

Appendix E – Design Guidelines – Zoning Ordinance Elements

Design Guidelines for the Route 30 Corridor Master Plan Zoning Ordinance Elements East Whiteland Township- Chester County, PA



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Design Guidelines for Zoning - Route 30 Corridor Mixed Use Centers

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Vision for Route 30 & Intent of the Design Guidelines

Route 30 Corridor Master Plan Design Guidelines

Vision for the Route 30 Corridor:

Route 30 is envisioned to be a dynamic, pedestrian friendly corridor anchored by a new East Whiteland train station, lively mixed use areas, iconic local businesses, and inviting open spaces.

Intent of the Design Guidelines

1. These Design Guidelines are intended to comply with Section 708-A of the Pennsylvania Municipalities Planning Code, Manual of Written and Graphic Design Guidelines, the community development goals of the East Whiteland Township Comprehensive Plan, and the Vision and Goals of the Route 30 Corridor Master Plan.
2. The Intent of these Design Guidelines is to guide the development of new land uses, structures, buildings, landscaping, open spaces, and streetscape elements along the Route 30 Corridor, and specifically in the Mixed Use Centers.
3. These Design Guidelines depict best practices and development models intended to be incorporated into new development and redevelopment along the corridor.



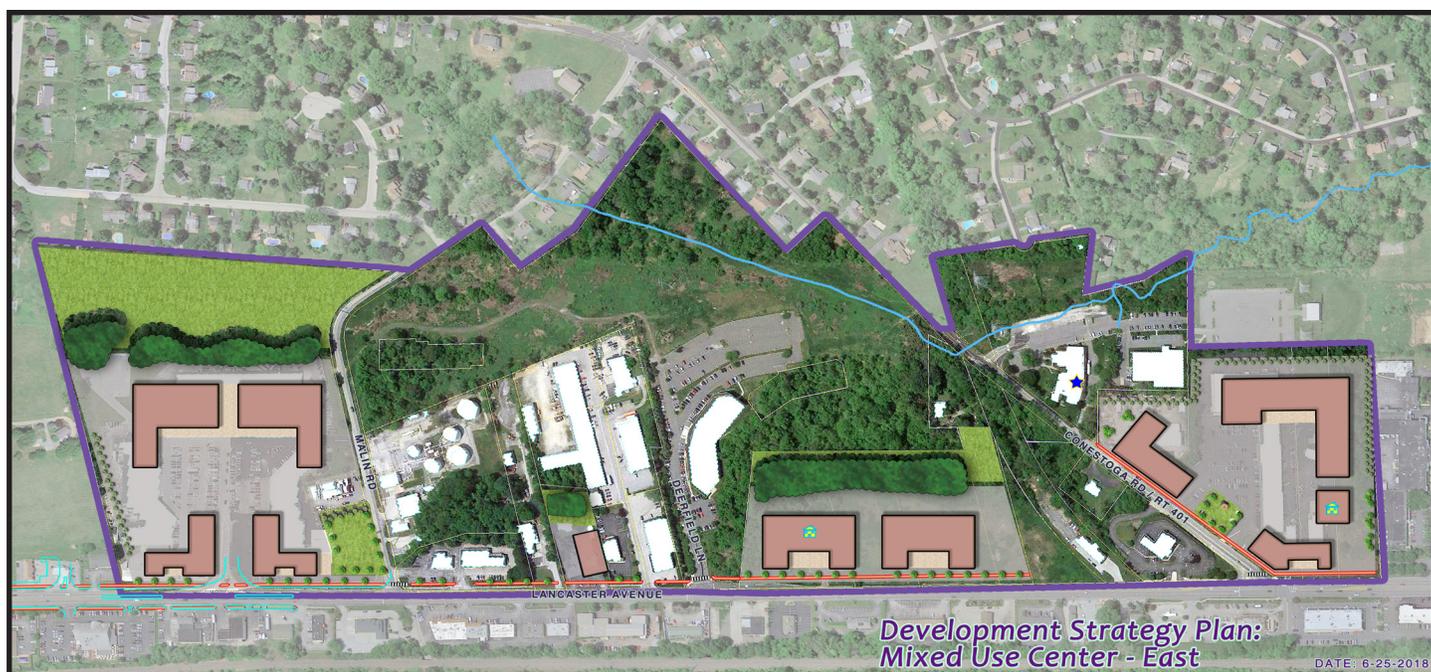
Route 30 Mixed Use Center

Route 30 Districts: Mixed Use Centers (MUC)

Route 30 Corridor Master Plan Design Guidelines

Intent of the Route 30 Districts

1. The Route 30 Corridor in East Whiteland Township is comprised of the Mixed Use Centers and Commercial Corridor Districts.
2. The Mixed Use Centers are intended to have a mix of residential, retail, office, entertainment, and open spaces in a compact and cohesive development pattern that promotes walking.
3. The remaining portion of the Corridor is intended to promote a wide range of commercial uses with limited residential and an enhanced streetscape.
4. Both districts are intended to be developed with a cohesive and enhanced streetscape that includes a grass buffer, sidewalk, street trees, pedestrian oriented street lights, and pedestrian amenities.



Development Strategy Plan: The Malin Road Mixed Use Center

Building Location

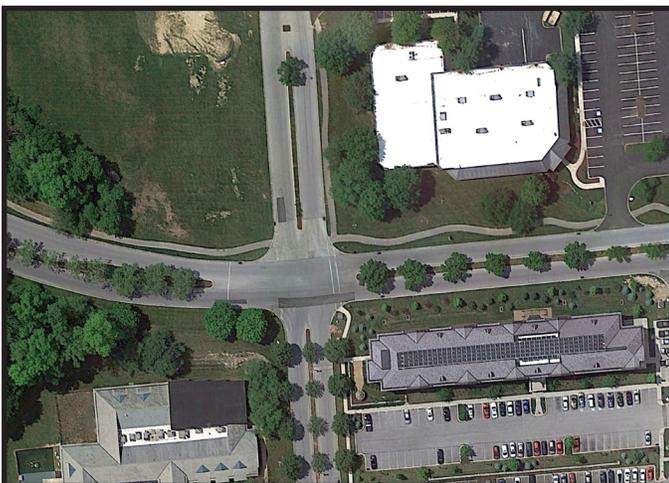
Route 30 Corridor Master Plan Design Guidelines



Buildings adjoin Sidewalk



Building with shallow setback



Buildings “anchor” street corner

Design Intent:

1. Buildings in the MUC are intended to be located in close proximity to the sidewalk.

Design Guidelines:

2. Buildings in the MUC are intended to be set back a minimum of 30 feet and a maximum of 60 feet from the street.

3. Buildings outside of the MUC may be located a maximum of 75 feet from the sidewalk.

4. New Buildings should anchor street corners unless a Green or Plaza is provided.

Parking Location

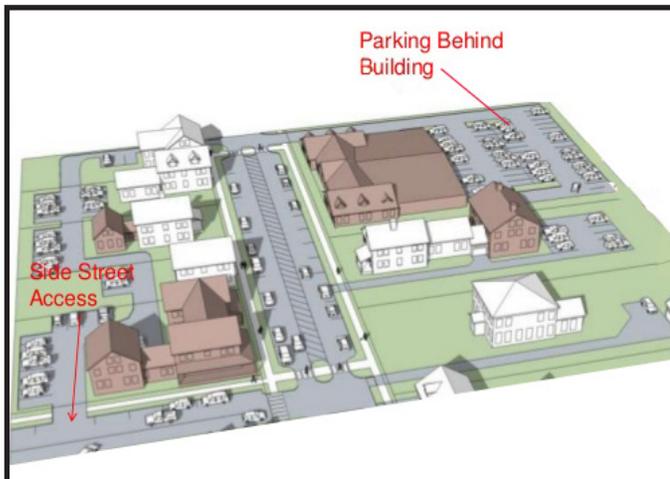
East Whiteland Township - Route 30 Corridor Master Plan



Parking located to side and rear of building



Building with one row of parking in front



Off-street parking behind buildings

Design Intent

1. Off-street parking located between the building and the street is intended to be minimized in the MUC districts.
2. The vast majority of off-street parking in the MUC district(s) is intended to be located to the rear or side of buildings.

Design Guidelines

3. No more than one row of parking may be located between the principal building and Route 30. Locate remaining new off-street parking to the rear or side of buildings.
4. New off-street parking should not be located at street corners in the MUC districts.

Parking Screening & Landscaping

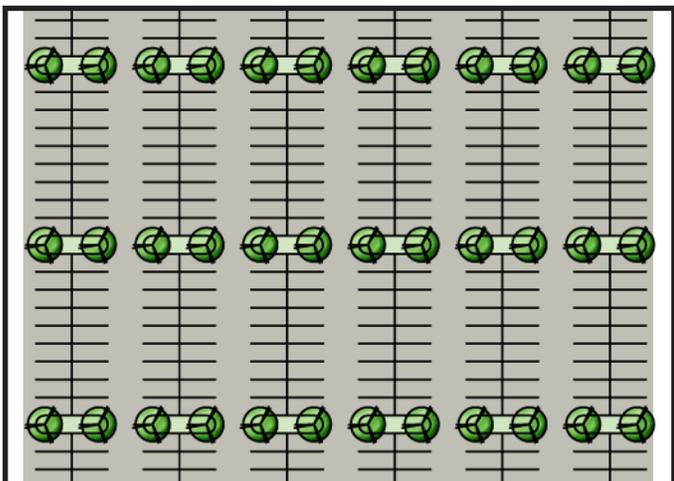
East Whiteland Township - Route 30 Corridor Master Plan



Off-street parking with landscape screen



Off-Street Parking screened along a Commercial Corridor



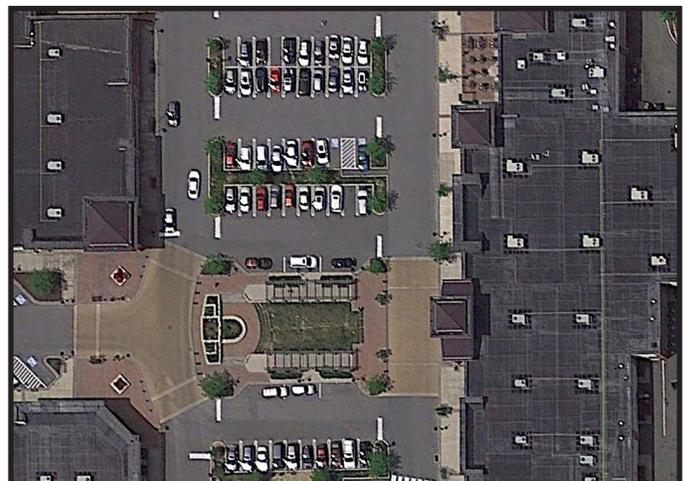
Interior landscaping for off-street parking (1 landscape island per 10 spaces)

Design Intent

1. Off-street parking lots in all districts along Route 30 are intended to be screened from the street.
2. Off-street parking lots in all districts along Route 30 are intended to be landscaped in order to promote stormwater management, prevent heat island effects, and improve the pedestrian experience.

Design Guidelines

3. Interior landscaping should be provided in accordance with §200-69(G), except that there should be no more than 20 parking spaces in one row without a landscaped island.
4. Screen existing off-street parking with walls, fences, hedges, and other landscaping at 30 to 42 inches in height.



Off-Street Parking- interior landscaping

Minimum Building Height

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Design Intent

1. Two-story buildings are intended to give stature and structure to the Streetscape, to promote less building coverage, and engender a more village-like scale.

Design Guidelines

2. Construct and maintain buildings of at least two stories or 20 feet in height along Route 30.



2 story building along Route 13



Existing 2 story/20 foot buildings along Route 30



2 Story Building

Maximum Building Height

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Design Intent

1. Taller structures are intended to give stature and structure to the Mixed Use Centers, enclose the corridor, promote less building coverage, and more efficient use of land.

Design Guidelines

2. A maximum height of four stories or 50 feet shall be permitted in the Mixed Use Centers along Route 30. Outside of the Mixed Use Centers, the maximum height is 35 feet.

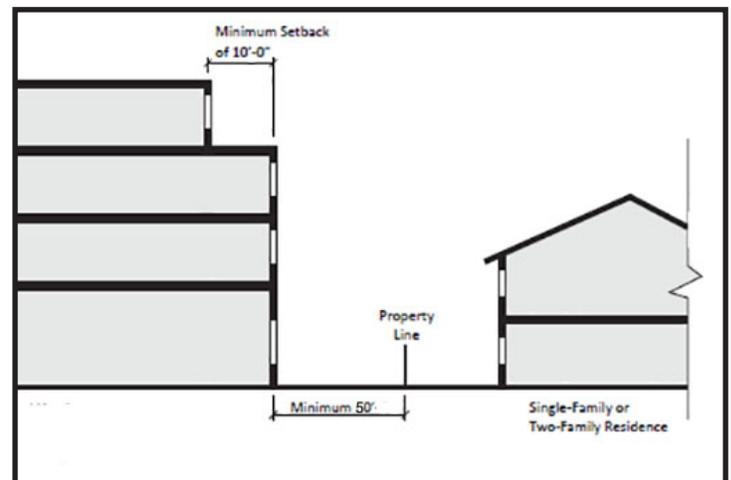
4. For buildings with height greater than 35 feet, the floor area that is higher than 35 feet shall “step-back” from the plane of the building facade a minimum of 10 feet, when located within 50 feet of an R-1 or R-2 zoning district boundary.



3 story building



3 story building



Setback for heights greater than 3 stories abutting R-1 or R-2

Building Type: Drive-Through Facilities

East Whiteland Township - Route 30 Corridor Master Plan



Bank with Drive-Through Facility located in the rear



Drive-Through Facility with stacking located away from corner.



Coffee Shop with Drive-Through Facility located in the rear



Fast Food with Drive-Through Facility located on the side

Design Intent:

1. Drive-Through Facilities, such as those at Banks, Pharmacies, Coffee Shops, and Fast Food Restaurants, are intended to have the Drive-Through component in the back or side of the facility, not along a primary street frontage.

Design Guidelines:

2. Drive-Through Facilities should be located to the side or rear of the building. When a building is located at an intersection, the building should be closer to the corner than the drive-through.

3. When A Drive-Through Facility is located on the side of a building, it should be set-back at least 25 feet from the street right-of-way.

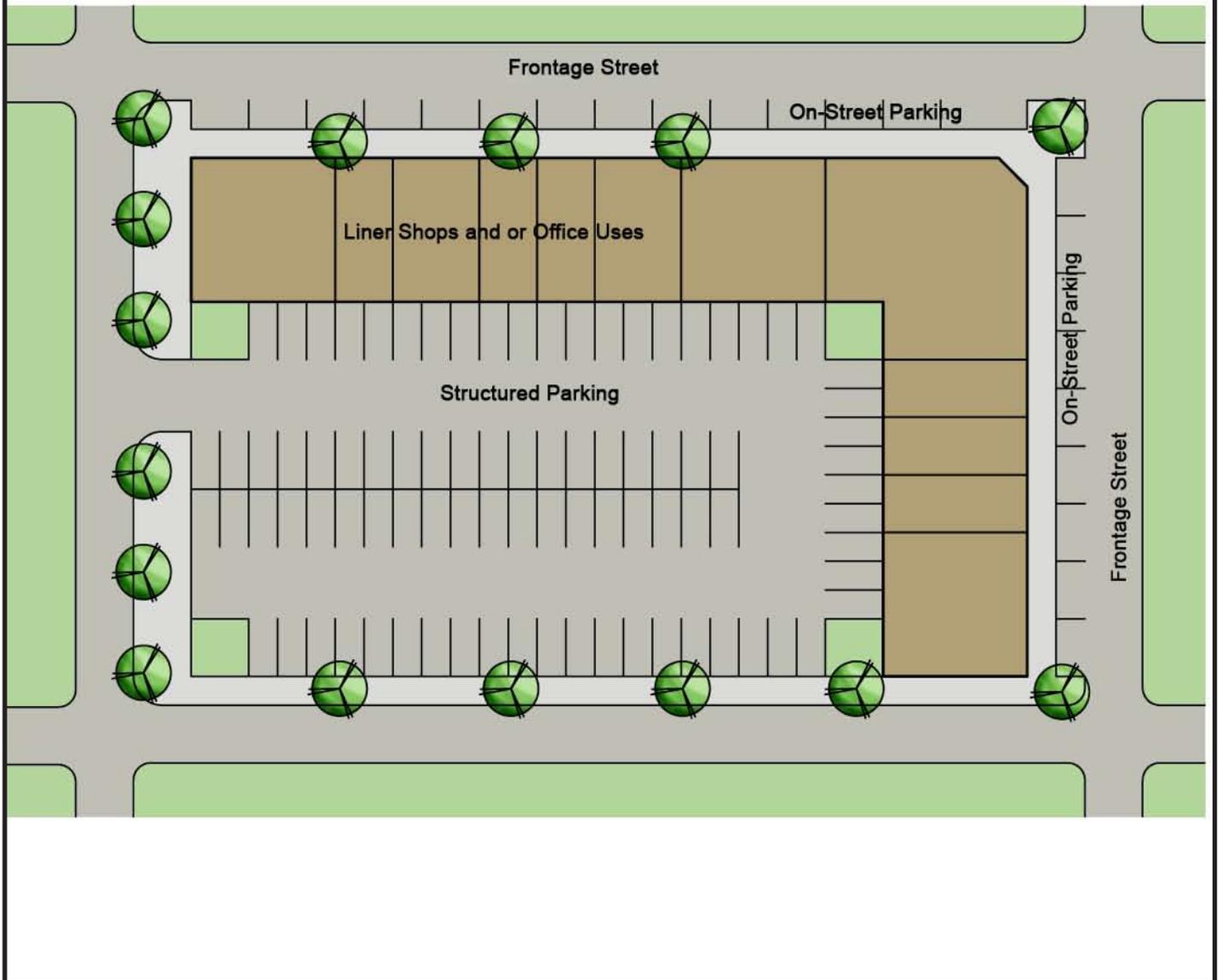
4. Drive-Through Facilities should complement the roof pitch, materials, colors, and form of the principal building.

Building Type: Parking Structure

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Design Guidelines:

1. Parking structures should be designed to be compatible with the surrounding architecture, including materials, colors, and window openings on all floors.
2. Parking structures should have ground floor retail or liner shops unless setback a minimum of 50 feet behind the plane of the front facade of the principal building.



Temporary Uses

East Whiteland Township - Route 30 Corridor Master Plan



Farmers market as temporary use (Photo courtesy of Chester County Planning Commission)



Pop-up beer garden on vacant city space (Courtesy PHS)



Food Trucks parked along the street

Design Intent:

1. Temporary Uses are intended to provide opportunities for entrepreneurs and community events along Route 30.
2. Temporary uses are intended to be permitted in vacant space (land and buildings) along the Route 30 corridor.

Design Guidelines:

3. Examples of viable Temporary Uses could include: Pop-up Markets, Pop-up Festivals/Events, Food Trucks/Vendors, and related Pop-up Uses such as a small business.
4. Permit temporary uses within the MUC district(s).



Street Festival

Accessory Structures & Utilities

East Whiteland Township - Route 30 Corridor Master Plan



Enclosed and consolidated dumpsters



Decorative cart corral



Enclosed dumpsters

Design Intent:

1. Accessory structures and utilities including but not limited to Mail Kiosks, ATM Facilities, Clothing Donation Bins, Dumpsters, and utilities are intended to be screened and architecturally compatible with adjacent buildings.

Design Guidelines:

2. The design of Accessory Structures shall be compatible with adjacent buildings.

3. Enclosed dumpster areas shall be provided with convenient vehicular and pedestrian accessibility. Chain-link fences shall not be used.

4. Dumpsters shall be located to the rear of buildings to the maximum extent possible.

5. Sites with multiple dumpsters shall consolidate to a centralized disposal area.

6. Roof utilities shall be located so that they are not visible from the street.

7. Ground level utilities (HVAC units and the like) shall be enclosed with fencing, landscaping or other like type buffer.