



Bourne's Downtown

Architectural Design Standards and Guidelines

APPENDIX 1 - Adopted ATM May 2012

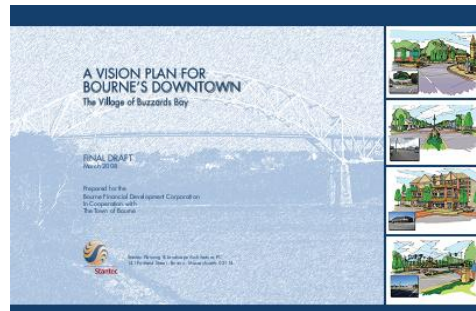
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1.0 OVERVIEW OF ARCHITECTURAL DESIGN STANDARDS & GUIDELINES

These standards and guidelines are intended to implement the previously approved document: “**A Vision Plan for Bourne’s Downtown: The Village of Buzzards Bay,**” March 2008, by encouraging high quality building design which improves the aesthetic character of the Downtown District, to allow diversity of building design and architectural styles, and to minimize conflicts between residential and commercial uses. In keeping with the intent of the Town of Bourne Zoning Bylaws, Section 2800 - Downtown District, the review procedures are intended to:





- a) Enhance the Downtown District’s cultural, economic and architectural characteristics by providing for a preliminary review of changes in land use, the appearance of structures and the appearance of sites which may affect these attributes;
- b) Enhance the social and economic viability of the Downtown District by enhancing property values and promoting the attractiveness of the area as a place to live, work and visit;
- c) Encourage conservation of specific buildings and groups of buildings that have aesthetic or historic significance;
- d) Prevent alterations that are of inferior quality or appearance;
- e) Encourage flexibility and variety in future development;
- f) Create a high quality public realm with a framework of public streetscapes, open spaces, and roadway network that reinforces and enhances the traditional development patterns of a small downtown; and

- g) Enhance waterfront connections and activity and recognize the Cape Cod Canal as a major cultural, historic and economic asset of downtown and the community.

The overall objective is to foster a blend of traditional and contemporary design principles that represent the best match between the needs of human users, and the natural environmental assets within the Town of Bourne’s Downtown Zoning District.

1.1 How to Use These Design Guidelines and Standards

In the provisions that follow, Standards are identified as “S” and Guidelines identified as “G”. “Standards” are mandatory; “Guidelines” are not mandatory, but are provided in order to educate planners, design consultants, developers and Town staff about the design objectives for Downtown Bourne. The green star ★ indicates a suggestion for Energy Efficient Design. They are found throughout the document in addition to Section 4.3. These standards and guidelines are to be used in conjunction with all the other sections of

STANDARD OR GUIDELINE	STYLE AND FEATURES
	<p>General Style – The overall style and building proportion should be consistent. Green Building Design is encouraged where</p> 

the Site Plan Regulations, Subdivision Regulations, Streetscape Plan and Zoning Bylaws.

1.2 Creativity Clause

These principles and guidelines shall not be regarded as inflexible requirements and they are not intended to discourage creativity, invention or innovation. The Design Review Committee (DRC) is specifically precluded from mandating any official, aesthetic style for the Downtown District or from imposing the style of any particular historical period.

ADMINISTRATION

2.0 ADMINISTRATION

2.1 Applicability

The Town of Bourne has adopted the Downtown Architectural Design Standards and Guidelines to supplement the development review process for eligible projects. They are intended to guide both the applicant in the development of site, building and sign design, and to guide the Permitting Authorities* in their review of proposed actions.

Eligible projects include signage, new construction and the adaptive reuse, alteration, expansion or exterior modification of existing buildings within Bourne's Downtown Zoning District (DTD) in accordance with Zoning Bylaw 1233 (see Figure 2.1). Site plans should reflect a comprehensive proposal integrating signage, building design, site layout, lighting, landscaping, parking, access, and screening of utilities and services.

2.2 The Design Review Committee (DRC)

The DRC is a Town of Bourne committee responsible for reviewing development and sign applications for compliance with these Architectural and Design Standards and Guidelines. Upon their careful review and a properly noticed public meeting, they will issue an advisory opinion to the applicable Permitting Authority hereafter referred to as the Board*.

The DRC is a five (5) member board with one (1) one alternate. Preference for appointment will be given to those with current experience as a -

- Registered Architect,
- Landscape Architect or Civil Engineer,
- Member of the Main Street Steering Committee,
- Downtown Bourne Business or Property Owner,

- Bourne Citizen At Large.

The enabling legislation for the DRC is contained within section 2815 of the Town of Bourne Zoning Bylaws.

2.3 Procedure

The design review process shall not unreasonably delay the special permit/site plan review process for development applications in the Downtown District. The Planning Board shall have authority for administering all aspects of site planning and exterior architecture, including aesthetic appropriateness and any other site-specific matters not delineated herein.

Applicants for downtown development projects are required to meet with the DRC prior to the first hearing of the "Board." The Applicant is responsible for filing the necessary materials to the DRC and to each applicable board. The DRC will issue a written advisory opinion that is then forwarded to the appropriate reviewing Board. (See Table 2.1).

Applications for signage within the Downtown District must be reviewed and approved by the DRC before a sign permit can be issued by the Inspector of Buildings. This applies to all new signage as well as the alteration of existing signs. All appeals of the decision of the DRC shall be according to the procedures outline within the Zoning Bylaw.

OPTIONAL - Applicants may meet informally with town staff prior to a formal meeting with the DRC to ask questions and receive recommendations regarding development and sign ideas.

***Boards** - The following Permitting Authorities shall take in consideration the recommendations of the DRC on applications to the respective board(s):



- Board of Selectmen
- Planning Board
- Zoning Board of Appeals
- Building Inspector – Signage Applications

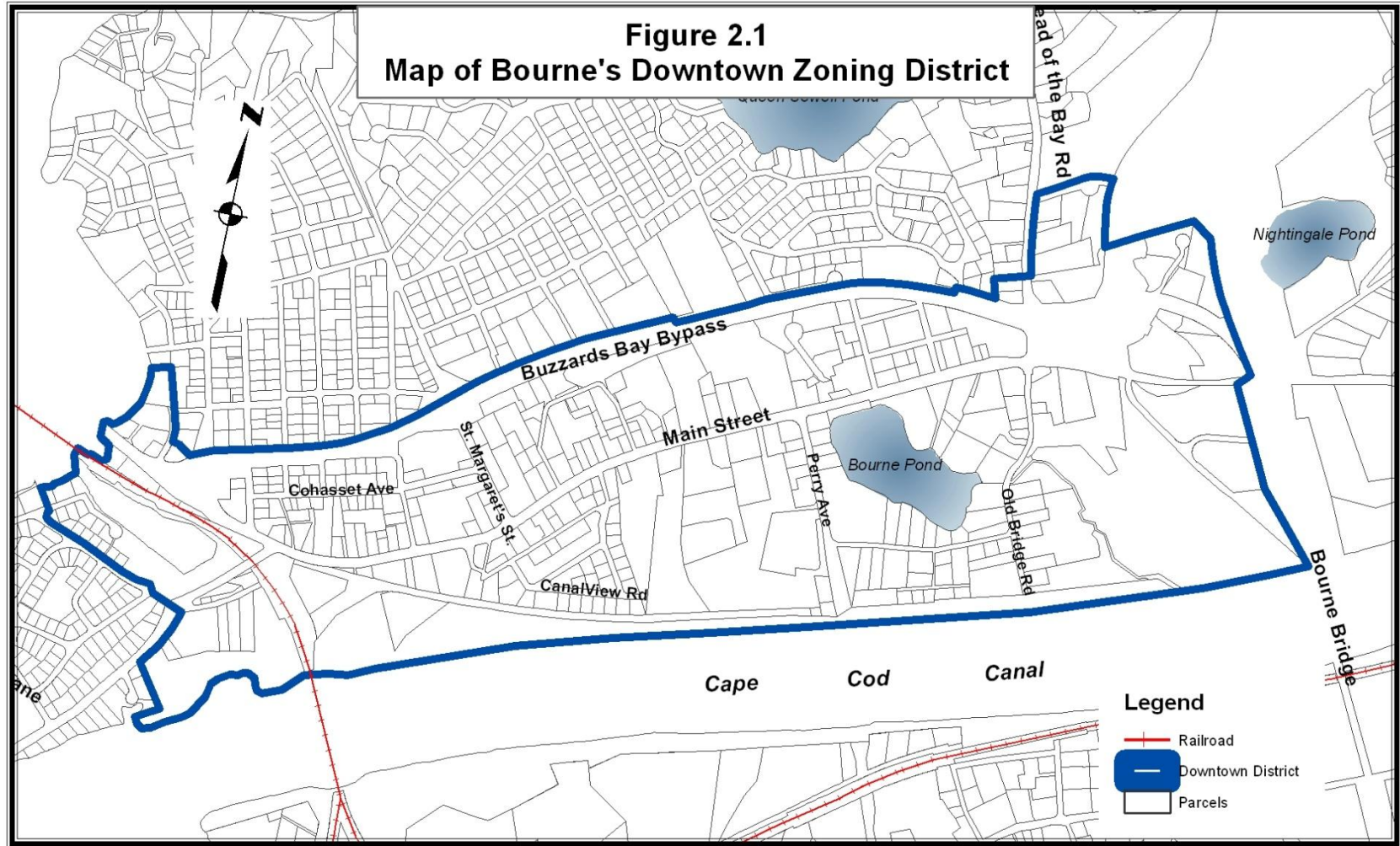


TABLE 2.1 – EXAMPLE OF AN APPLICATION LIFE CYCLE

All applications will be processed in accordance with Massachusetts General Laws, Special Permits - Chapter 40A. Timelines are affected by the completeness of applications, thresholds for regional and State reviews, and discussions that extend over a span of multiple meetings. Time extensions could be granted by consent of both parties. **This timeline has been developed as an informal guide for applications and should not be construed as legal advice.**

Informal meeting with DRC and/or Town Planner (optional)								
File complete application with DRC								
Public Notice of Meeting								
Formal meeting and review with DRC								
DRC issues Advisory Opinion to Board(s)								
File complete application(s) with Board(s)								
Public Notice of Hearing								
Formal hearing with Board(s)								
Board(s) issues Decision								
File for building permits								
	0 – 30 days		31-65 days		66-130 days		91-180 days	



2.3 Definitions

Capitalized terms not otherwise defined in these Design Standards and Guidelines shall have the meanings ascribed to such terms in the Bylaws. All terms used in these Design Standards and Guidelines that are defined in the Bylaws shall have the meanings ascribed to such terms in the Bylaws.

APPURTENANCES: Architectural features added to the main body of a building, including awnings, marquees, balconies, turrets, cupolas, colonnades, arcades, spires, belfries, dormers and chimneys.

BALUSTER: A short vertical member used to support a railing or coping.

BALUSTRADE: A railing together with its supporting balusters or posts, often used at the front of a parapet.

BELFRY: A tower attached to a building that rises above the roof, in which bells are hung.

BLANK (BUILDING) WALL: A side of a building lacking any windows or architectural features.

BUILDING FRONTAGE: The vertical side of a building that faces the lot's frontage and is built to the setback.

BUSINESS SIGN: A sign setting forth the name of the building occupant(s) or indicating the use of the building.

CAP: The protective top layer of a brick structure exposed to weather from above.

CHIMNEY: A vertical structure that rises above a roof of a building and contains the passage through which smoke and gases escape from a fire or furnace.

CIVIC BUILDING: A building used primarily for general public purposes. Uses may include Educational Use, Government Offices, Religious Use, cultural performances, gatherings and displays administered by non-profit cultural, educational, governmental, community service and religious organizations.

COLONNADE: A roofed structure, extending over the sidewalk and open to the street except for supporting columns or piers.

CORNICE: A projecting horizontal decorative molding along the top of a wall or building.

CUPOLA: A domelike structure surmounting a roof or dome, often used as a lookout or to admit light and air. Cupolas are often used to create a visual focal point.

CURB RADIUS: The curved edge of street paving at an intersection used to describe the sharpness of a corner.

EXPRESSION LINE: A horizontal line, the full length of a façade, expressed by a material change or by a continuous projection, such as a molding or cornice. Expression lines delineate the transition between the floor levels.

FREESTANDING BRICK PIER: A pillar of brickwork not connected to a wall.

GARDEN WALL: A freestanding wall along the property line dividing private areas from streets, alleys and or adjacent lots. Garden walls sometimes occur within private yards.

GLAZING: The portion of a wall or window made of glass.

GROCERY STORE: A building containing greater than 20,000 square feet of gross floor area which involves the display and sale to the general public of food and other commodities.

HEADER: The horizontal member spanning the top of an opening.

LARGE FOOTPRINT BUILDING: Any building that has a footprint area equal to or greater than 20,000 square feet.

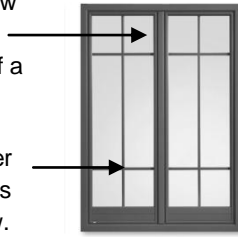
LINER BUILDING: A functional building built in front of Structured Parking, Movie/Playhouse, Theater, Grocery Store, Anchor Retail building or other Large Footprint Buildings to conceal large expanses of blank wall area and to front the street with a façade that has doors and windows opening onto the sidewalk.

LINTEL: A horizontal structural beam that spans an opening, such as between the posts of a door or window or between two columns or piers.

MARQUEE: A permanently roofed architectural projection, the sides of which are vertical and are intended for the display of signs and which is supported entirely from an exterior wall of a building.



MULLION: Structural supports within a window opening made of wood or metal that also separate and hold in place the glass panes of a window.



MUNTIN: A strip of wood or metal used to either separate larger panes of glass into smaller ones or to hold small panes of glass within a window.

NEW URBANISM: A set of urban design principles that advocate for walkable neighborhoods containing a variety of transit oriented housing and job options, regional planning and respect for the environment. Advocacy for these pre-automobile villages emerged in the early 1980's. They have been adapted through the Charter of New Urbanism to consider more modern issues such as historic preservation, green building and brownfield redevelopment to name a few.

OPEN SPACE: Parks, squares, plazas, golf courses and other land used for passive or active recreational, conservation or civic use.

PARAPET: A low wall at the edge of a roof, terrace, or balcony.

PILASTER: An upright, rectangular element of a building that projects slightly from a wall or surface to resemble a flat column. A pilaster is non-structural and may or may not conform to one of the classical orders in design.

PRIMARY ACCESS: The main entry point of a building.

PRINCIPAL FAÇADE (For the purpose of placing buildings along setbacks): The front plane of a building not including stoops, porches, or other appurtenances.

REVEAL: The horizontal distance between a window or door opening and the exterior façade, measured from the dominant building surface to the window or door frame.

ROOFTOP EQUIPMENT: Equipment placed on top of the building which is mechanical in nature for the purpose of supporting the

operational needs of the building and site. Includes but is not limited to HVAC units and ductwork, antennae, energy generators, exhaust fans and vents.

SECONDARY ACCESS: Entry points of buildings which are not the Primary Access.

SHARED PARKING: A system of parking areas shared by multiple users, where each user has peak parking demands at different times within a 24 hour period or within a weekly or other relevant period, thereby allowing some parking spaces to be shared.



SILL: The horizontal member at the base of a door or window opening.

SPIRE: A vertical structure attached to a building that rises above the roof and tapers to a point.

STEPBACK: A recession in the vertical expanse of the building or structure made above the first floor continuing at consistent intervals between floors up to the permitted height a minimum depth from the exterior facade of such building or structure which faces a street. Stepbacks reduce shadowing and allow for more sunlight onto the streetscape and in public open spaces.

STOOP: A small platform and entrance stairway at a building entrance, commonly covered by a secondary roof or awning.

STOREFRONT: The portion of a building at the first story that is made available for retail use.

TURRET: A small tower or tower-shaped projection on a building used to create a visual focal point.

WATER TABLE: The horizontal reveal marking the height of the first finished floor level in masonry construction.



2.4 References

The Town of Bourne Downtown District Zoning bylaw Section 2800 is hereby included by reference.

Zoning Bylaws

An outline of the bylaw sections follows:

Section 2810	General Provisions and Description.
Section 2820	Allowable Uses
Section 2830	Dimensional Standards
Section 2840	Performance & Functional Standards
Section 2850	Off-Street Parking and Loading Standards
Section 2860	Streetscape Design & Pedestrian Amenities
Section 2870	Landscaping
Section 2880	Signs

Zoning Bylaw Tables and Figures

Table DTD-1:	Allowable Uses in the Downtown District
Table DTD-2:	Site and Building Dimensional Standards for the Downtown District
Table DTD-3:	Required Parking Spaces in the Downtown District
Figure DTD-1:	Ground Floor Limitations
Figure DTD-2:	General Building and Lot Layout Standards
Figure DTD-3:	Public and Private Thoroughfares and Frontages
Figure DTD-4:	Building Setbacks from Main Street
Figure DTD-5:	Building Height Stepback from Main Street
Figure DTD-6:	Parking Integration into Building and Liner Building Diagram
Figure DTD-7:	Shared Parking Reduction Factor
Figure DTD-8:	Examples of Allowed Private Frontage Overlaps of Public Frontage

PLEASE NOTE:

Every effort has been made to eliminate any contradiction between these Design Guidelines and the Zoning Bylaws. In the event of conflict, the Zoning Bylaw will prevail.



**GENERAL
PROVISIONS
FOR ALL
DEVELOPMENT**

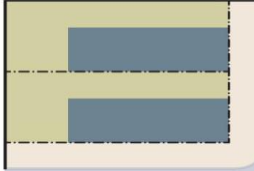
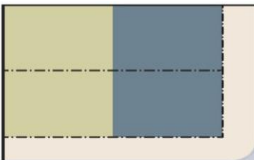

3.0 GENERAL PROVISIONS FOR ALL DEVELOPMENT

3.1 Purpose

The provisions of this section apply to all buildings, open spaces and streets located in the Downtown Zoning District. The goal is to create high quality public spaces within the community. Buildings, open spaces and streets should also use materials that are appropriate to local climate and use. Building forms and design should be appropriate to the intended use.




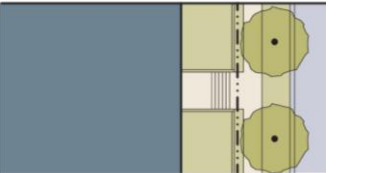
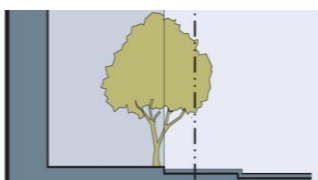
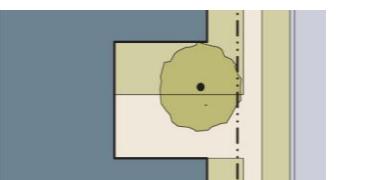

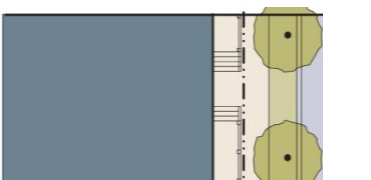
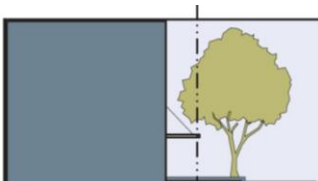

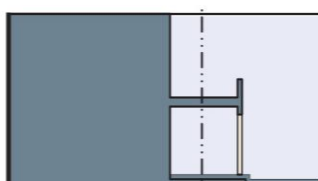
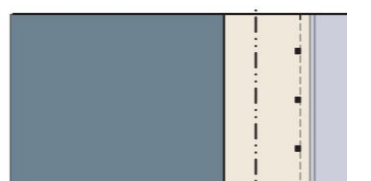
3.2 Site Design

The flow of activity to, from and within Bourne’s downtown is significantly impacted by the arrangement of its buildings and parking. In support of those standards set by the Zoning Bylaws, the following are suggestions for placement of buildings and their relationship to the street.

STANDARD OR GUIDELINE	YARD ALTERNATIVES / BUILDING PLACEMENT	
G	<p>Sidyard: A building that occupies one side of the lot with the setback to the other side. The visual opening of the side yard on the street frontage causes this building type to appear freestanding. A shallow frontage setback defines a more urban condition. This type permits systematic climatic orientation in response to the sun or the wind.</p>	
G	<p>Rearyard: A building that occupies the full frontage, leaving the rear of the lot as the sole yard. This is an urban type as continuous façade steadily defines the public street. The rear elevations may be articulated for functional purposes. In its residential form, this type is the rowhouse. In its commercial form, the rear yard can accommodate substantial parking.</p>	
G	<p>Courtyard: A building that occupies the boundaries of its lot while internally defining one or more private patios. Because of its ability to accommodate incompatible activities, masking them from all sides, it is recommended for workshops, lodging and schools. The high security provided by the continuous enclosure is useful for busy urban areas.</p>	



NOTE: All developments are required to meet dimensional standards per the Zoning Bylaw section 2830. The illustrations below suggest various frontage alternatives that could be built within the set-back. They also propose how the frontage might relate to the public right of way if permission to overlap is granted by way of Special Permit – Zoning Bylaw section 2868.

STANDARD OR GUIDELINE	FRONTAGE ALTERNATIVES	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>SECTION</p>  </div> <div style="text-align: center;"> <p>PLAN</p>  </div> </div>	
G	<p>Terrace or Light Court: A frontage wherein the façade is set back from the frontage line by an elevated terrace or a sunken light court. This type buffers residential use from urban sidewalks and removes the private yard from public encroachment. The terrace is suitable for conversion to outdoor cafes.</p>		
G	<p>Forecourt: A frontage wherein a portion of the façade is close to the frontage line and the central portion is set back. The forecourt created is suitable for vehicular drop-offs. This type should be allocated in conjunction with other frontage types. Large trees within the forecourts may overhang the sidewalks.</p>		
G	<p>Stoop: A frontage wherein the façade is aligned close to the frontage line with the first story elevated from the sidewalk sufficiently to secure privacy for the windows. The entrance is usually an exterior stair and landing.</p>		
G	<p>Storefront & Awning: A frontage wherein the façade is aligned close to the frontage line with the building entrance at sidewalk grade. This type is conventional for retail use. It has a substantial glazing on the sidewalk level and an awning that may overlap the sidewalk to the maximum extent possible.</p>		
G	<p>Gallery: A frontage wherein the façade is aligned close to the frontage line with an attached cantilevered shed or a lightweight colonnade overlapping the sidewalk. This is conventional for retail use. The gallery shall be no less than 10 feet wide.</p>		





3.3 ARCHITECTURE

The architectural palette of coastal New England covers a broad spectrum of building styles, from the more conservative early Colonial homes to elaborate Second Empire mansions. Collectively they are the story of development along America's Northeastern Atlantic shore. The vision for Bourne's downtown is that of a modern day village architecturally influenced by its own maritime industry and styles from throughout coastal New England.




ENCOURAGED

Pitched roof or flat roof with architectural trim	
2 or more stories	
Vertical windows on all stories with architectural trim and sills	
Separation between levels	
Colonnades, Balconies, Awnings, Porticos, Projecting Signs	
Doors encased in trim, Generous glazing at pedestrian level	
Utilities underground	








STANDARD OR GUIDELINE	STYLE AND FEATURES	
S	<p>General Style – Design details should be consistent with the overall style and proportion of the building design. Green Building Design is encouraged where appropriate. Exterior design considerations shall not be forgone to accommodate internal functions.</p>	
G	<p>Features - A building's features should accentuate the building as a whole and provide visual interest at the scale of the pedestrian, reduce massive aesthetic effects, recognize the local maritime industry and reflect architectural styles found throughout coastal New England.</p> <p>Features include, but are not limited to balconies, decks, covered porches, columns, dormers, turrets, towers, skylights, arches, roofs, windows, doors, signs and other architectural design elements.</p> <p>Shapes and relationships of height and width between elements should be in proportion with the building and compatible with the architectural style and character of a building or site.</p>	




STANDARD OR GUIDELINE	MATERIALS AND COLOR	
G	<p>Materials – Exteriors of new buildings should utilize quality materials appropriate for the character of the building. Exterior building materials differentiating design elements, should be consistent with the rhythm and proportion of the building design.</p> <p>All exterior surfaces visible to the public shall be covered with a siding material and long term maintenance characteristics of all materials should be considered during the selection process. Exterior building materials should be natural or quality synthetic materials presenting the appearance of natural materials. The following are materials of acceptable kind and texture:</p> <ul style="list-style-type: none"> • Stone • Brick • Wood • Clapboards • Cedar shingles • Smooth/Lightly textured stucco • Architectural Concrete Block 	 
G	<p>Color - A building's color shall be complimentary to a buildings trim and accents as well as to its surroundings. Attention grabbing, loud colors are not permissible.</p> <ul style="list-style-type: none"> • Subtle colors should be used on larger and very plain buildings, while smaller buildings with elaborate detailing can use more colors. • Colors should reflect traditional coastal New England colors with accenting trim work. • Colors that are disharmonious with other colors used on the building or found on adjacent structures should be avoided. • Paint colors should relate to the natural material colors found on the building such as brick, terracotta, stone or ceramic tile and existing elements such as signs or awnings. • Contrasting colors, which accent architectural details and entrances, are encouraged. 	






STANDARD OR GUIDELINE	SCALE AND PROPORTION OF BUILDINGS	
S	<p>Horizontal Expanses – Facades should be articulated to reduce the massive scale and the uniform, impersonal appearances of large buildings. Articulating features should also provide visual interest that will be consistent with the Downtown identity, character, and scale. The intent is to encourage community interaction by creating a more human scale environment for residents and visitors.</p> <ul style="list-style-type: none"> • Uninterrupted facades should not exceed the length specified in Zoning Bylaw 2836. • Examples of encouraged façade divisions include building jogs, architectural detailing, changes in surface materials, colors, textures and rooflines. • Ground floor facades that face public streets should have articulating features and significant glazing. Examples include but are not limited to offsets, display windows, recessed entrances, arcades, covered walkways, awnings and canopies, multiple entrances, roof overhangs, shadow lines, courtyards, and balconies. 	 
S	<p>Façade Extensions - All facades of a building which are visible from adjoining properties and/or public streets should contribute to the pleasing scale features of the building and encourage community integration by featuring characteristics similar to the front facade. The rear and side elevations shall incorporate the materials, design details and theme when exposed to public view. Where side façades are built of a different material than the front façade, the building corners shall be treated in such a way as to cover the transition between surfaces.</p>	
S	<p>Foundations - Exposed foundation walls (below the first floor elevation) should be concrete (painted and/or stuccoed concrete block system (“C.B.S.”)), brick, or natural/ manufactured stone. Foundation walls should not be exposed to more than 3 feet in height from grade or to 1 foot above the Base Flood Elevation, whichever is less. Refer also to Zoning Bylaw 2831.</p>	
S	<p>Vertical Expanse - In order to modulate their scale, multi-story buildings should articulate the base, middle and top, separated by cornices, string cornices, step-backs or other articulating features.</p>	
G	<p>Vertical Material Use - Buildings should use materials that are durable, economically maintained and of a quality that will retain their appearance over time. Where more than one material is used, traditionally heavier materials (stone, brick, concrete with stucco, etc.) shall be located below lighter materials (wood, fiber cement board, siding, etc). The change in material shall occur along a horizontal line, preferably at the floor level.</p>	







STANDARD OR GUIDELINE	ROOF FORM AND HEIGHT	
G	Roof Forms - Roof forms should be of various pitch variety including gable, hip roofs, shed, and gambrel.	
G	Roof Proportions - Long unbroken expanses of roofs should be avoided through the use of dormers, chimneys, and changes in ridgeline. All roofs should have appropriate overhangs. Multiple roof plane slopes are acceptable, but should be limited.	
G	Chimneys - All chimneys should be finished with brick, stucco or natural or manufactured stone.	
G	<p>Roof Materials – Pitched roofs should be constructed of materials which are common to the coastal New England style. Acceptable roofing materials consist of:</p> <ul style="list-style-type: none"> • Architectural-grade composition shingles • Wood shingles • Slate or slate composition • Standing seam metal roofs <p>Shingled roofs constructed of asphalt or wooden shingles are preferred. Standing seam, copper, or metal roofs are acceptable under certain circumstances.</p>	
S	Rooftop Equipment - All rooftop mechanical/ventilation equipment shall be placed in such a manner so that it is not visibly apparent at the nearest street right-of-way. This may be accomplished by using architectural treatment/camouflaging (walls, parapets, false chimneys, etc.) or by other appropriate means. Refer to Zoning Bylaws 2836d and 2869a.	
G	Downspouts - Downspouts should match gutters in material and finish. Gutters: Copper, galvanized steel or aluminum.	
	Low Impact Design - To prevent adverse impacts of stormwater runoff all roof drains should be recharged into the site with the use of structural and/or non-structural low impact development drainage systems. Green Roofs are highly encouraged.	

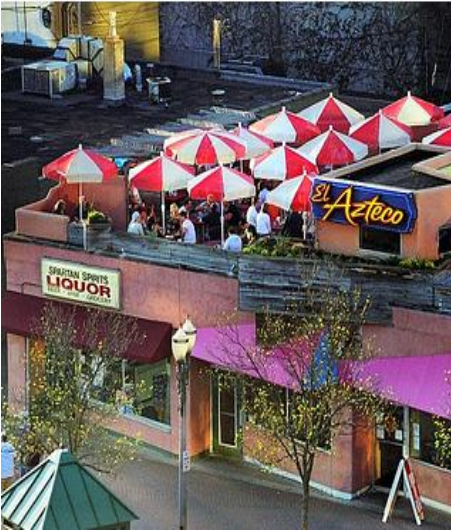




STANDARD OR GUIDELINE	DOORS AND WINDOWS	
G	<p>Size and Placement - Openings should be proportional to facade length and height and placed in a balanced manner.</p>	
G	<p>Materials and Style</p> <ul style="list-style-type: none"> All windows (except storefront windows) should be operable and shall meet the requirements of the Energy Star Program. All windows and doors should be of high quality materials and consistent with the architectural style. Windows that block two-way visibility such as darkly tinted and mirrored glass or colored metal panels are discouraged. Upper story horizontal windows should be avoided. Particular emphasis shall be made for vertical window openings. <p>Recommended materials include:</p> <ul style="list-style-type: none"> Windows, Skylights & Storefronts: Wood, aluminum, copper, steel, vinyl clad wood or glass Doors: Wood, metal or glass 	 
G	<p>Sills, Trim and Design Elements</p> <ul style="list-style-type: none"> Windows shall be adorned with projecting sills, lintel and/or crowns for added definition. Ground floor windows should have a sill no more than four (4) feet above grade. Where interior floor levels prohibit such placement, the sill should be raised to no more than two (2) feet above the finished floor level, up to a maximum sill height of six (6) feet above grade. Doorways should be encased with trim. 	
S	<p>Transparency - Windows shall be kept clean, transparent and free of visual clutter. See also DG Section 5.0 Signage.</p>	



STANDARD OR GUIDELINE	WALKWAYS	
G	<p>Colonnades and Arcades - Colonnades and arcades are encouraged within the setback. Overlap into the public right of way requires a Special Permit in accordance with Section 2868 of the Zoning Bylaws.</p>	
G	<p>Columns and Piers - Columns and piers should be spaced no farther apart than they are tall. Column proportions and configurations should be consistent traditional construction patterns.</p> <p>Recommended Finish Materials:</p> <ul style="list-style-type: none"> • Columns: Wood (termite resistant), painted or natural, cast iron, concrete with smooth finish, brick or stone. • Arches, Lintels, Sills and Piers: Concrete masonry units with stucco (C.B.S.), reinforced concrete with stucco, brick or stone. • Railings & Balusters: Wood (termite resistant), painted or natural, or wrought iron. 	
G	<p>Alleyways - The construction of any new buildings should provide for the creation of pedestrian alleyways, where appropriate, in order to allow for passageways to parking at the rear of the lots and adjoining streets.</p>	
G	<p>Awnings – Fabric awnings should be scaled and proportioned with building façade elements and functional in providing shade. Arched awnings over individual windows and as door canopies are encouraged. See also Section 5.0 Signage.</p>	



STANDARD OR GUIDELINE	OUTDOOR SEATING	
G	<p>Courtyards, Terraces, Sidewalk Dining and Rooftops – Interior courtyards, terraces in front or sideyard areas, and designated sidewalk dining areas using high quality materials are highly encouraged per Zoning Bylaw 2835. Rooftop patios and restaurant seating areas are desirable in accordance with Zoning Bylaws 2836 (c) and (f).</p>	
		

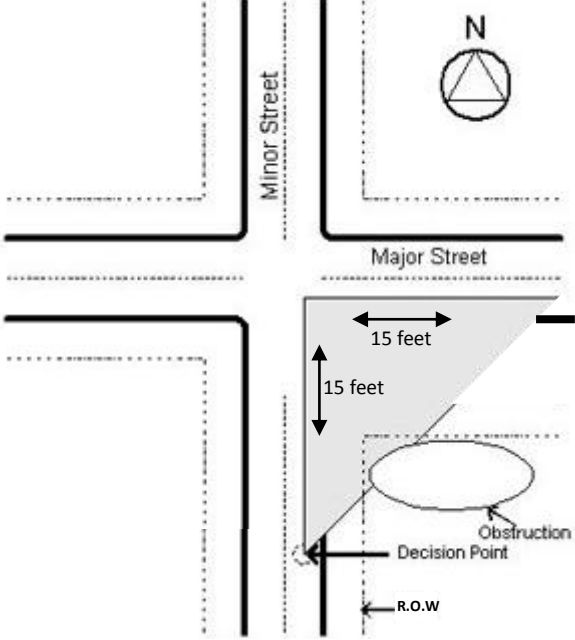
STANDARD OR GUIDELINE	CANOPIES	
G	<p>Gas Station Canopies – Standard franchise gas station canopies are strongly discouraged. As an alternative, Gas Station Canopies should include the following design elements:</p> <ul style="list-style-type: none"> • Canopies should have pitched roof and should be compatible with the building architecture. • Signage should be placed within the gable of the roof structure. • Architectural details should be incorporated into the structure as feasible. 	







3.4 Landscaping & Site Enhancements

Standards for landscaping are mentioned in Sections 2860, 2870, 3300, and 3500 of the Zoning Bylaw. Below are additional suggestions for the Downtown District. It is expected that all sites will comply with standards for accessibility as recommended by the Americans with Disabilities Act.





Site enhancements including signs, lighting, pedestrian furniture, planting and paving, along with materials, colors, textures and grade shall be treated so as to be compatible with the architectural structure and to preserve and enhance the character of the surrounding area. In the Downtown Zoning District, these details should blend with their surroundings to create a diverse, functional and unified streetscape.

STANDARD OR GUIDELINE	SITE DETAILS	
S	<p>Sight Obstructions - No parking, wall, fence, sign, structure or any plant growth other than grasses shall be placed or maintained within the Sight Triangle so as not to impede vision between a height of two and one half (2 1/2) feet and ten (10) feet above the center line grades of the intersecting streets and/or drives.</p> <p>The "Sight Triangle" is defined as the area within a triangle formed by two (2) lines measured along the center of the nearest lane of traveled way of intersecting streets/or drives from the point of intersection for a distance of fifteen (15) feet and a third line connecting the points on the two (2) legs. The height restrictions shall designate the distance above each point in the plane of the "sight triangle".</p>	



STANDARD OR GUIDELINE	SITE DETAILS	
G	<p>Vegetation – Planting arrangements on site should not obstruct views for vehicle and pedestrian traffic but instead enhance travel pathways or assembly areas.</p>	
G	<p>Paving – Stable walking, driving and parking surfaces should be created using high quality materials. Preferred materials include stamped concrete and brick pavers for walkways and patios; asphalt, stamped concrete or brick pavers for parking lots.</p>	
	<p>Low Impact Design (LID) - LID Best Management Practices are encouraged for all driveways, parking and other disturbed areas in order to preserve natural features on the site, reduce impervious surfaces, and to utilize the natural features of the site for source control and stormwater management. Existing and native materials should be incorporated into the landscape design as much as possible. To minimize water consumption, low water vegetative ground cover (other than turf) should be used. For a comprehensive listing of plants suitable and native to Southeastern Massachusetts, please refer to p.27 in the Cape Cod Commission's publication - <i>Design Guidelines for Cape Cod</i>.</p>	



STANDARD OR GUIDELINE	SITE DETAILS	
G	<p>Lighting – Dark sky friendly lighting is required per Zoning Bylaw 2867. Illumination and lighting fixtures should compliment the building’s architecture and consider vehicle and pedestrian traffic patterns within the parking area and around the building.</p>	
S	<p>Fences and Walls – Low walls and fences may be used to accommodate changes in topography, provide for screening/separation between uses, or enhance landscaping. Preferred materials are wood and stone.</p> <p>Chain link fences are strictly prohibited.</p>	
G	<p>Amenities –Placement of benches, waste receptacles, bike racks or sculpture throughout the site within setbacks can aid in the creation of intimate pedestrian oriented spaces.</p>	
G	<p>Arts and Culture – Any site amenity or architectural feature can become a functional work of art such as benches, bike racks, sign posts, downspouts, etc... Placement of sculpture reflecting the local maritime heritage not only enhances the character of the downtown, but can also serve as a landmark aiding in business identification.</p>	



**SPECIAL
DEVELOPMENT
PROVISIONS**

4.0 SPECIAL DEVELOPMENT CONSIDERATIONS




4.1 Corporate and Franchise Development

STANDARD OR GUIDELINE	CORPORATE AND FRANCHISE DEVELOPMENT	
S	<p>Franchise Buildings - Large franchise buildings should adapt to local development patterns and styles but follow standard site plans.</p>	
G	<p>Corporate Logos and Graphics - Company logos should be incorporated into the overall sign and not become the sign itself.</p>	



4.2 Altering Existing Structures

Expansions and additions of existing structures should aim to develop a structural design that embodies the traditional architecture styles and development patterns commonly found in the region. This should be achieved while adhering to the most recent standards for new construction.





STANDARD OR GUIDELINE	Building Details	
S	<p>Historic Buildings - Accurate restoration of existing detail is encouraged. However, use of historical details on contemporary structures should be included only when appropriate to the overall design.</p>	
S	<p>Existing, Non-Historic Buildings - Existing buildings should be altered in a manner compatible with the design standards for a new building and consistent with the subject building's architectural style. Appropriate adaptive reuse of existing buildings should enhance the quality of development within the Downtown District.</p>	
G	<p>Replacement Buildings – Damaged buildings that are replaced in accordance with the Massachusetts Building Code are encouraged to follow these design standards and guidelines.</p>	



4.3

Energy Efficient Design

Energy efficient design considers every aspect of a building’s life-cycle from siting structures to materials, energy systems and waste generation. The use of passive solar building design, geothermal electricity, greywater systems and recycling programs are just a few examples. In addition to the qualitative benefits such as better air quality and more pleasant working environments, the quantitative long-term savings of an energy efficient building can be significant. Along with the suggestions found in earlier sections of this document, general development guidance is offered below to create a more energy efficient and sustainable Downtown Bourne.

STANDARD OR GUIDELINE	ENERGY EFFICIENT DESIGN	
	<p>Redevelopment should seek consultation on energy efficient retrofit opportunities.</p>	
	<p>New Development should, at a minimum, be designed to earn the ENERGY STAR through the US Environmental Protection Agency and the Department of Energy Resources. Conformance with energy components of green building rating systems, such as LEED or Passive House, and the Advanced Buildings Core Performance Guide are strongly encouraged.</p>	



SIGNAGE

Please note: In the event of any contradiction between the language of the following signage standards and the zoning bylaw, the zoning bylaw shall prevail.

5.0 SIGNAGE

Part of the revitalization of Downtown Bourne is to create an active and attractive pedestrian environment. Signs reflect the overall image and success of a business and can contribute color, variety and detail to the character of a downtown area making it a vibrant public place. Signs in the downtown area should have pedestrian orientation and scale, artistic quality and unique creative design that reflects the individual character of the business. These proposed standards and guidelines along with specific recommendations made by the Design Review Committee will help to achieve the purpose and the goals of Bourne's Downtown Action Plan.

5.1 Applicability

- A. The standards and guidelines set forth in this section shall apply to all properties located within the Bourne Downtown District (see Figure 2.1).
- B. Upon adoption of these guidelines, the Downtown will continue to have many non-conforming signs. The intent of this ordinance is not to require that the existing signs be updated but instead to encourage them to come into compliance to provide a better experience in the downtown.
- C. No person shall erect, modify or move any signs without first obtaining a permit from the Inspector of Buildings. The Inspector of Buildings shall not issue a sign permit without first receiving the approval of the Design Review Committee.
- D. Signage should be carefully planned and comply with Section 2880 of the Town of Bourne's Zoning Bylaws.
- E. Permit Applications shall be accompanied by a site plan showing the location of the sign(s), sign elevation drawings showing the proposed size, supporting structure, materials, and color.

5.2 Intent and Purpose

- A. To help guide the business owners in the Downtown to install well designed and well constructed signs that compliment the business and the area.
- B. To encourage creative and innovative approaches to signage within an established framework.
- C. To enhance overall property values and the visual environment in the Downtown by discouraging signs which contribute to the visual clutter of the streetscape.
- D. To ensure that the signs on the façade of buildings reinforce the existing character and are integrated into the architectural scheme of the building.
- E. To promote a quality visual environment by allowing signs that are compatible with their surroundings and which effectively communicate their message.

5.3 Sign Permit Process

- A. All signs must follow the review and approval procedures as set forth in the Bourne Zoning Bylaw Section 2880.
- B. The Inspector of Buildings shall not issue a sign permit without first receiving approval of the Design Review Committee.



5.4 General Sign Construction

STANDARD OR GUIDELINE	GENERAL SIGN CONSTRUCTION
<p style="text-align: center;">S</p> <p>See § 2883¹</p>	<p>Construction and Maintenance</p> <ul style="list-style-type: none"> • Sign switches conduits and panel boxes shall be concealed from view. • Sign shall be designed to be vandal and weather resistant. • Signs shall be properly maintained so that they are in proper working order and do not endanger public. • When a sign is removed due to replacement or termination of the lease, the tenant or owner shall fill and paint any holes caused by the removal of the sign. • Once a business has vacated the premises the sign shall be removed within 30 days, to the satisfaction of the Inspector of Buildings
<p style="text-align: center;">G</p>	<p>Design</p> <ul style="list-style-type: none"> • The design of signs should reflect the scale and character of the structure or site and its surroundings. • Preferred signs are flat against the façade, or mounted projecting from the façade. • A simple and direct message, with upper and lowercase lettering is most effective. Signs should simply and clearly identify individual establishments, buildings, locations and uses, while remaining subordinate to the architecture and larger streetscape. • Retail signs along sidewalks should be located a minimum of 8 feet above the pedestrian sidewalk. • Individual tenant signs may be located on individual storefronts, over display windows and/or at entries.
<p style="text-align: center;">G</p>	<p>Content – Traffic speeds should be considered when determining content by limiting text, colors and graphics to the essential nature of the business. More signage is often less effective. Automobile passengers can only identify an average of four words or symbols when passing a site at 25 miles per hour. This number decreases depending upon other visual distractions from on-site or adjacent properties, or if speed limits are higher.</p>
<p style="text-align: center;">S</p>	<p>Materials and Color</p> <ul style="list-style-type: none"> • All signs should harmonize with the building’s design and be professionally constructed using high-quality durable materials such as hardwood (painted or natural), glass, stone, copper, brass, galvanized steel, painted canvas or paint/engraved on the façade surface, or any other material approved by the Design Review Committee. • Excessive Use of bright colors or over scaled letters shall not be used as a means to attract attention.

¹ Refers to a section in the Bourne Zoning Bylaw



STANDARD OR GUIDELINE	GENERAL SIGN CONSTRUCTION
S	<p>Illumination</p> <ul style="list-style-type: none"> • Light should be contained within the sign frame and not spill over onto other portions of the building or site and will not shine into adjacent properties, pedestrian, bicyclists or motorists. • Lighting types that are <u>encouraged</u> include: back-lit, halo-lit or reverse channel letters with halo illumination, gooseneck light fixtures and other decorative light fixtures. • Lighting types that are <u>prohibited</u> include internally illuminated signs, exposed neon tubing, signs that use blinking or flashing lights.
G	<p>Coordination</p> <ul style="list-style-type: none"> • All signage on site should be coordinated by using similar materials, lettering, styles, colors, and overall sign sizes to ensure sign continuity and a uniform appearance throughout the development. • The design of signs for multi-tenant structures and centers should be consistent so individual signs complement each other and fit into the overall scheme of the site or center.
S	<p>Placement</p> <ul style="list-style-type: none"> • Signage throughout the site shall be placed appropriately and not obstruct views for pedestrians and vehicles (see 3.4 Sight Obstructions). • On-site directional and parking signs must comply with section 3210.b.2 of the Zoning Bylaw. • Off-site directional and parking signs must comply with section 3250 of the Zoning Bylaw.
S	<p>Right of Way Overlap - Awning signs or projecting signs are permitted, those encroaching on the Public Right of way must obtain approval from the Board of Selectmen according to section 2868 of the Zoning Bylaw.</p>
G	<p>Scale and Proportion - Every sign should be an integral, subordinate element within the overall building and site design. The scale and proportion of the signage shall not overpower the building or obscure the building's architectural features.</p>
S	<p>Building Numbers - Building numbers should be located on all buildings in accordance with requirements for emergency services and the Bourne General Bylaw Section 4.5.1.</p>



5.5 Signage Styles

STANDARD OR GUIDELINE	PERMANENT SIGNS
<p style="text-align: center;">S</p> <p>See § 2885 a</p>	<p>Primary Occupancy Signs. The primary sign is the main sign used to identify a business. A primary sign is any sign painted on or attached parallel to the face of the building, including individually mounted letters, painted signs, and awning signs.</p> <ul style="list-style-type: none"> • One primary sign for each storefront or building facade that fronts a public street or alley is permitted. The primary sign shall not exceed one (1) square foot per 1 foot of frontage, subject to meeting other sign design criteria. • The design of the primary sign shall be integrated with and compliment the overall design of the facade. The location of the sign shall be centered above the storefront and below the second floor windows. • The primary sign may be a projecting sign or awning sign to enhance pedestrian visibility.
<p style="text-align: center;">S</p> <p>See § 2885 b</p>	<p>Pedestrian Signs. Pedestrian signs are small signs, typically projecting signs supported by a decorative bracket, which are located above the storefront entry and are oriented to the pedestrian.</p> <ul style="list-style-type: none"> • One pedestrian sign for each storefront is permitted. The pedestrian sign shall be no larger than 2 feet by 3 feet, subject to meeting the other design criteria. • The bottom of pedestrian signs shall be located at least 8 feet above the sidewalk, and be rigidly supported. • The pedestrian sign shall be supported by decorative chain or bracket, designed and constructed with a high level of craftsmanship and detail. Creative signs that "symbolize" the business are encouraged.
<p style="text-align: center;">S</p> <p>See § 2885 c</p>	<p>Monument Signs are -</p> <ul style="list-style-type: none"> • Free-standing signs located adjacent to the right of way and independent of the building. • In compliance with these guidelines with regard to Design, Materials and Lighting Requirements and section 2880 of the Zoning Bylaws. • Only allowed for developments whose primary building facade is 15 feet or less from the property frontage line. • Consistent with the sign designs shown in the Idea Gallery included in this document. • Placed outside of the Sight Triangle so that it does not obstruct views entering and exiting the site. (see 3.4 Sight Obstructions) • A maximum of 6 feet high with an area no larger than 30 square feet per sign face, subject to meeting other design criteria. • Set onto a base or frame, presenting a solid attractive and well-proportioned appearance that complements the building design and materials.

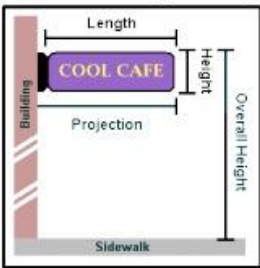


STANDARD OR GUIDELINE	PERMANENT SIGNS
<p style="text-align: center;">S</p> <p>See § 2885 d</p>	<p>Directory and Upper Floor Signs.</p> <ul style="list-style-type: none"> • For two or more story multiple-tenant buildings, one small directory sign with nameplates of the individual tenants is permitted on the ground floor. The maximum letter height for tenant names is 2 inches. • Where a second or third story tenant has a separate entry door on the street, a small projecting pedestrian sign is permitted, in keeping with the guidelines for pedestrian signs. Such signs shall be placed near the tenant street entry. • Commercial uses on second floor of multiple story buildings that do not have ground floor occupancy may have window signs in addition to otherwise permitted building-mounted or free-standing signs. One window sign is permitted per framed window area and cannot exceed 15% of the total second floor glass area. Window signs above the second floor are not permitted. The maximum letter height for window signs is 12 inches. Second floor window signs shall be non-illuminated, and shall consist of paint, gold-leaf or similar high-quality graphic material on the glass surface.
<p style="text-align: center;">S</p> <p>See § 2885 e</p>	<p>Window Signs are -</p> <ul style="list-style-type: none"> • Any sign placed within a window facing the street either directly on the window glass or behind it. These signs typically give the name of the store, a logo, or other decorative feature. • Only permitted on the first floor level. • To be designed to attractively promote the business while still allowing for the customer to view the interior of the business. • Placed or painted on the interior or exterior glass windows or doors provided that such signs cover no more than 30 percent of the glass area of the entire storefront, nor more than 50 percent of the window in which it is placed. • Mounted only in the interior of the storefront if they are neon signs. • Window signs above the second floor are not permitted. The maximum letter height for window signs is 12 inches. Second floor window signs shall be non-illuminated, and shall consist of paint, gold-leaf or similar high-quality graphic material on the glass surface. • One window sign is permitted per enterprise on the ground floor. Window signage shall not cover more than 25% of the window area, excluding the area of any glass doors, or one square foot per one foot of frontage, whichever is less. • Permanent Interior window and door signage shall be professionally designed and constructed. Signs made of gold leaf and other high-quality graphic materials that compliment the storefront display are permitted. • Window signs constructed of paper, cardboard, plastic, chalk- or white-board signs are prohibited. Except one (1) civic or charitable poster/flyer may be placed in a storefront window at a maximum of 11"x 17". • Any graphics, displays, or sign panels with lettering more than one inch high, mounted within four feet of a window shall be considered a window sign, except for the following: <ul style="list-style-type: none"> ▪ Displays with lettering less than one inch high; • Products on shelves for sale to the public; and • Or signs posting hours maximum size 11 x 17



STANDARD OR GUIDELINE	PERMANENT SIGNS
G	<p>Wall signs are –</p> <ul style="list-style-type: none"> • Mounted directly to the building façade in locations that respect the design of the building. • Subject to height and size requirements in section 3210 of the Zoning Bylaw. • Must either be a minimum of 1.5 inches thick or included within a 1.5-2 inch border. • Made of sign board, metal or channel letters mounted directly to a wall or via a raceway, or painted directly on brick (wall signs painted directly on brick must be artistically and professionally done to meet the intent of these guidelines). <p>Wall signs may not -</p> <ul style="list-style-type: none"> • Project no more than 12 inches from the building wall. Any sign that is affixed to a building and projects more than 12 inches in a perpendicular manner is considered a projecting sign and is subject to those requirements. • Extend beyond the front façade of any suite in the case of a multitenant building. • Cover architectural or ornamental features.
G	<p>Awning and Canopy Signs are –</p> <ul style="list-style-type: none"> • Signs that are painted or printed directly onto an awning or canopy. • Made of matte finish canvas, glass or metal. • Printed onto an awning or canopy of a single, solid color. Striped awnings are not encouraged. • Mounted on the wood or metal framing within a door or window opening, not on the wall surrounding the opening. • Allowed for the purpose of adding color and dimension over the entrance on the front façade of a building as well as providing shelter for pedestrians entering and exiting the building. • Kept in good condition and well maintained at all times.



STANDARD OR GUIDELINE	PERMANENT SIGNS
G	<p>Projecting Signs are –</p> <ul style="list-style-type: none"> • Affixed to the face of a building and projected in a perpendicular manner <u>more than</u> 12 inches from the wall surface. • Strongly encouraged and should be designed to match the architectural style of the building or structure to which the sign is affixed. • Only permitted for uses located on the first floor of a building. • Within the set-back unless permitted to overlap the Right of Way per section 2868 of the Zoning Bylaws. • Oriented to the pedestrian passing on the sidewalk in front of the building and not to the vehicles traveling on the road or to the pedestrians on the opposite side of the road. • Limited to a maximum area of 6 square feet per side. • No more than 2 feet in distance from the building to the outer edge of the sign per section 3210g of the Zoning Bylaw. • No less than 8* feet in distance from the sidewalk to the bottom edge of the sign. • Not to exceed 20 feet in overall height from ground/sidewalk to the top part of the sign (see diagram). 
G	<p>Hanging Signs are -</p> <ul style="list-style-type: none"> • Similar to projecting signs except that they are suspended below a marquee or under a canopy. Hanging signs are generally smaller than projecting signs due to their low mounting height. • A maximum of 4 square feet of sign area per side. • Treated similar to projecting signs in their regulations. • Only permitted for uses located on the first floor of a building • Within the set-back unless permitted to overlap the Right of Way per section 2868 of the Zoning Bylaws. • No less than 8* feet in distance from the sidewalk to the bottom edge of the sign.
G	<p>Restaurant Menu Signs are -</p> <ul style="list-style-type: none"> • Signs that display menu items and pricing. • Located within a display box permanently mounted to the front building façade adjacent to the entrance. • A maximum size of 3 square feet. • Made of high-quality materials and use artistic designs. • Appropriate in size, location, and design to the character and architectural detail of the building as well as to the character of the restaurant.



STANDARD OR GUIDELINE	SPECIAL SIGNAGE- Additional artistic signs that identify the business and convey a message through the use of a pictorial or graphic image, and may include a limited amount of wording that is clearly secondary to the artistic quality of the sign.
S See § 2886	Flags <ul style="list-style-type: none"> One (1) flag per storefront not exceeding 3 feet by 5 feet that conveys the message of “open” or “sale” is permitted. The lowest point of the flag must be at least 8 feet above the surface of the sidewalk or pedestrian way. Flags must be removed daily at the close of business. Flags must be mounted on a decorative bracket attached perpendicular to the building face.
S	Murals <ul style="list-style-type: none"> Life-size murals painted on the wall surface of a building may be permitted upon approval of the Design Review Committee to ensure the artwork complements the design of the building in color, shape and location on the building. A free-standing menu holder is permitted on the exterior storefront of a restaurant.
S	Menu Holders <ul style="list-style-type: none"> An exterior menu holder is permitted on the facade of a restaurant. The menu holder shall be limited to the size of two pages of the menu utilized by the establishment. A menu holder shall be located so as not to cause a safety hazard to pedestrians. The menu holder shall not be used for additional business identification or additional signage. Free standing “A” Frame menu boards may be allowed on a limited basis upon approval of the Design Review Committee. Placement of the “A” frame sign shall be solely on the applicants property and must be removed daily at the close of business.
S	Off-Site Signs <ul style="list-style-type: none"> Off-site directory signs on buildings or free-standing that direct pedestrians to businesses down side streets and/or alleys are permitted with the permission of the building/site owner. Initial directory sign shall be approved by the Design Review Committee via a sign program, thereafter directory signs that are consistent with the sign program may be approved by the Town Planner. Signs shall be professionally designed and constructed. Directory signs shall not count against the signage allotment for building or site owner.
S	Sidewalk Café Signage <ul style="list-style-type: none"> A sidewalk cafe may have signage on the cafe umbrella(s) in addition to the main occupancy frontage signs may be permitted. Signage is limited to the name of the cafe business. The maximum letter height is 6 inches and the business logo shall not exceed 1 square foot in area. The total signage on an umbrella shall not exceed 10% of the area of the umbrella. Generic advertising, such as a product name is not allowed. Sidewalk Café signs must be approved by the Design Review Committee.



STANDARD OR GUIDELINE	TEMPORARY SIGNS - Temporary signs must comply with section 3210 of the Zoning Bylaw. It is strongly suggested that temporary signs be artistically and professionally done. Please refer to the Idea Gallery in these guidelines for examples of temporary signs.
<p style="text-align: center;">S See § 2887</p>	<p>Grand Opening Banner</p> <ul style="list-style-type: none"> • Banners of not more than 12 square feet advertising a new business opening are permitted for a maximum of 30 days. • The banner shall include a date visibly noted on the sign and be removed within 30 days of the posted date. • No other types of banners or flags are permitted. • “A” Frame signs may be permitted on a limited temporary basis for special events upon approval of the Design Review Committee. Placement of the “A” frame sign shall be solely on the applicant’s property.
<p style="text-align: center;">S</p>	<p>Construction Signs:</p> <ul style="list-style-type: none"> • One temporary sign, advertising the various construction trades participating in the project is allowed. • Sign shall not exceed 50 square feet in sign area or 6 feet in height. • The sign shall not extend beyond the subject property nor interfere with any traffic safety visibility area of the parcel. • The sign may remain on the property until occupancy, unless an extension has been granted by the Inspector of Buildings.
<p style="text-align: center;">S</p>	<p>Real Estate Signs</p> <ul style="list-style-type: none"> • No more than one real estate sign per property shall be permitted, however it may remain until the entire project or tenant space is leased or sold. • Maximum sign area per sign is 9 square feet, and shall be located flat against the building wall or within a window, and shall not project above the eave line. • Vacant lots may mount the sign on a free-standing monument, located outside of any sight visibility area; no portion of the sign may extend across the property line.
STANDARD OR GUIDELINE	SIGNS NOT PERMITTED
<p style="text-align: center;">S See § 2888</p>	<ul style="list-style-type: none"> • Rooftop signs, cabinet signs, including neon or digital/LED, banners (except for grand opening and civic event signs), balloons, flashing signs, billboards, plastic flags, whiteboards, chalkboards and blackboards, wire framed yard signs (except for temporary construction signs) are prohibited. • Any exterior sign advertising or publicizing an activity, service or product not conducted on the premises upon which the sign is maintained, except for public events and as otherwise allowed by the guidelines. • Internally illuminated signs of any kind or style. • Single pole signs, aka : “lollipop” signs (see idea galley)









STANDARD OR GUIDELINE	EXEMPTIONS
<p style="text-align: center;">S</p> <p style="text-align: center;">See §2889</p>	<p>The following signs shall be exempt from the requirements of the DTD sign regulations:</p> <ul style="list-style-type: none"> a) Flags or emblems of government, political, civic, philanthropic, educational or religious organizations, displayed on private property, as long as such flag or emblem does not exceed 15 square feet; b) Signs of a duly constituted governmental body, including traffic or similar regulatory devices, legal notices, warnings at railroad crossings, and other instructional or regulatory signs having to do with health, hazard, parking, swimming, dumping, etc.; c) Address numerals and other signs required to be maintained by law or governmental order, rule or regulation; provided, the content and size of the sign do not exceed the requirements of such law, order, rule or regulation; d) Small signs, not exceeding five square feet in area, displayed on private property identifying entrance and exit drives, parking areas, one-way drives, restrooms, freight entrances and the like; e) Holiday decorations, clearly incidental and customary and commonly associated with any national, local or religious holiday; provided such signs shall be displayed for a period of not more than 45 consecutive days nor more than 60 days in any one year. f) Special Community/Civic Event Signage is subject to the review by the DRC.



5.6 Idea Gallery

Sign Style	YES	NO
<p>OUTDOOR MENU BOARDS</p>		
<p>CAFÉ, "A" MENU BOARDS & READER BOARDS</p>		
<p>BANNERS & FLAGS</p>		



Sign Style	YES	NO
<p>AWNINGS & CANOPIES</p>	<p>Solid color awnings create a clean and inviting appearance more characteristic of small villages.</p> 	<p>Lettering is hard to read on striped background.</p>  <p>Vinyl awnings create a harsher, more industrial feel which is not compatible with a small village environment.</p>
<p>WALL SIGNS</p>		 <p>Internally lit signs are prohibited.</p>
<p>WINDOW SIGNS</p>		



Sign Style	YES	NO
PROJECTING SIGNS		
HANGING SIGNS		
MONUMENT, POLE & LADDER		



Sign Style	YES	NO
BUILDING NUMBERS		
TEMPORARY		



SOURCES

6.0 SOURCES

In addition to original work by the Committee, the sources used in the development of these Standards and Guidelines include those listed below.

6.1 Documents

Cape Cod Commission et al. *Designing the Future to Honor the Past: Design Guidelines for Cape Cod, 2nd Edition*. March 1998.

Cape Cod Commission. *Contextual Design on Cape Cod: Design Guidelines for Large-scale Development*. 1 October, 2009.

Cecil Group, Inc. *Buzzards Bay Village Center Revitalization Strategy*. Funded by the Massachusetts Department of Housing and Community Development. 25 March, 2004.

Stantec Planning & Landscape Architecture, PC. *Downtown Buzzards Bay Zoning District: The Village of Buzzard's Bay Design Guidelines*, Town of Bourne, MA. September, 2008.

Town of Bedford, MA. *Architectural Design Review Guidelines for Commercial and Mixed-Use Developments*. No date.

Town of Bourne, MA. *Town of Bourne Bylaws*. Approved Town Meeting, 2011.

Town of Bourne, MA. *Town of Bourne Zoning Bylaw*. Approved Town Meeting, 2010.

Town of Glenview, IL. *Signs in the Downtown: Appearance Code and Design Guidelines*. No date.

Town of Portland, OR. *Portland Main Street Design Handbook: A guide to neighborhood commercial district revitalization*. October 2011.

University of Pennsylvania School of Design, Department of City and Regional Planning. *The Town of Bourne Village Centers Action Plan*. Spring, 2005.

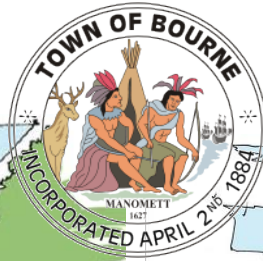


6.2 Online Images

In addition to images and information taken from the documents listed in 6.1, images were also retrieved from several public and private internet sites including those listed below.

Café . . . Boards	Copper Dreams Sidewalk Sign	http://blog.fawny.org/category/typesnap/page/51/	6-Jan-12
Definitions	Stepback	http://www.buildinggreentv.com/taxonomy/term/1023/all	12-Jan-12
Efficient Energy Design	Sink-toilet	http://www.nachi.org/greywater-inspection.htm	13-Jan-12
Efficient Energy Design	Redevelopment – lighting	http://www.mountain-news.com/business/article_17169f54-0641-11e1-ab2d-001cc4c002e0.html	13-Jan-12
Efficient Energy Design	New Development	http://patternguide.advancedbuildings.net/	12-Jan-12
Front Cover	Bourne Bridge – modified from original retrieved at:	http://www.mvmorninglight.net/how-to-find-us/	19-Dec-12
Hanging Sign	Coffee Shop	http://www.absolutesignsuk.co.uk/pavement-projecting-signs.php	6-Jan-12
Hanging Sign	Old City Hall	http://ulrichsigns.com/portfolio/Old-City-Hall-1.jpg	6-Jan-12
Idea Gallery	Neon House Numbers	http://st.houzz.com/simages/25832_0_4-2100--exterior.jpg	6-Jan-12
Landscaping and Site Enhancements	Sight Triangle (adapted from original retrieved)	http://www.ctre.iastate.edu/pubs/tech_news/2005/jan-feb/line_of_sight.htm	9-Jan-12
Outdoor Seating	Rooftop Restaurant	http://www.hawaiiidermatology.com/el/el-azteco-east-lansing-menu.htm	9-Jan-12
Projecting Signs	Bytes & Slices	http://www.roscommonsigns.ie/projecting.php	6-Jan-12
Projecting Signs	Geshunt Tandoori	http://www.forefrontsigns.co.uk/category/illuminated	6-Jan-12
Projecting Signs	Bottle Revolution	http://www.harrellsign.com/Galleries/signs-blade-undercanopy-hanging-storefront.html	6-Jan-12
Projecting Signs	Neon Paradise Valley	http://www.danitesign.com/signage.6.0/projecting.aspx	6-Jan-12
Replacement Buildings	Mezza Luna	www.mezzalunarestaurant.com	9-Jan-12
Roof Form and Height	Downspout Planters	http://dornob.com/creative-downspouts-double-as-water-recycling-planters/?ref=search	9-Jan-12
Signs	Ladder/Pole	http://mysanfordherald.com/printer_friendly/11136068	13-Jan-12
Window Signs	Dog Café & Spa	http://www.thesignsaid.com/blog/tag/window-lettering	13-Jan-12





Buzzards Bay Bypass at St. Margaret's Street



Wallace Avenue and Main Street



West End EXAMPLE



Entrance to Main Street from Belmont Rotary

