

Chapter 280 Zoning: 280-15-11 Design Standards as amended by City Council Order #: 24-81-01 adopted 3/19/2024. Additions are UNDERLINED; Deletions are STRUCK THROUGH. Only the section that was amended is contained in this document.

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## **Memo: Ordinance Revision / Reformat**

**Proposed Ordinance: §280-15-11 Design Standards  
City Council Order #:24-81-01  
Adopted: March 19, 2024**

The following document displays the current language of §280-15-11 Design Standards of the Sanford Code of Ordinances Chapter 280 reformatted for clarity and with minor text alterations as highlighted in red.

The text has been rearranged to list all regulations pertaining to the Downtown first and then all those related to Springvale second. This has caused some repetition in the text but aids in the overall understanding. The difference in layout equates to approximately 4 pages of additional text. The proposed alterations to text are limited to minor grammatical and syntax updates as well as those highlighted in §280-15-11A related to staff review of proposed modifications to signage.

### **§ 280-15-11 Design standards.**

**A. Applicability. Any exterior modification on a lot that is located in a Design District Overlay Zone shall require review by the Design Review Committee and recommendation to the designated reviewing committee or staff as identified in Article XVI Site Plan Review, except as authorized under § 280-15-11A. The Planning Director, or their designee, is authorized to review, approve, deny, or elevate for review by the Design Review Committee the following proposed modifications within a Design District Overlay Zone:**

- (1)** Modifications to a single family dwelling, two (2) family dwelling, three (3) unit multifamily dwelling, and/or demolition of an existing structure.
- (2)** Minor modifications to the color, font, logo, size, shape, number, or location of existing or previously approved signage.
- (3)** Minor modifications to design features, including but not limited to awnings, if there is only one (1) option to meet building or zoning codes.
- (4)** Modifications that are not visible from a public way or street level of a public property or that are proposed to be screened from view from a public way or street level of a public property by one (1) or more techniques including, but not limited to, fences, berms, or landscaping.

- B. Intent.** This subsection provides design standards which, if followed, will be considered evidence of meeting the appropriate performance standards of Article **XVI**, Site Plan Review and Chapter **275**: Subdivision of Land. Proposed site plans, subdivisions and exterior improvements and/or changes not in compliance with the design standards of this subsection may be considered, but the applicant shall have the burden of proof to provide clear and convincing evidence that demonstrates it is not possible to comply with the standards, the proposed design shall meet the intent of the standards to the greatest extent practicable, and all other zoning, subdivision, and building standard codes, and statutory criteria shall be met.
- C. Design Districts defined.** In the Sanford Downtown Design District Overlay Zone and the Springvale Village Design District Overlay Zone, design standards apply to new development, redevelopment, and change of use. These areas are on well-traveled routes most often seen by the public, where it is crucial to ensure that nonresidential development is in keeping with the character of the District Overlay Zones. [The map displaying these Design Districts is available for review in the Planning & Development Office or online at the City's official GIS zoning map.](#)

**D. Sanford Downtown Design District Overlay Zone.**

- (1) Purpose.** The focus of Sanford Downtown has shifted over time, toward an increased emphasis on serving a wider range of commercial activities and an increasing residential population. Sanford Downtown is evolving into a year-round destination. The success of much of Sanford's Downtown business district depends on the success of the visitor experience. That is why all aspects of development in Sanford Downtown shall be designed for both function and aesthetics. These design standards are intended to help the owner, developer, architect, and other consultants understand the basic design goals set for development in the Sanford Downtown Design District Overlay Zone and provide the City with a yardstick against which new projects can be measured. Applicants are invited to submit creative and imaginative projects which build on these standards and contribute to the overall form and character of Sanford's Downtown.
- (2) Objectives.** Sanford Downtown Design District Overlay Zone offers visitors a focal point for services aimed at both visitors, residents, and workers of the surrounding area. Sanford Downtown design standards are intended to promote the characteristic qualities of its historic setting. Note that these design standards do not negate or overrule the City's building codes. Applicants shall review the design standards and meet with the Planning Director at the outset of the design process to discuss the design objectives/issues for each property in Sanford's Downtown, if appropriate. The following objectives shall be considered in all new development:

- (a) Insist on a high standard of urban design, architecture and landscape architecture for the downtown area, in order to make it attractive to visitors, residents, and workers.
  - (b) Respond to the existing and future needs and interests of a broad range of visitors, residents, and workers through the four (4) seasons.
  - (c) Preserve, where possible, and supplement the existing natural landscape. Abundant landscaping and floral displays are particularly important in the summer and fall months.
  - (d) Use design elements that are cohesive with the City's natural setting and desired architectural character yet still express individuality.
  - (e) Create an atmosphere in the Sanford Downtown Design District Overlay Zone that is open and friendly, which caters to pedestrians by providing open space amenities, including but not limited to outdoor seating areas, activity areas, and site features.
  - (f) Accommodate New England climatic conditions.
  - (g) Encourage building design and orientations that maximize views and sunlight.
  - (h) Make preserving the historic character of the Sanford Downtown Design District Overlay Zone a priority.
  - (i) Encourage building design and site planning that ensures logical and functional patterns for the three (3) levels of traffic: pedestrian, automobile, and service and delivery.
  - (j) Insist on building design that reflects the community's desire for human scale, in terms of building placement, height, proportion, site features, roof shapes and building materials. The design standards are not intended as a blueprint for design approval; rather they outline the important elements and features which shall be considered in designing or modifying the building, site, or subdivision.
- (3) Site planning.
- (a) General standards.
    - [1] Building siting, building placement, and setbacks.
      - [a] Preservation of natural features and vegetation is encouraged. Retain existing stands of trees and terrain where possible.
      - [b] Building siting shall consider adjacent development.
    - [2] Orientation to the street. In nearly all circumstances, the building and primary entrance shall be oriented parallel to and close to the street to encourage the

creation and/or maintenance of an interesting streetscape and pedestrian activity.

**[3]** Front yard setbacks.

**[a]** The front setback of new buildings shall be consistent with neighboring buildings along the street and in the neighborhood; a new building shall not appear out of place because it is placed much closer to or further from the street than other buildings.

**[b]** If the appropriate front setback is uncertain, the general standard is to keep buildings close to the road, as is typical of traditional village and downtown development.

**(b)** Additional site planning standards. The following site plan elements shall be evaluated for appropriateness.

**[1]** Topography.

**[2]** Geology/soils conditions.

**[3]** Hydrology, drainage, and floodplain considerations.

**[4]** Vegetation.

**[5]** Solar orientation and microclimatic considerations.

**[6]** Access and circulation: pedestrian and vehicular.

**[7]** Seasonal differences.

**[8]** Snow management (see § **280-15-11F**).

**(4)** Site design.

**(a)** Ground-level interest. Variety at ground level contributes interest and vitality. Consideration of walkway and landscape detail, scale, and entries is especially important.

**(b)** Street furnishings standards.

**[1]** Street furnishings shall be placed in areas that do not impede pedestrian movement or building maintenance. Public seating and trash receptacles are encouraged.

**[2]** Bike racks shall be highly visible and accommodate locking mechanisms to reduce the risk of theft.

**(c) Landscaping and other materials standards.**

- [1]** Landscaping shall use indigenous or similar hardy plants. Native shade trees shall be the preferred planting along Main Street and major side streets, supplemented with ornamental trees, shrubs, perennials, and annuals to accent pedestrian spaces, building, and site design and to provide visual interest and seasonal color.
- [2]** Design review may require up to ten percent (10%) of gross site area in landscaped open space in mixed use or commercial zones, up to twenty percent (20%) for residential uses.
- [3]** Coordinate landscape treatment with adjacent areas, including the designs of arcades, steps, railings, streetlights, and plantings to achieve continuity on Main Street.
- [4]** All landscape elements adjacent to areas which require snow clearing by machinery shall be designed to resist damage by incorporating durable materials and rounded edges and eliminating unnecessary protrusions.
- [5]** Site features, such as water, public art, flags, banners, and graphics are strongly encouraged, provided they conform to the requirements of this chapter and life safety codes.
- [6]** Planters consistent with the building design are encouraged. All post-construction disturbed areas shall be revegetated per landscape standards.
- [7]** Trees and plantings shall be protected from snow clearing operations.
- [8]** Plant material located in snow dump areas shall be sufficiently durable to survive the effects of snow storage.
- [9]** Summer floral displays shall be strongly encouraged.
- [10]** Grass shall be a uniform turf of species hardy to the City.

**(d) Irrigation standards.**

- [1]** All irrigation systems shall provide for on-site drainage.
- [2]** Underground, automatic watering systems shall be encouraged.

**(5) Servicing standards. Truck access, deliveries, utilities, storage and garbage concealment shall be considered in the design.**

- (a)** Provide adequate space for garbage storage and recycling. Garbage and recycling storage areas shall be enclosed and hidden from public view and/or screened by

- fences and plants compatible with the architecture of structures on and in the vicinity of the site. Containers shall be made of durable materials and shall be easily accessible to garbage trucks. Adequate ventilation shall be provided.
- (b) Service bays and loading docks shall be unobtrusive.
  - (c) Locate service bays within the building or parking structure. If exterior service bays are necessary, locations visible to front entries or commercial businesses shall be avoided. Provide permanent visual screening where exterior service bays are located.
- (6) Access, parking, and loading standards.
- (a) The number of parking spaces shall conform with, but not exceed, the requirements of this chapter.
  - (b) Sanford Downtown Design District Overlay Zone driveway standards. Design driveways to a maximum of eight percent (8%) and ideally less than six percent (6%) slope. The slope on driveway approaches to City streets may be increased above eight percent (8%) with the use of heat-tracing or a roof covering.
  - (c) Provide adequate areas for snow storage and drainage. These may be combined with islands of planting, sufficiently durable to survive the effects of snow storage, to break up large areas of paving.
  - (d) On-site parking areas located to the rear of buildings shall be strongly encouraged.
  - (e) Screen surface parking areas by a combination of walls, fences, landscaping, and berms at least four (4) feet in height.
  - (f) Where possible, provide separate pedestrian circulation routes within parking areas.
  - (g) Where possible, provide separate parking areas for buses and recreational vehicles.
  - (h) On-site parking shall be designed to allow vehicles forward entry and exit from the site, except as otherwise authorized under this chapter.
- (7) Lighting standards.
- (a) Illumination levels shall be of sufficient intensity to provide security but not overpower the nightscape. Illumination shall be low level, low glare, shielded, directed downward, and contained on the property. Warm shades of LED lights are encouraged.
  - (b) Provide exterior lighting to highlight landscaped areas, feature walls, and provide visual interest. In the Mill Yard, this includes projected images on the face of up to

two (2) wall of an existing, former mill structure. The intensity and distribution of light shall be taken into account in applying these standards, particularly as it affects neighboring residential properties and the ambience of the neighborhood or district. Care shall be taken to prevent light spillage into windows of residential units in and near the property.

[Amended 11-24-2020 by Order No. 20-149-01]

(c) Provide security lighting where appropriate.

(d) No flashing, blinking, or colored lighting, except for Christmas lighting, shall be permitted. Incandescent or other warm-colored lighting is preferred.

(8) Outdoor activity standards. Outdoor activity areas are vital if the Sanford Downtown Design District Overlay Zone is to project a vibrant atmosphere.

(a) Outdoor activity areas should be created.

[1] Consider providing outdoor activity areas to accommodate a range of ages and activity levels.

[2] Seating areas and restaurants overlooking pedestrian, landscaped, and/or natural areas and other prominent viewpoints shall be encouraged.

[3] Outdoor seating areas are encouraged where appropriate and shall conform to the pedestrian right-of-way requirements in § 280-15-11I(2)(c)[2].

(9) Solar access standards.

(a) Design shall preserve sunlight on neighboring outdoor or indoor spaces for uses intended for outdoor use/activities, particularly late afternoon.

(b) The building design and placement should create sheltered sunny pockets in public spaces and on neighboring properties to encourage use in winter months.

(10) Signage standards.

(a) Signage shall conform with requirements of this chapter, except as specifically allowed in this section, including § 280-15-11H(11)(i)[6]. [Amended 11-24-2020 by Order No. 20-149-01]

(b) Proposed signs shall be of pedestrian scale and orientation and shall be compatible with the general historic period and architectural character of the districts including, but not limited to, general design, arrangement, texture, material, scale, mass, color, and relationship of foreground and background. For the purposes of this section, historic period and architectural character includes, but is not limited to, signs which are set

- into a panel above the ground floor windows. The size and placement of proposed signs shall maintain the proportionate relationship between the signs and building facades and limit the maximum height of the sign equal to the line of the eaves or the bottom of the second story window sill, whichever is lower. An existing panel that is not centered may be adjusted if the building is resided; however, it may not be increased in size and shall maintain the original dimensions.
- (c) The removal or alteration of any historic period or architecturally significant signs should be held to a minimum. In the event that replacement of a historic period or architecturally significant sign is necessary, the new sign should attempt to match the sign being replaced in composition, design, color, texture, and other visual qualities and distinctive stylistic features or examples of skilled craftsmanship shall be treated with sensitivity.
- (d) Contemporary design for new signs shall not be discouraged if such design is compatible with the size, scale, color, material, and character of the district, structures, or the environment. New signs shall be appropriate to the historic period, style, type, size, and scale of the building and district for which it is proposed and with other signs in the district.
- (e) Installation shall not damage or require removal of historic period materials and shall be done in a manner such that signs can be removed without harm to the masonry or architectural detailing.
- (f) No more than fifteen percent (15%) of windows shall be covered with temporary window signs.
- (g) Graphics painted, etched, or otherwise attached to the outside or exterior of a window shall not cover more than thirty percent (30%) of the window; except that coverage may be allowed up to sixty-five percent (65%) if the graphic is not opaque and provides an attractive screen for views of the interior of the property. If text is no more than twenty (20) square feet or twenty percent (20%) of a graphic attached to a window, whichever is less, and the text is less prominent than the artistry of the graphic, the text shall not be counted toward the measurement of cumulative sign area.
- (h) A maximum of twenty-five percent (25%) of total window area of any single storefront may be covered by a combination of permanent and temporary window signs.
- (i) One (1) building sign per tenant, not to exceed two (2) square feet per one (1) linear foot of the building frontage of the suite occupied by the tenant that faces a public street or parking lot. The cumulative sign area of proposed building signs shall not



exceed two (2) square feet per one (1) linear foot of building frontage that faces a public street or parking lot.

- (j)** Comprehensive signage plans shall be required as part of the permit application on all new structures or renovated centers. An existing center may replace existing signs with those of the same dimensions, but cannot expand them to reflect amendment adopted as of December 3, 2019 without a comprehensive signage plan.
- (k)** Signage shall be low-key and coordinated with the architectural features and finishes of each building.
- (l)** Front-lighting of signs is encouraged, although some limited backlighting is permitted.
- (m)** Exterior neon shall be subject to close scrutiny for its relationship to building design and strict maintenance requirements.
- (n)** In the Mill Yard, signs may be projected onto up to two (2) facades of an existing former mill structure up to a cumulative sign area of three-hundred (300) square feet.  
[Added 11-24-2020 by Order No. 20-149-01]

**(11) Architecture standards.**

**(a) Building mass, scale and height standards.**

- [1]** New buildings or additions to existing buildings shall not be visibly out of scale with neighboring buildings or otherwise out of scale with Sanford Downtown Design District Overlay Zone.
- [2]** Building heights shall be compatible with adjacent structures.
- [3]** The size or bulk of the building shall conform to those nearby; larger buildings shall be broken down architecturally to match the scale, rhythm, and proportion of adjacent structures.
- [4]** The following features, among others, shall be considered as potential elements to help break down building scale: projecting bays, projecting or recessed balconies, and gables and dormers, judiciously utilized to provide interest, individuality, and appropriate scale to new structures; distinct and multiple architectural roof forms, clearly pronounced eaves, distinct parapet designs and cornice treatments; porches, covered walkways, trellises or architectural awnings that provide varying degrees of shade and sun at ground level.

**(b) Architectural style/character standards.**

**[1]** Building designs and treatments that express corporate, franchise, or trademark identity shall not take precedence over these design standards; such development shall conform to the historic, site design, and architectural considerations in these standards. Corporate or franchise developments shall be compatible with the visual character of the Sanford Downtown Design District Overlay Zone.

**[2]** Variation in design. Although there is some variation in architectural styles in the Sanford Downtown Design District Overlay Zone, new development shall be compatible with the general area.

**(c) Building design standards.**

**[1]** Facade design shall display consideration of building.

**[2]** The scale of a building shall be visually compatible with its site and neighborhood.

**(d) Walkways, entries, and overhangs standards.**

**[1]** Width of covered walkways shall span the sidewalk, if applicable, or be a minimum of six (6) feet wide and nine (9) feet high.

**[2]** The weight of snow on top of and shed from covered walkways shall be planned for.

**[3]** All building access shall be designed to provide convenient and safe access for disabled persons, the elderly, baby carriages, and others. Sidewalks and walkways shall be free of barriers.

**[4]** All walkways shall be designed to maintain visual continuity of eave lines, materials at base, soffits, fasciae, and grade at entry locations. New walkways shall be fully coordinated with adjoining walkways.

**[5]** Shop facades shall be designed as individual entities, to strengthen their character and interest to pedestrians. Continuous linear shop fronts are discouraged.

**[6]** Outdoor display areas shall be identified as part of applications. Such areas shall not interfere with pedestrian circulation.

**[7]** Upper-floor design. Decks, balconies, and porches are strongly encouraged as they provide sunny, usable, outdoor space and add life and interest to the street.

**(e)** Architectural details.

- [1]** Craftsmanship, ornamentation, and architectural details shall be strongly encouraged. Architectural details shall include the design features of elements including but not limited to doors, windows, dormers, porches balconies, and decorative details such as cornices, columns, pediments, railings, and similar features. Large or small, these details play a key role in defining the style and character of a building and deserve particular attention and respect.
- [2]** Detailing that relates to and reflects the character of the area shall be encouraged. Vernacular architectural features help tie together the character of the Sanford Downtown Design District Overlay Zone.
- [3]** Roof design standards. Roof design is important for snow management and is a major contributor to design character. Roofscapes are important design elements that are viewed by pedestrians. Sloped roofs shed accumulated snow in avalanche fashion and can be dangerous to pedestrians below. The design of roofs and pedestrian areas below them is referred to as snow management and is discussed in this subsection.
- [a]** The angle of a sloped roof should be typical of traditional New England architecture, approximating twelve to twelve (12:12) pitch.
- [b]** Roof form shall be modulated and broken up with the use of dormers or other architectural features. The ridgeline shall not be continuous but shall be varied in height or broken with chimneys, cupolas, towers, or other features.
- [c]** Roofs of connected buildings shall be fully coordinated with adjoining eaves, peaks, gables, and slopes. Consider the color of neighboring roofs to create a complementary roof palette: avoid selecting strongly contrasting colors.
- [d]** Roof materials. Consider the effects of climate and snow management in selecting roofing materials.
- [e]** Roof-mounted equipment shall be concealed. Satellite dishes, communications antennae and mechanical equipment shall be planned as part of the roof so they are concealed from all pedestrian viewpoints and overlooking development.
- [f]** Where appropriate in Sanford's Downtown, a flat roof may be permissible if the building is multistory and of traditional downtown architecture and use, including but not limited to a retail/pedestrian-oriented first floor, office/residential upper floors, differentiated upper facade, articulated parapet

and decorative cornice. Existing buildings of this style shall be maintained for architectural and/or historic integrity.

**[4]** Street facade standards.

**[a]** The front facade of both residential and nonresidential buildings, particularly the main entrance, shall be oriented to Main Street, or another primary street frontage if it does not front on Main Street. If an existing main entrance is not located along the primary frontage, the front facade shall be appropriately designed to contribute to the pedestrian-friendly character.

**[b]** For buildings that are sited on a corner lot which fronts on more than one (1) street, the front facade shall be oriented toward the primary street frontage, while a secondary entrance or other appropriate facade treatment is strongly encouraged for the side street.

**[5]** Entrance standards.

**[a]** Principal building entrances shall be accented, and easily visible from the street, to contribute to the pedestrian-friendly character. This may be achieved through the design of the doorway and doorway architectural treatments, by recessing the entry, by adding a porch or pediment for the front door providing shelter or by other means to enhance the entrance.

**[b]** Service entrances and loading facilities should be located at the rear or side of structures and screened from public view. Where buildings face more than one (1) public street, service and loading circulation shall be located along secondary streets where appropriate. Where no off-street options are available, loading and service entrances located along public streets shall occupy the minimum space necessary and be compatible with the other uses of the street, including pedestrian activities and retail development.

**[6]** Proportion and spacing of openings, including but not limited to windows and doors.

**[a]** Blank exterior walls without doors, windows, or other architectural features to break up a building's mass shall be avoided. Street facades in particular shall not be blank but have an appropriate rhythm of windows and doors.

**[b]** Windows and doors shall be appropriately scaled, vertically oriented, and placed in a regularly spaced pattern. Symmetry of openings on the street facade is traditional, though not essential.

[c] False windows are discouraged; however, where the interior layout or function of a building does not accommodate windows, the judicious use of false windows may be acceptable. The use of other architectural or natural elements including but not limited to, murals or plantings, which offer vertical contrast, may be an acceptable alternative; however, the quality, subject, and maintenance of murals should be carefully considered.

### **E. Springvale Village Design District Overlay Zone.**

- (1) Purpose. The purpose of these design standards is to provide a tool to preserve the village character of Springvale and respect its sense of history for generations to come. These standards are intended to ensure that new, expanded, and rehabilitated development is designed and built in a manner compatible with the character of Springvale Village in terms of scale, aesthetic, and visual effect. They are meant to lead to the construction and layout of buildings and site improvements that are appropriate to their surroundings and to the Springvale Village, by helping property owners, developers, contractors and other professionals understand the community values which their designs shall satisfy to be acceptable to the City.
- (2) Objectives. The focus of these design standards is to maintain and improve, where appropriate, the visual and aesthetic character of the Springvale Village Design District Overlay Zone, as related to site layout and improvement, architecture, and design of properties. Design review does not encompass all elements of zoning, subdivision, or building code review. The City's zoning, subdivision, and building code review processes cover other performance standards including but not limited to traffic, utilities, and environmental impacts, pertaining to nonresidential development.
- (3) General standards.
  - (a) Character. These design standards are a tool to help ensure future development and alterations to existing development are in keeping with the character of the Springvale Village Design District Overlay Zone. Development shall maintain or improve the visual and aesthetic character of the Springvale Village Design District Overlay Zone.
  - (b) Context. A building's or site's context is important to gauging appropriate design. A building or site shall conform to the Springvale Village Design District Overlay Zone design standards and shall not appear out of place compared to abutting properties, buildings or the surrounding neighborhood. This is an important standard to consider, even though it may be difficult to quantify.

**(c) Existing structures.**

**[1]** These standards also apply to the renovation or construction of existing buildings and/or sites within the Springvale Village Design District Overlay District.

**[2]** For existing structures:

**[a]** Historic or original architectural elements, including but not limited to doors, windows, dormers, porches, balconies, and decorative features such as cornices, columns, pediments, and railings, shall be retained to the extent possible. Alterations shall be carried out in a way that does not damage or hide these elements. New architectural elements shall match the old in design, color, texture, and, where possible, material; and

**[b]** Architectural elements that falsify or confuse the history of a building shall be avoided. Replacement of original elements shall be substantiated by documentary and physical evidence. Building owners should find early photographs of their building to best identify its true historic style. These photographs can provide visual evidence of existing or preexisting architectural elements. Property owners are encouraged to consult with the Historical Society or Planning Department about the building and proposed modifications.

**(d) Additions.**

**[1]** Historically, a house was expanded incrementally as a family's space requirements grew. Over several generations, additions were added in a manner that was consistent with what had come before but reflective of its own period. Additions shall be designed so that the character of the existing building is not radically changed, obscured, damaged, destroyed, or rendered subordinate to the addition.

**[2]** Additions shall:

**[a]** Be differentiated from the existing building with techniques, including but not limited to set backs or offsets from the existing wall plane;

**[b]** Not obstruct the visual integrity of the original structure;

**[c]** Be in harmony with the original in size, scale, style and materials; and

**[d]** Be located where least visible from public view.

**(4)** Site planning.

**(a)** General standards.

**[1]** Building siting, building placement, and setbacks.

**[a]** Preservation of natural features and vegetation is encouraged. Retain existing stands of trees and terrain where possible.

**[b]** Building siting shall consider adjacent development.

**[2]** Orientation to the street. In nearly all circumstances, the building and primary entrance shall be oriented parallel to and close to the street to encourage the creation and/or maintenance of an interesting streetscape and pedestrian activity.

**[3]** Front yard setbacks.

**[a]** The front setback of new buildings shall be consistent with neighboring buildings along the street and in the neighborhood; a new building shall not appear out of place because it is placed much closer to or further from the street than other buildings.

**[b]** If the appropriate front setback is uncertain, the general standard is to keep buildings close to the road, as is typical of traditional village and downtown development.

**(5)** Servicing standards. Truck access, deliveries, utilities, storage and garbage concealment shall be considered in the design.

**(a)** Provide adequate space for garbage storage and recycling. Garbage and recycling storage areas shall be enclosed and hidden from public view and/or screened by fences and plants compatible with the architecture of structures on and in the vicinity of the site. Containers shall be made of durable materials and shall be easily accessible to garbage trucks. Adequate ventilation shall be provided.

**(b)** Service bay design shall be durable. Consider wear and tear on these areas. In order to allow winter garbage pickup, design service bay areas to prevent ice and snow buildup.

**(c)** If applicable, projects shall include an area for utility services, including but not limited to meters and propane tanks. The area shall be fully screened from the view of the public and adjacent property owners. Incorporate fire hose connections and utility meters in the building design to avoid damage during snow plowing. Confirm

- transformer location at an early stage of design process in order to minimize visual impact, especially with reference to adjacent properties.
- (d) Sufficient truck storage shall be maintained on site to allow efficient delivery service without conflicts while that service is being performed.
  - (e) Delivery trucks shall be able to operate without blocking public rights-of-way. Pedestrians shall be able to access the development from existing pedestrian walkways with little or no traffic conflict.
- (6) Access, parking, and loading standards.
- (a) The number of parking spaces shall conform with, but not exceed, the requirements of this chapter.
  - (b) On a building lot, parking shall be an accessory use to the principal structure, not a dominating feature of the site. Therefore, off-street parking lots shall be sited behind or to the side of buildings. Parking, whether formal or informal, in the front yard of a residential or nonresidential building is not appropriate and is visually detracting.
  - (c) Off-street parking that is located to the rear of buildings shall be identified with appropriate signage. The provisions of exterior lighting and landscaping, in accordance with this chapter, shall be encouraged.
- (5) Site features and landscaped pedestrian walkways standards.
- (a) Walkways shall provide a safe, handicap-accessible pedestrian connection between the building, parking, and the street. Connections to adjacent sites or developments shall be provided where appropriate.
  - (b) Asphalt surfaces shall predominant for sidewalks in the Springvale Village Design District Overlay Zone, but brick, pavers, stamped concrete, stone, and other materials shall be considered to add character or to prevent cracks or shifting bricks/blocks from becoming eyesores or safety hazards.
- (6) Fence standards.
- (a) Traditional materials, including but not limited to wood, cast- or wrought iron, or stone, shall be recommended. Metal or vinyl fencing that looks like traditional wood or iron fencing may be an acceptable alternative. Chain-link fencing is not appropriate and detracts from the character of the Springvale Village Design District Overlay Zone.
  - (b) When a fence is proposed in front of a building, it shall be open and low, not exceeding forty-two (42) inches in height, so as not to block views. Fences shall be



compatible with the building and neighborhood in style and proportion and shall enhance the streetscape.

- (c) More-solid, taller fences are appropriate to provide privacy or safety but should be located where they have minimal visual impact appropriate to the structure and surrounding area. Five (5) to six (6) feet shall be the recommended maximum height.
- (d) Wherever fences are located, care shall be taken to modulate the length so as not to create a visual or pedestrian barrier. Landscaping shall be considered in combination with fencing to relieve the visual monotony of a long fence.

**(7) Screening and landscaping standards.**

- (a) The setback area between a building and the street shall be appropriately landscaped so as to contribute positively to the character and image of the Springvale Village Design District Overlay Zone. Lawn, planting beds, and/or plant containers shall be strongly encouraged. Native shade trees shall be the preferred planting along Main Street and major side streets, supplemented with ornamental trees, shrubs, perennials, and annuals to accent pedestrian spaces, building, and site design and to provide visual interest and seasonal color.
- (b) Paved or gravel surfaces, even if not for parking, are not appropriate for the front yard/setback area.
- (c) In addition to fences, stone walls and hedges shall be appropriate site amenities. Examples of walls or hedges found in Springvale Village Design District Overlay Zone provide visual guidance for appropriate design.
- (d) Landscaping and fencing shall not block a vehicle's sight distance for a driveway or other service/access drive and shall allow for pedestrian access from the street to the building and access to off-street parking.
- (e) Dumpsters and other trash bins shall be sited to the rear of the primary building, unless this area is environmentally sensitive. Regardless of the location, dumpsters and other trash bins shall be adequately screened with fencing and/or landscaping, if not enclosed in a shed. Other unsightly site features, including utility equipment, shall be screened to the extent possible, without compromising necessary access for maintenance.

**(8) Lighting standards.**

- (a) Illumination levels shall be of sufficient intensity to provide security but not overpower the nightscape. Illumination shall be low level, low glare, shielded, directed

downward, and contained on the property. Warm shades of LED lights are encouraged.

- (b)** These lighting standards shall apply to architectural and exterior light fixtures on a building, porch, deck, pathway, driveway, or on a post.
- (c)** The intensity and distribution of light shall be taken into account in applying these standards, particularly as it affects neighboring properties and the ambience of the neighborhood or district.
- (d)** Lamps and light bulbs, in general, shall be fully shielded inside the fixture so that the lamp/bulb itself is not visible from adjacent buildings, or by pedestrians and/or, motorists. A carriage-lamp-style light shall have glass translucent enough to reduce glare.
- (e)** Up-lighting and facade lighting standards.
  - [1]** Up-lighting, to highlight facades, signs, fountains, waterfalls, and landscaping, shall be minimized to reduce glare and light pollution. Lighting of building facades and significant natural features shall be done judiciously, perhaps limited to special buildings or features that have architectural or cultural significance or character.
  - [2]** For signage, lighting from the ground shall be adequately shielded such as with landscaping.
  - [3]** Landscape lighting, such as wash lighting of trees, is not appropriate within the Springvale Village Design District Overlay Zone.

**(9)** Signage standards.

- (a)** Signage shall conform with requirements of this chapter, except as specifically allowed in this section, including § 280-15-11H(11)(i)[6]. [Amended 11-24-2020 by Order No. 20-149-01]
- (b)** Proposed signs shall be of pedestrian scale and orientation and shall be compatible with the general historic period and architectural character of the districts including, but not limited to, general design, arrangement, texture, material, scale, mass, color, and relationship of fore and background. For the purposes of this section, historic period and architectural character includes, but is not limited to, signs which are set into a panel above the ground floor windows. The size and placement of proposed signs shall maintain the proportionate relationship between the signs and building facades and limit the maximum height of the sign equal to the line of the eaves or the

- bottom of the second story window sill, whichever is lower. An existing panel that is not centered may be adjusted if the building is resided; however, it may not be increased in size and shall maintain the original dimensions.
- (c) The removal or alteration of any historic period or architecturally significant signs should be held to a minimum. In the event that replacement of a historic period or architecturally significant sign is necessary, the new sign should attempt to match the sign being replaced in composition, design, color, texture, and other visual qualities and distinctive stylistic features or examples of skilled craftsmanship shall be treated with sensitivity.
  - (d) Contemporary design for new signs shall not be discouraged if such design is compatible with the size, scale, color, material, and character of the district, structures, or the environment. New signs shall be appropriate to the historic period, style, type, size, and scale of the building and district for which it is proposed and with other signs in the district.
  - (e) Installation shall not damage or require removal of historic period materials and shall be done in a manner such that signs can be removed without harm to the masonry or architectural detailing.
  - (f) No more than fifteen percent (15%) of windows shall be covered with temporary window signs.
  - (g) Graphics painted, etched, or otherwise attached to the outside or exterior of a window shall not cover more than thirty percent (30%) of the window; except that coverage may be allowed up to sixty-five percent (65%) if the graphic is not opaque and provides an attractive screen for views of the interior of the property. If text is no more than twenty (20) square feet or twenty percent (20%) of a graphic attached to a window, whichever is less, and the text is less prominent than the artistry of the graphic, the text shall not be counted toward the measurement of cumulative sign area.
  - (h) A maximum of twenty-five percent (25%) of total window area of any single storefront may be covered by a combination of permanent and temporary window signs.
  - (i) Sign material, style and color shall complement the building facade.
  - ~~(j) Window signs or signs painted/etched onto a window shall not cover more than twenty five percent (25%) of the window.~~

- (j) Font style shall be encouraged to be consistent with the historic period/traditional lettering style; fonts and lettering that are overly ornate or otherwise unreadable shall be strongly discouraged.
- (k) The following sign styles or features are not allowed in the Springvale Village Design District Overlay Zone: [Amended 10-2-2018 by Order No. 18-426-01]
  - [a] Internally illuminated or translucent plastic signs, flashing elements, or elements that move or change its brightness.
  - [b] Use of fluorescent or neon colors.
  - [c] Signs attached to or projecting from the roof.
  - [d] Signs that mask the architectural details of a building or whose design dominates the building facade.
- (l) The following sign styles or features are appropriate for the Springvale Village Design District Overlay Zone:
  - [a] Wooden signs, or a sign material that has the look of traditional wood signage, including, but not limited to, vinyl as well as traditional wrought-iron signposts or brackets may be appropriate.
  - [b] Hanging signs, such as from a post or projecting from the building.
  - [c] Freestanding signs with two (2) posts.
  - [d] Wall signs on building facades, placed just above the storefront and appropriately proportioned to the front facade.
- (10) Architecture standards.
  - (a) Building mass, scale and height standards.
    - [1] New buildings or additions to existing buildings shall not be visibly out of scale with neighboring buildings or otherwise out of scale with Springvale Village Design District Overlay Zone.
    - [2] Building heights shall be compatible with adjacent structures.
    - [3] The size or bulk of the building shall conform with those nearby; larger buildings shall be broken down architecturally to match the scale, rhythm and proportion of adjacent structures.
    - [4] The following features, among others, shall be considered as potential elements to help break down building scale: projecting bays, projecting or recessed

balconies, and gables and dormers, judiciously utilized to provide interest, individuality, and appropriate scale to new structures; distinct and multiple architectural roof forms, clearly pronounced eaves, distinct parapet designs and cornice treatments; porches, covered walkways, trellises or architectural awnings that provide varying degrees of shade and sun at ground level.

**[5]** Additional building mass, scale, and height standards. Two (2) to three (3)-story buildings are more traditional in, and shall be encouraged in, the Springvale Village.

**(b)** Architectural style/character standards.

**[1]** Building designs and treatments that express corporate, franchise, or trademark identity shall not take precedence over these design standards; such development shall conform to the historic, site design, and architectural considerations in these standards. Corporate or franchise developments shall be compatible with the visual character of the Springvale Village Design District Overlay Zone.

**[2]** Variation in design. Although there is some variation in architectural styles in the Springvale Village Design District Overlay Zone, new development should be done in a traditional New England Village architectural style. See examples in the Planning Department.

**(c)** Architectural details.

**[1]** Craftsmanship, ornamentation, and architectural details shall be strongly encouraged. Architectural details shall include the design features of elements including but not limited to doors, windows, dormers, porches balconies, and decorative details such as cornices, columns, pediments, railings, and similar features. Large or small, these details play a key role in defining the style and character of a building and deserve particular attention and respect.

**[2]** Detailing that relates to and reflects the character of the area shall be encouraged. Vernacular architectural features help tie together the character of the Sanford Downtown and Springvale Village Design District Overlay Zones.

**[3]** Roof design standards. Roof design is important for snow management and is a major contributor to design character. Roofscapes are important design elements that are viewed by pedestrians. Sloped roofs shed accumulated snow in avalanche fashion and can be dangerous to pedestrians below. The design of

roofs and pedestrian areas below them is referred to as snow management and is discussed in this subsection.

- [a]** The angle of a sloped roof should be typical of traditional New England architecture, approximating twelve to twelve (12:12) pitch. A sloped roof with a flattened pitch is generally not appropriate for the Springvale Village Design District Overlay Zone.
- [b]** Sloped gable or hip roofs are most appropriate for the Springvale Village Design District Overlay Zone. Gambrel, shed, mansard, false mansard, or flat roofs are not allowed.
- [c]** Dormers are an effective way to break up the mass of a sloped roof and add architectural interest and are a typical feature of New England architecture. Dormers shall be of an appropriate proportion and size relative to the building.

**[4]** Street facade standards.

- [a]** The front facade of both residential and nonresidential buildings, particularly the main entrance, shall be oriented to Main Street, or another primary street frontage if it does not front on Main Street. If an existing main entrance is not located along the primary frontage, the front facade shall be appropriately designed to contribute to the pedestrian-friendly character.
- [b]** For buildings that are sited on a corner lot which fronts on more than one (1) street, the front facade shall be oriented toward the primary street frontage, while a secondary entrance or other appropriate facade treatment is strongly encouraged for the side street.

**[5]** Entrance standards.

- [a]** Principal building entrances shall be accented, and easily visible from the street, to contribute to the pedestrian-friendly character. This may be achieved through the design of the doorway and doorway architectural treatments, by recessing the entry, by adding a porch or pediment for the front door providing shelter or by other means to enhance the entrance.
- [b]** Service entrances and loading facilities should be located at the rear or side of structures and screened from public view. Where buildings face more than one (1) public street, service and loading circulation shall be located along secondary streets where appropriate. Where no off-street options are available, loading and service entrances located along public streets shall

occupy the minimum space necessary and be compatible with the other uses of the street, including pedestrian activities and retail development.

- [6]** Proportion and spacing of openings, including but not limited to windows and doors.
- [a]** Blank exterior walls without doors, windows, or other architectural features to break up a building's mass shall be avoided. Street facades in particular shall not be blank but have an appropriate rhythm of windows and doors.
  - [b]** Windows and doors shall be appropriately scaled, vertically oriented, and placed in a regularly spaced pattern. Symmetry of openings on the street facade is traditional, though not essential.
  - [c]** False windows are discouraged; however, where the interior layout or function of a building does not accommodate windows, the judicious use of false windows may be acceptable. The use of other architectural or natural elements including but not limited to, murals or plantings, which offer vertical contrast, may be an acceptable alternative; however, the quality, subject, and maintenance of murals should be carefully considered.
- [7]** Windows and window treatments standards.
- [a]** Avoid modern window styles that are not compatible with traditional New England architecture.
  - [b]** Square or vertical windows, with large window openings are preferred.
  - [c]** The style of window shall be consistent throughout the building or addition. Visual unity and harmony are usually achieved when the same window style and scale is used consistently on all visible facades.
  - [d]** Shutters shall reflect their original use. That is, their size shall be such that they will cover the entire window if closed; arched windows shall have arched shutters. Shutters shall be hung so as to appear operable, and shutter dimensions shall be based on window dimensions. The slats shall point up when shutters are open, and down when closed over the window.
  - [e]** Awnings shall not detract from the form of the building or obscure its details. Traditional canvas awnings shall be encouraged; plastic or metal awnings shall be discouraged.

**[8]** Porch standards.

**[a]** Size, proportions, style, detailing, decorations, and features such as columns and railings are important elements of a porch design. Whether on a residential or nonresidential building, the design shall be consistent with the architecture and scale of the rest of the building. Other porches found in the Springvale Village Design District Overlay Zone should provide visual guidance for appropriate architectural design and features.

**[b]** Decks and patios shall be located at the rear or side of a building and, if visible from a public way, shall be compatible visually with the design of the structure. Appropriate vegetative screening shall be provided.

**[9]** Exterior building materials.

**[a]** Traditional exterior building materials, including wood clapboard, native stone, or brick, are most appropriate and strongly encouraged.

**[b]** Concrete block and metal siding are not allowed; the use of concrete should be restricted to foundations. Stucco is not traditional for the Springvale Village Design District Overlay Zone and is not allowed.

**[c]** Synthetic or imitation materials, including but not limited to vinyl siding, may be acceptable if they replicate traditional materials. As other new materials are developed that are indistinguishable from natural or traditional products, they may be considered favorably.

**[10]** Paint and exterior color standards.

**[a]** Traditional New England building colors shall be strongly encouraged. Bright or electric colors shall not be suitable for siding or trim. Softer or muted colors, light or dark, tend to be more traditional. Matching colors with neighboring buildings is not necessarily encouraged, but choosing a color palette that does not clash with adjacent buildings.

**[b]** A well-selected color palette can greatly enhance a building's character, in addition to architectural details. Appropriate accent colors shall be chosen for the trim, doors, and other architectural elements.

**[11]** Accessory structure standards.

**[a]** Accessory structures, including but not limited to a garage or shed, shall be set back from the street further than the front facade of the principal structure so that the principal structure is more prominent.



**[b]** Adding trim, windows and other architectural details to accessory structures shall be strongly encouraged to bring them into scale and visual harmony with the principal structure. For example, a garage might feature the same siding, color scheme and trim, even window style, as the principal structure.

**[12]** Gas station canopy and drive-through standards.

**[a]** New or replaced canopies over gas pumps shall be visually sensitive to the neighborhood in color and design. Use of bright colors shall be discouraged. Canopy design shall be encouraged to be architecturally compatible with the principal structure, if appropriate, and the preferred Springvale Village Design District Overlay Zone architectural character described in these standards.

**[b]** Canopies and drive-throughs shall be aligned to the building and sited to conform to all other setback and traffic circulation requirements.