the overall building design may be acceptable, upon PRB review.

In general, new or alternative materials shall be considered on a case-by-case basis. Evaluations will be made after review of samples and technical data with regard to longevity and appearance. Alternative materials must be specified as suitable for local climate and character.

Both primary and secondary wall materials should be selected from these groups.

Materials that may be used on building elevations not visible from public ways, or in other locations, with PRB approval:

- i. Concrete masonry units
- ii. Corrugated metal
- iii. Treated plywood
- iv. Vinyl siding – high quality material with full trim set

Materials that are inappropriate for use in the district, based on the existing village character, include:

- i. Aluminum siding
- ii. Plastic sheet or siding
- iii. Mirrored or reflective glass
- iv. Pressure-treated lumber lattice
- v. EFIS, stucco

Buildings shall be four-sided. The façade and all other elevations, including side and rear, shall be considered visible, unless against an adjacent party wall; and shall be finished with architectural materials and details similar to or coordinated with the primary façade. Blank walls shall not be visible from public spaces.

### **E. Height**

See section H above for maximum heights. Minimum height shall be two stories at primary street/sidewalk frontages. Architectural elements such as towers, cupolas, etc., may exceed the allowable height with approval of PRB.

First floor ceiling heights should be a minimum of 10 feet, and preferably 12 feet, to allow for appropriately-scaled display and transom windows at facades, thus maintaining the vital sidewalk environment of the retail focus of the district. This height also provides flexibility to accommodate a variety of uses, including restaurants, art galleries, etc.

Use averages and transitions to confirm appropriate building height. Consider massing and proportions.

### **F. Vertical Composition**

Building elevations should follow the traditional compositional framework of base, middle and top, but without necessarily changing materials from base to middle. Building tops shall typically be cornices and overhangs, which should be referential but simply detailed in relation to those found on historic Freeport downtown buildings.

The building profile is important when considering views from throughout the district, especially when considering the difference in grade between Main Street and Depot Street. Profile impacts massing by mediating scale and transitioning between various volumes of the building. Building elements such as dormers, cupolas, chimneys, and stacked bay windows, add interest to the vertical dimension.

### **G. Size, Rhythm and Proportion**

The *sizes* of new buildings should be compatible with average heights and widths of surrounding buildings. Any new building that is significantly larger than other district buildings should feature visually distinct sections or bays that approximate the average widths typical of downtown Freeport buildings (storefronts). These sections can be defined by a variety of vertical architectural elements. Window and door openings should be similar in size to those of existing downtown buildings, as should the proportion of window to wall space.

Architectural elements that can be used to define or modulate building bays, walls and openings include:

- i. piers
- ii. pilasters
- iii. setbacks
- iv. cornice lines
- v. porches
- vi. vestibules and entries
- vii. specialty windows

The *rhythm* of a façade should reflect that of existing buildings. The rhythm of windows, doors, canopy columns, and other repetitive elements should relate to those of existing district buildings.

*Proportion* is the relationship between height and width. The proportions of existing historical commercial buildings, and the height, width, location, and spacing of windows and doors, can guide the designer toward new construction that will harmonize with existing buildings close by. Within this guideline, there is considerable latitude, given the differing sizes of existing buildings within the districts.

The potential size of buildings that could be built in the overlay zone is large enough that issues of rhythm, proportion, and form will require the use of architectural devices such as those listed above to arrive at designs that exhibit a scale and massing appropriate for the context of the district.

**H. Exterior walls** (see sections D and G above)

Buildings with facades wider than 40 feet should be divided vertically into bays of 20 to 30 feet in width, in order to reduce the scale to that of typical Freeport downtown buildings and introduce variety and character to large wall surfaces. There are many ways to accomplish this modulation with architectural elements and devices including:

- i. Recess or project wall two feet or less from the build-to line, for the full height of the building.
- ii. Vary the total height of the building from bay to bay.
- iii. Use storefronts to establish a rhythm and break up long expanses of the building at the street level (see next item).
- iv. Recess storefronts and entrances when appropriate.
- v. Use different materials (from the primary material palette) on different areas of the façade.
- vi. Use different (complementary) colors on various areas of the façade.
- vii. Choose a few details to apply in different areas.
- viii. Vary window and door arrangements.
- ix. Use trim elements such as pilasters or band courses to relieve long façade expanses.
- x. Install awnings or canopies (see section P below).

Architectural elements such as colonnades, pilasters, gable ends, canopies, dormers, display windows, and lighting fixtures can be effective at establishing a human scale at exterior walls. Wall detailing and trim should be proportional to the scale and design of the entire building. These elements should be applied sparingly and judiciously, to avoid overloading facades with too much detail.

The very public nature of the district, with open spaces all around and highly visible edges (including the railroad track), makes it important to give the same quality of design effort to all of a building's elevations. There should be no "rear" elevation, per se, unless development involves courtyards that are inner-focused. Blank walls can be enlivened with some strategically placed and -styled windows, using opaque or frosted glass or a painted metal panels in sashes or frames; architectural details; or material texture changes.

Prominent building corners should feature well-detailed forms as focal points. Buildings located on street corners and major street intersections shall feature a high level of architectural detailing to emphasize and take advantage of the multiple street exposures. Such detailing may include a main building entrance angled to face the corner; a balcony, multi-faceted bay window or tower; integrated signage; or built-in pedestrian amenities. Special forms at the roof and cornice line, or a canopy that echoes the form of the corner,

would also be appropriate. Corner buildings should feature the same materials and detailing on both facades. Corner display windows can be dramatic and eye-catching.

*Foundation walls*, where adjacent to public sidewalks and streets, shall have a finished appearance using approved wall materials listed under item D above, up to 24 inches above grade. Exposed architectural poured concrete foundations are allowed up to 18 inches above grade. Openings shall be framed with approved complementary materials. If site conditions require foundation walls to be exposed beyond the heights listed above, the additional exposed surface shall be clad with a material consistent with that of other parts of the façade.

*Below-grade parking decks* shall be designed per parking area ventilation requirements, with decorative screening between grade and the parking podium.

*For buildings without storefronts* – for example, a multi-family residential building with public rooms and entrances at the main floor – a visual division shall be made between the street level and upper levels through the use of projecting elements, belt coursing, variation in material, or transom windows above the required street level glass area (see item I below).

#### **I. Storefronts**

The parcels being considered for redevelopment are large enough that multiple uses can be and should be considered. It is likely that some of the frontage on Depot Street and Mill Street would be devoted to retail and food service at the ground floor, with office and/or residential space above. Whatever the use, the design of facades should contribute to the vitality of the district. For both historical continuity and vibrancy, the street level facades should be designed according to traditional storefront design guidelines, with potential for using contemporary visual ideas to add excitement to this sector of the downtown. Storefronts are the most pedestrian-oriented architectural components of the district.

The following are design guidelines for street-level facades, whether the subject buildings are single or multiple use. Most have to do with modulating the facades of larger buildings, and with the amount of glass to be used, both very important to maintaining the pedestrian-oriented environment of the districts.

- i. Use basic traditional storefront design elements of full-height display windows with bulkheads beneath and transom windows above, and door(s) at the center or at one or both edges. The window/door composition shall be framed by a storefront opening with piers at the edges and a sign panel/cornice incorporating structure spanning across the opening. Materials used for the piers, window and door frames, and cornice can be those listed as primary materials in item D above.
- ii. Contemporary storefronts should be considered as long as the design is confined to a traditionally-sized storefront opening and materials are of high quality. For example, a frameless glass and storefront system within a granite-framed storefront opening can be very dramatic while being complementary to original historic storefronts along Main Street. Multi-faceted display windows or curved storefront glass can also add visual interest.
- iii. Storefront glass should be clear – not reflective or tinted.



- iv. Bulkheads beneath the display windows should be 12 to 24 inches high above the sidewalk.
- v. Display windows should make up at least 75 percent of the storefront surface area. They should extend from the top of the bulkhead to at least 8 feet above grade. Transom windows should extend from the top of the display windows to the bottom edge of the cornice/sign panel, which is usually roughly the same height as the structure spanning the storefront opening and the ceiling at the interior.
- vi. Traditional or transitional storefronts shall have sills, frames, and other architectural features typically found on existing Freeport storefronts. Frameless storefronts will require sill and frame systems at perimeters of the storefront openings.
- vii. False muntins, or simulated divided lites, shall not be used in display windows.
- viii. For buildings with street frontage of more than 30 feet, the façade at street level should be divided into multiple storefronts of 20 to 25 feet in width. Multiple storefronts in the same building can be identical or vary within a common material palette. A storefront 40 to 60 feet in width with two identical sets of entrance doors would be an acceptable option for a large retail space.
- ix. Typically, storefronts should be at the street/sidewalk line; in large buildings with multiple storefronts and/or entrances, it may be appropriate to recess one or two of them behind the street/sidewalk line.
- x. Provide canopies or awnings to shade the storefront(s). They should fit within the storefront opening width.
- xi. If possible, provide vestibules at storefront doors to minimize loss of conditioned air at entrances. Vestibules must meet ADA wheelchair access guideline dimensions.

## **J. Roofs**

Roofs may be flat or sloped, with gable and hip roofs at smaller buildings, and flat roofs with parapets for larger buildings. Each type may have portions exhibiting other forms. For example, a large multi-story residential building could have a predominantly flat roof but a gabled portion over the main entrance or at multi-story bay windows. A substantial retail building could have a flat roof with a hipped roof atrium lobby down the center. Or a gabled residential building could have a flat roof rear ell.

Shed roofs may see limited applications for wall extensions, as long as the top of the shed form is attached to an adjacent higher wall.

Pitches of gable and shed roofs shall be between 6 and 12 inches in 12 inches. Hipped roofs may be somewhat more shallow with PRB approval.

Flat roofs shall be hidden from view by parapets with cornices or similar architectural caps. Flat roofs can offer the option of roof decks and penthouses. Penthouses should be designed to coordinate with the architectural design of the building overall and be set back from the building perimeter, behind the parapet.

Architectural elements such as towers, cupolas, clerestories, monitors, atria, porticoes, dormers, and other roof appurtenances, are allowable where appropriate and when incorporated into the overall design of the building.

Elevator overruns should be accommodated within the roofline if possible. Otherwise elevator towers mounted on the roof should be as unobtrusive as possible, enclosed in the same materials and design elements as used on the building proper.

Approved roof materials include:

- i. Insulated membrane roof system (for flat and low-slope applications). High-reflectance white roof surfaces are prohibited where they can be seen from adjacent buildings.
- ii. Composite roof shingles, color and texture to be approved by PRB.
- iii. Natural or composite slate, or ceramic tile with slate appearance.
- iv. Standing seam metal with minimal seam height, color and finish to be approved by PRB. Appropriate materials include copper, zinc, terne metal, and galvanized metal.

Green (vegetated) roof systems should be considered for flat roofs.

Gutters and downspouts should be detailed as part of the architectural design of buildings with pitched roofs, fabricated with durable materials and hangers. Colors should be coordinated with the building design. Other drainage systems, such as gravel drains at the foundation, and scuppers and chains, may be acceptable for smaller buildings. Flat roofs shall be internally drained.

#### **K. Windows**

Window and door patterns relate to the perceived massing of the building. These patterns impact the scale and visual weight of the architecture. Openings should generally be scaled to human proportions, either directly or as defined by patterns within window and door openings used to reduce the scale of large glass configurations.

First story walls that are perpendicular to a public street that are not flush with an adjacent building shall have windows that occupy at least 25 percent of those portions of the walls that are within 15 feet of the façade line.

Upper floor walls shall have windows that occupy at least 25 percent of the wall area on the façade and 20 percent of sidewall area.

Display windows on the ground floor of retail and commercial buildings shall be typical in that location, as they are on most, if not all, existing downtown Freeport buildings. See item I above for detailed guidelines with regard to storefronts.

Upper story windows shall be vertically-proportioned, to match traditional Freeport precedents. Typical window proportions are 2:1 height to width, or thereabouts. The design should balance window openings with solid wall.

Windows shall be set back (recessed) from the exterior wall to add dimension to the wall surface. Flush or projecting windows may be permitted under special circumstances with BRD approval.

Large expanses of glass or architectural metals should be detailed to maintain an appropriate scale with regard to other windows, doors, and details of the building.

If simulated divided lites (grilles inside and out with a spacer bar in between glass panes) are used in typical upper story windows (they are prohibited in display windows), they shall be vertically oriented.

Window shutters should be avoided.

Window trim should be in keeping with that found on nearby "A" buildings, though for transitional and contemporary buildings, it can be refined and simplified. Sills, moldings, and heads or lintels are typical components, and can range in detail from simple to highly decorative. Modern interpretation of window trim can be striking using minimal profiles in contemporary finishes, within wall surfaces of high-quality materials. Simplicity based on tradition often shows the best results in window opening detailing.

Windows should perform according to current energy and code requirements, at least.

#### **L. Entrances and Doors**

The main building entrance will usually be located on a public street. Main entrances should be monumental and readily identified by the visitor. They may be highlighted by such features as large doors of high-quality materials and detail; solid doors with sidelights and transoms; double doors; recesses or vestibules; distinctive lighting and signs; architectural details; a change in material; and canopies or awnings.

Main entrances at major buildings offer the opportunity for interior lobbies, which can provide visual definition and amenities for pedestrians as well as users or residents. Lobbies should be appropriately scaled to the building they are in. Designs that provide inspiring interior public spaces that are readily visible from the outside and that extend a sense of welcoming upon approaching the building are encouraged. Porticos and canopies can alert passersby to a public space within, through the main entrance door.

Sometimes main entrances are located on side elevations, due to confining development limits or floor plans driven by site issues. This orientation is acceptable as long as the main entrance can be clearly ascertained from the street. This can be accomplished with a canopy or awning at the door, a projecting vestibule at the door, or a gate and colonnade marking the entrance walkway from the street.

Secondary entrances (other than emergency entrances) should be less monumental, scaled-back versions of the main entrance, defined by features such as signs, lighting, awnings, or landscape features, to the extent required by the level of use desired and anticipated.

Wood, with glass lites, and durable architectural metals such as bronze and brass, again with ample glass, are preferred materials for doors. Metal should generally be dark. Brass or bronze kickplates are encouraged below the glazing on wood doors. Stainless steel or polished aluminum can be appropriate in a contemporary building where a modern curtain wall or windows with natural finish frames are used. Frameless glass doors are an option for entries into luxury, high-end retail or dining spaces. Plastic and fiberglass doors should not be used in this visual environment.

Door hardware should be rugged and, ideally, a combination of elegance and utility. Metal used for exterior hardware can be dark or bright/shiny, but always in coordination with other hardware and metal finishes on the building. The choice of contemporary or traditional hardware should be based on the overall character of the building.

Buildings having multiple doors opening onto public ways, at stoops, porches, exterior stairway, and the like, should incorporate and coordinate those elements in keeping with the overall design of the building. Pedestrian-scale interest at the street or other public right-of-way may be provided by adding these elements and others such as vestibules, alcove entries, to the pedestrian realm.

Main entrances must be accessible to persons with disabilities and mobility impairments, using standards promoted by the Americans with Disability Act and, ideally, incorporating Universal Design standards. This can usually be accomplished with relative ease if entrances are all at or very near the elevation of the sidewalk or other access route. Where main entrances are located above grade, they shall be made accessible by means of architectural ramps that are fully integrated with the design of the building and landscape, thereby allowing the ramps to contribute to the integrity of the building design.

All entrances and exterior doors should be designed and detailed to be as energy efficient as possible. Ideally, doing so will include vestibules at main entrances. This is typical for larger buildings, but often providing a vestibule that meets ADA guidelines for wheelchair access as part of the storefront of a small retail establishment can be difficult. In these cases, air blinds or other methods can be used to minimize loss of heated or cooled air at the entrance.

Secondary doors in commercial buildings, and residential doors, should be insulated and weather-stripped according to current codes and standards, at least.

#### **M. Colors and Finishes**

Colors for all architectural elements shall be selected from recommended historical color palettes of the following paint manufacturers:

- i. Sherwin Williams
- ii. Benjamin Moore
- iii. Behr
- iv. California
- v. Others as may be approved by the PRB.

Any colors not included in recommended palettes shall be approved by PRB

Color and sheen of prefinished items, including window frames and sash, shall be approved by PRB

Color and details of roofing materials and systems shall be approved by PRB.

Finish of exterior door and window hardware to shall approved by PRB.

**N. Building-Mounted Lighting**

Building-mounted lighting should be simple in character and used to highlight signs, entrances, and ground floor details. Sign illumination should be considered during the design of the building lighting to coordinate building character. Building lighting shall meet the following requirements:

- i. Building lighting fixtures shall be shielded from the sky and adjacent properties.
- ii. Lighting levels and efficiencies shall be as directed by codes and town ordinances.
- iii. Fixtures and their performance shall be integrated with the design of the building.
- iv. Uplighting shall only be allowed on a case by case basis with PRB approval.
- v. Wall-packs and “cobra heads” are prohibited.
- vi. Linear neon and LED lighting is prohibited.

**O. Building-Mounted Signage**

See Town of Freeport sign ordinances and guidelines.

**P. Awnings**

Awnings and canopies are encouraged at storefronts, other large street-level windows, and entrances. Marquees may be appropriate at certain entrances. Each should be of a size, scale, and shape appropriate for a specific circumstance. In general, awnings and canopies should correspond to the sizes of windows and door compositions they serve. Marquees should be as wide as the width of the entrance they identify. These components should be coordinated with frames, trim, and other surrounding architectural elements so important detail is not covered over.

Back-lighted awnings are prohibited. Materials must be opaque if lighting is used underneath. Canvas shall be opaque to the extent possible.

Awnings may have building or business names or street addresses on the flaps and end panels. They shall not function as signs with extensive text. See other town ordinances for information on coordination of awnings with signs. Canopies and marquees may also have building names, business names, or street numbers on vertical surfaces designed for that purpose - they should not function as signs.

Awnings and canopies shall hang above display windows and entrances at a minimum of 8 feet above public sidewalks and other pavement, measured from the bottom flap edge to the walkway or driving surface. **(Coordinate with other ordinances)**

Awnings on upper story windows are encouraged. They shall fit the shape of the window opening and be coordinated with the overall design. Color-coordinated canvas should be the material of choice.

**Q. Multi-Family Residential Development**

A major goal for the development of the parcels of property that are the subject of these guidelines is to encourage the construction of housing. The exact nature and composition of this housing will be determined by the market; but the Town envisions a variety of housing types, from flats and garden apartments to town houses, and perhaps to pocket neighborhoods of free-standing single-family residences. Multi-family units may be in

dedicated buildings or part of mixed use developments. Price points could be the full range from affordable/work force housing to rowhouses for rental, condo, or purchase.

Multi-family housing design shall be consistent with the rest of these guidelines, with the exception of what happens at the ground floor, and of some aspects of doors, windows, and facades. The following additional guidelines shall apply specifically to multi-family residential buildings, whether dedicated solely to residential use or mixed use with housing being the primary use.

- i. Windows shall make up a minimum of 50 percent of the primary street façade. Units at the ground floor should have windows above the view of pedestrians to provide privacy for residents.
- ii. Main entrances located on the façade shall be raised from surrounding grade, accessed with a stairway or ramp from adjacent sidewalks. At least one entrance shall be located on the façade.
- iii. Windows should be vertically oriented except at ground floor spaces (storefronts, community rooms) which have display windows; and at patios, balconies or decks.
- iv. Window and door shutters should be avoided.
- v. The first story of any building of three or more stories and with more than 60 feet of façade frontage shall be constructed with brick, masonry, or precast or cast concrete, to create a prominent base for the overall building composition.
- vi. If balconies are to be provided at upper floors, they shall be less than three feet or a minimum of five feet in depth. Railings, balusters and enclosures shall maintain transparency and be consistent with the architectural character of the building.
- vii. Large-scale multi-family residential buildings should use balconies, bay windows, gables, corner bays, and other similar architectural elements to lend interest to both the interiors and exteriors of these major structures.
- viii. Residential uses, whether the only, primary, or incidental use, shall have an associated dedicated covered access on the front of the building.
- ix. Exterior doors of residential shall be appropriate for residential use, with glass lites, appropriate for the optimization of security, design, and comfort. They shall be insulated and weatherstripped to perform according to current energy and building codes, at least.
- x. Garage doors, and overhead or sliding doors at parking garages, shall be designed to coordinate with the architecture of the building with which they are associated. Door materials and design shall be of the same quality as those of the building as a whole. Ideally garage doors will be located on service drives or alleys, not on public streets.
- xi. Porches, stoops and exterior stairs should be integral parts of multi-family residential buildings that have direct unit access from streets or courtyards. Design and materials should be in keeping with the design motif and material palette of the building as a whole.
- xii. Awnings or canopies can provide shelter at main entrances, at secondary doors, and at individual unit doors. They also provide color and three-dimensionality to building facades.

**R. Equipment and Service Areas**

Exterior equipment, storage and service areas shall not be visible from streets and pedestrian ways. Whenever possible, these components shall be located within the buildings.

The following elements shall be enclosed or screened:

- i. Mechanical, electrical and communications equipment, including junction boxes, conduits, satellite dishes, HVAC equipment, meters, vault doors and covers, vents, and fans
- ii. Garbage and recycling containers
- iii. Utilities
- iv. Outside storage areas

Rooftop mechanical equipment shall not be visible from adjacent streets and pedestrian ways. Such equipment shall be set back from outer building walls and/or screened by an extended parapet or other roof forms to a height that equals or exceeds the height of the equipment.

Screening methods may include walls, fences, or plant material. Refuse screening shall be opaque. Design of screening shall be consistent with the character of the associated building(s) and other site development. At-grade screen walls shall be consistent with standards found elsewhere in this section.