

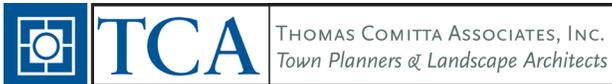
**Appendix F – Design Guidelines – Subdivision and Land Development  
Elements**

# Design Guidelines for the Route 30 Corridor Master Plan: Subdivision and Land Development Elements

East Whiteland Township- Chester County, PA



Prepared by:



June 21, 2018

# Design Guidelines for the 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:

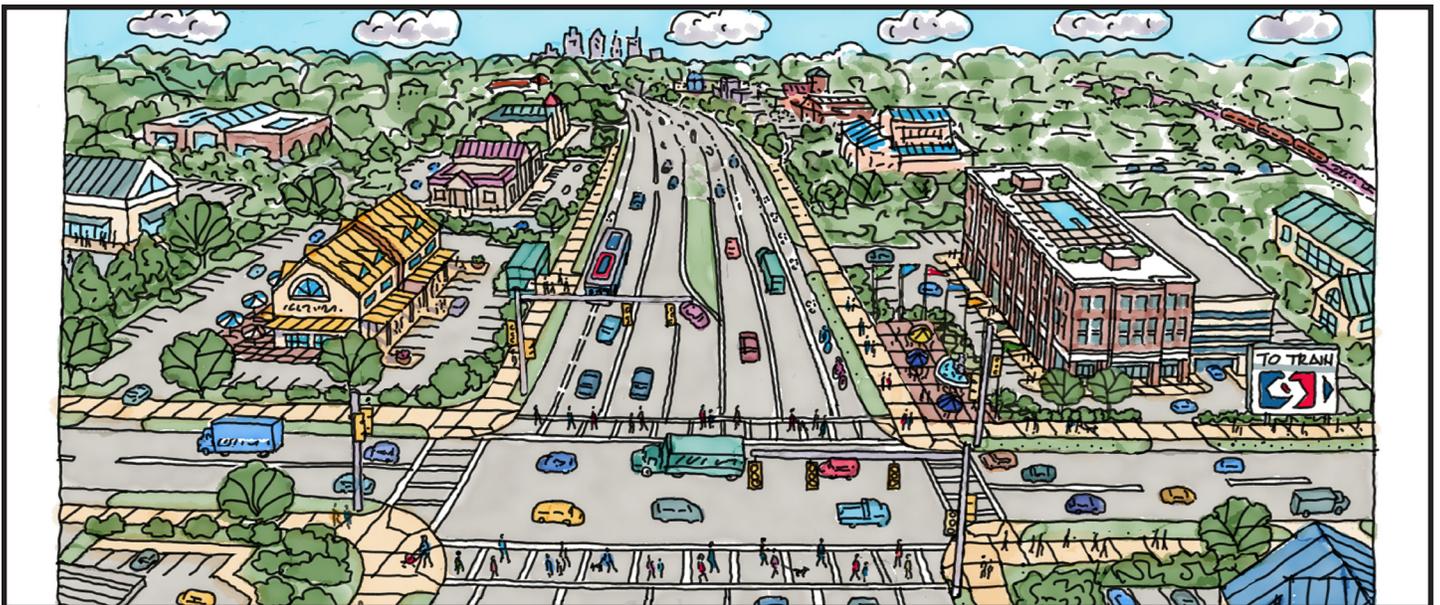
Route 30 is envisioned to be a dynamic, pedestrian friendly corridor anchored by lively mixed use areas, iconic local businesses, and inviting open spaces.

### 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 within the Route 30 Corridor.
3. These Design Guidelines depict best practices and development models intended to be incorporated into new development and redevelopment along the corridor.

### References for further information:

- *SEPTA Bus Stop Design Guidelines* (2012, or as amended)
- *Chester County Multi-modal Handbook* (2016, or as amended)



Artist Rendering of Route 30 Mixed Use Center

# Benches, Bike Racks & Waste Receptacles

East Whiteland Township - Route 30 Corridor Master Plan

## Design Intent:

1. Streetscape amenities are intended to consist of benches, street lights, bike racks, bus shelters, trash receptacles and similar furnishings.
2. Streetscape amenities are intended to enhance the pedestrian, cycling, and transit user friendliness of the corridor.
3. Streetscape amenities are intended to be of a consistent design in order to enhance the cohesive identity of the corridor.

## Design Guidelines:

4. Install and maintain a minimum of two (2) benches along each block, ideally in close proximity to bus stops, intersections, and/or mid-block where blocks are longer than 0.25 miles from intersection to intersection.
5. Benches, trash receptacles, and other amenities should adjoin the sidewalk and not block or interfere with pedestrian use of the walkway.
6. Install, anchor and maintain Victor Stanley, Model S-42, Ironsites Series benches and Litter Receptacle in black, or approved equal.
7. Position Waste Receptacles in strategic locations, especially near street intersections. Utilize an iconic model, painted black to match other street furniture.



Bench



Waste receptacle



Bench with waste receptacle, Paoli, PA

# Benches, Bike Racks & Waste Receptacles

East Whiteland Township - Route 30 Corridor Master Plan

## Design Guidelines (continued):

8. Bike racks should be permanently anchored in a concrete footing.

9. Bike racks should be located in visible areas in close proximity to building entrances, park and recreational amenities (playgrounds, play fields, and trails), and bus stops.

10. Multifamily residential uses should consider interior bike parking for residents as well as exterior bike parking for visitors.

11. To the maximum extent feasible, locate new bike racks under shelter or building overhangs.



Standard U shaped Bike Rack



Iconic Bike Rack



Interior bike parking

# Bus Stops and Shelters

East Whiteland Township - Route 30 Corridor Master Plan

## Design Intent

1. Bus shelters are intended to enhance the safety and convenience for public transportation users along the Route 30 corridor.



Solar powered bus shelter, Concordville, PA



Bus shelter

## Design Guidelines:

2. Bus stop locations, facilities and shelters should be designed using SEPTA's Bus Stop Design Guidelines. Early coordination with SEPTA staff is needed in order to address ADA and passenger safety issues.
3. Upgrade existing bus stops along Route 30 to have an ADA loading pad. Construct shelters where ridership is or is projected to be greater than 5 boards per day.
4. All bus shelters should have a roof and shall be enclosed on three sides. The roof should cover a horizontal area of no less than forty (40) square feet.
5. All bus shelters should be erected on a durable, non-slip, all weather surface composed of either brick, stone, precast ornamental concrete pavers, or poured in place concrete.
7. All bus stops and bus shelters should have paved walkways with direct access to adjacent development and parking lots.
8. Bus Shelters and approaching walkways should be illuminated to add safety and convenience.
9. Benches should be oriented toward the street in order to be useful to bus passengers.

# Crosswalks

## East Whiteland Township - Route 30 Corridor Master Plan



Existing crosswalk at Addison Lane & Rt 30



Highly visible crosswalk, Rockville, MD



Continental crosswalk

### Design Intent:

1. Crosswalks are an integral part of creating a safe, convenient, and continuous pedestrian network.

### Design Guidelines:

2. Crosswalks should be installed and maintained across all curb cuts, driveways, intersections, or breaks in the sidewalk network along the corridor.

3. Crosswalks should be at least 6'-0" in width when they cross streets and consist entirely of a contrasting material or paint pattern similar to the "piano key"/continental design, as approved by PennDOT.



Crosswalks as part of pedestrian network, Route 202, Delaware

# Gateways and Banners

## East Whiteland Township - Route 30 Corridor Master Plan



Gateway signage example



Central Green lined by buildings on two sides



Pedestrian street light with pole mounted banner

**Design Intent**

1. Gateways are intended to provide visitors with a positive first impression and welcome them into the Township.
2. Banners are intended to help brand the corridor and may promote special events, seasons, etc.

**Design Guidelines**

3. Gateways shall have attractive landscaping, lighting, and signage.
4. Gateways and banners should have a consistent appearance and be coordinated in order to build a cohesive character to the corridor.
5. Light poles with banner attachments should be provided at regular intervals along the corridor.
6. Potential gateway locations include future grassed median at the western end of the township and the intersection of Route 30 and Route 29.



Overhead light pole with banner

# Multifamily Residential

East Whiteland Township - Route 30 Corridor Master Plan



Multifamily housing over retail



Open space for dog run and amenities as an option for multifamily residential



Mixed use building with projections and recesses along the facade.

## Design Intent:

1. The addition of multifamily residential uses to the Route 30 corridor is intended to provide housing opportunities, meet market demand, and help to support local businesses.

## Design Guidelines:

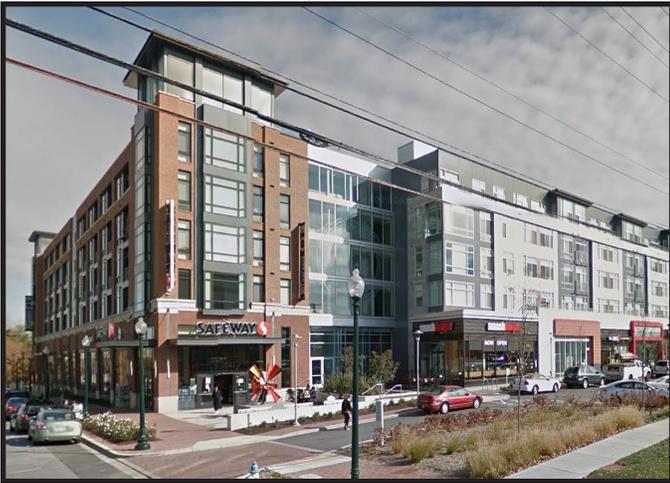
2. Multifamily residential developments should be encouraged to provide flex space on the first floor that can be used for residential or retail uses according to the market.

3. Multifamily residential should be strongly encouraged to incorporate usable open space and pedestrian gathering areas that are visible and accessible from Route 30.

4. Multifamily residential buildings should follow the Design Guidelines for Building Articulation.

# Building Articulation

## East Whiteland Township - Route 30 Corridor Master Plan



Building with roof variation, and recesses and projections



Building lacking in facade and roof variations



Mixed use building with projections and recesses along the facade.

### Design Intent:

1. New buildings and building additions along the Route 30 corridor are intended to have visual interest and architectural articulation that emulates the character of existing buildings along the corridor.

### Design Guidelines:

2. New developments in the MUCs should be encouraged to provide retail space on the first floor.

3. New development should be strongly encouraged to incorporate usable open space and pedestrian gathering areas that are visible and accessible from Route 30.

4. New buildings should be designed with projections and recesses along the facade. Such articulation should be incorporated a minimum of every 120 feet.

5. New buildings should vary the roof lines of buildings through the use of dormers, gables, turrets, and the like.

6. Stagger the facade wall heights of flat-roofed buildings to create visual interest. The heights of such buildings shall vary by at least 42 inches through the use of parapet walls.

# Pedestrian Gathering Areas

East Whiteland Township - Route 30 Corridor Master Plan



Green Courtyard for Pedestrian Gathering



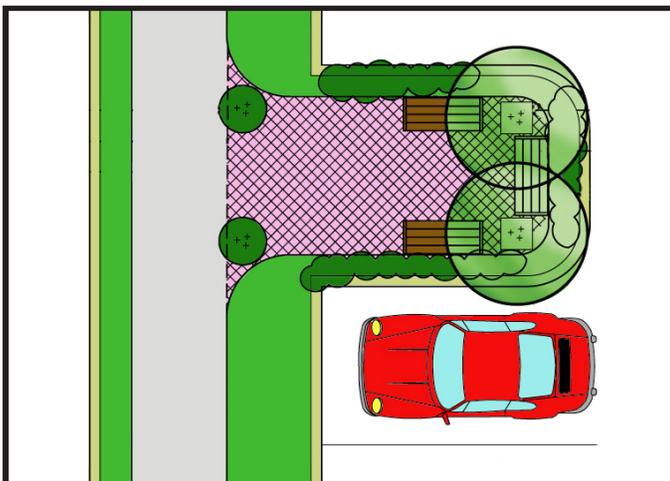
Plaza as Pedestrian Gathering Area

## Design Intent:

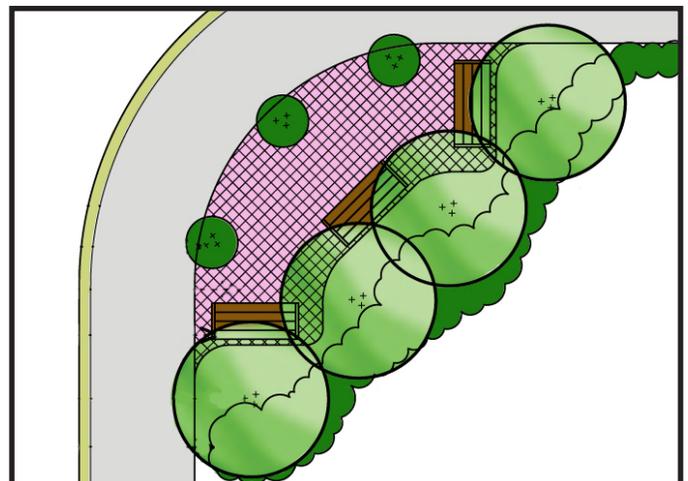
1. Pedestrian Gathering Areas are intended to promote a pedestrian-friendly environment in small spaces along the Route 30 corridor.
2. Pedestrian Gathering Areas provide additional opportunities to add green space, landscaping and pedestrian amenities along the corridor and may be located on public or private land.

## Design Guidelines:

3. Benches, shade trees, plantings, and lighting should be installed and maintained in Pedestrian Gathering Areas to enhance attractiveness and safety.
4. Pedestrian Gathering Areas should be in the range of 50 to 500 square feet in area and located in close proximity to the sidewalk.



Pedestrian Gathering Area as an extension of the sidewalk



Pedestrian Gathering Area at a street corner

# Pedestrian Circulation and Building Orientation

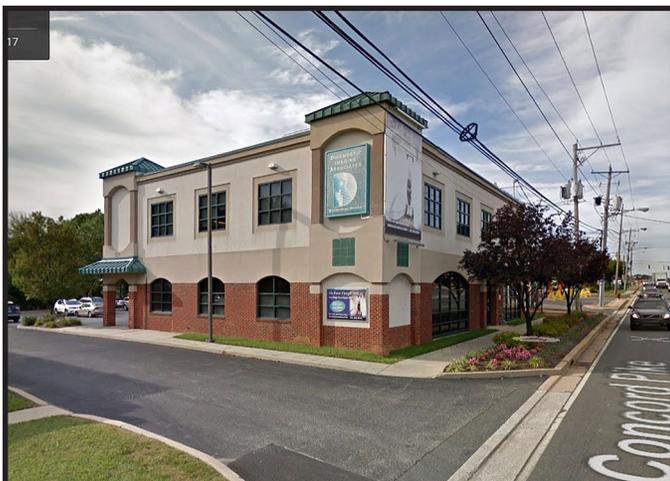
East Whiteland Township - Route 30 Corridor Master Plan



Pedestrian connection from street to entrance



Pedestrian connections between street and adjacent buildings



Pedestrian entrance along sidewalk with secondary entrance to the rear

## Design Intent:

1. Site design, including buildings, open spaces, and parking areas are intended to accommodate the pedestrian in a safe and convenient manner along the Corridor.

## Design Guidelines:

2. Within each site, direct pedestrian connections should be provided between:
- building entrances and main sidewalk along Route 30
  - building entrances and parking areas;
  - building entrances and transit stops; and
  - adjacent uses on the same lot.
3. Any building facade visible from the street shall be designed to have windows, doors and signage oriented toward the street.
4. A primary building entrance should be located on the building facade facing Route 30. Secondary access points may be located along other facades.
5. If the primary entrance is located to the side of the building, it should be highly visible from the street and should have direct pedestrian access.

# Piers, Fences, Guardrails and Hedges

East Whiteland Township - Route 30 Corridor Master Plan



Piers, Fences & Hedges providing effective parking lot screen



Pier, Fence & Hedge providing attractive street edge



Piers, Fence & Hedge providing Street Wall

**Design Intent**

1. The streetscape is intended to be defined by buildings. Where buildings do not closely adjoin the sidewalk, a street edge treatment is intended to define the streetscape.
2. Piers, Fences & Hedges are intended to provide an alternative street wall condition and an attractive feature and screen surface parking located close to the street.

**Design Guidelines**

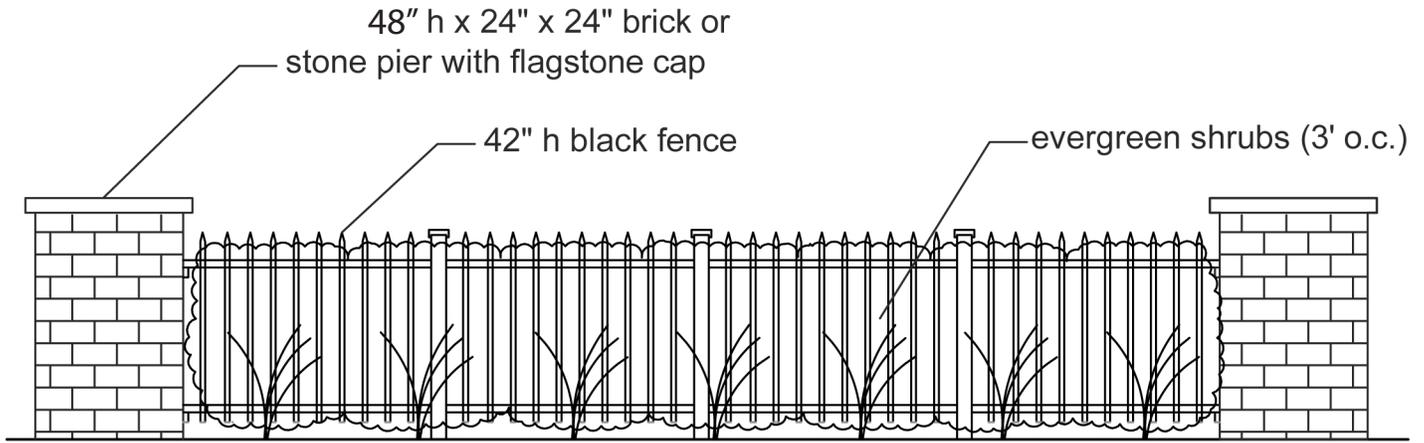
3. Piers, Fences & Hedges should be installed and maintained in accordance with the details described on pages 9.2/9.3.
4. Walls, fences and landscaping should not impede direct pedestrian access between the primary building entrance and the sidewalk and any bus stop along the corridor.
5. Guide rails should be constructed of a made-to-weather steel material.
6. Fences should have openings between posts to avoid a stockade-like appearance.



Hedge screen for off-street parking

# Piers, Fences, Guardrails and Hedges

East Whiteland Township - Route 30 Corridor Master Plan



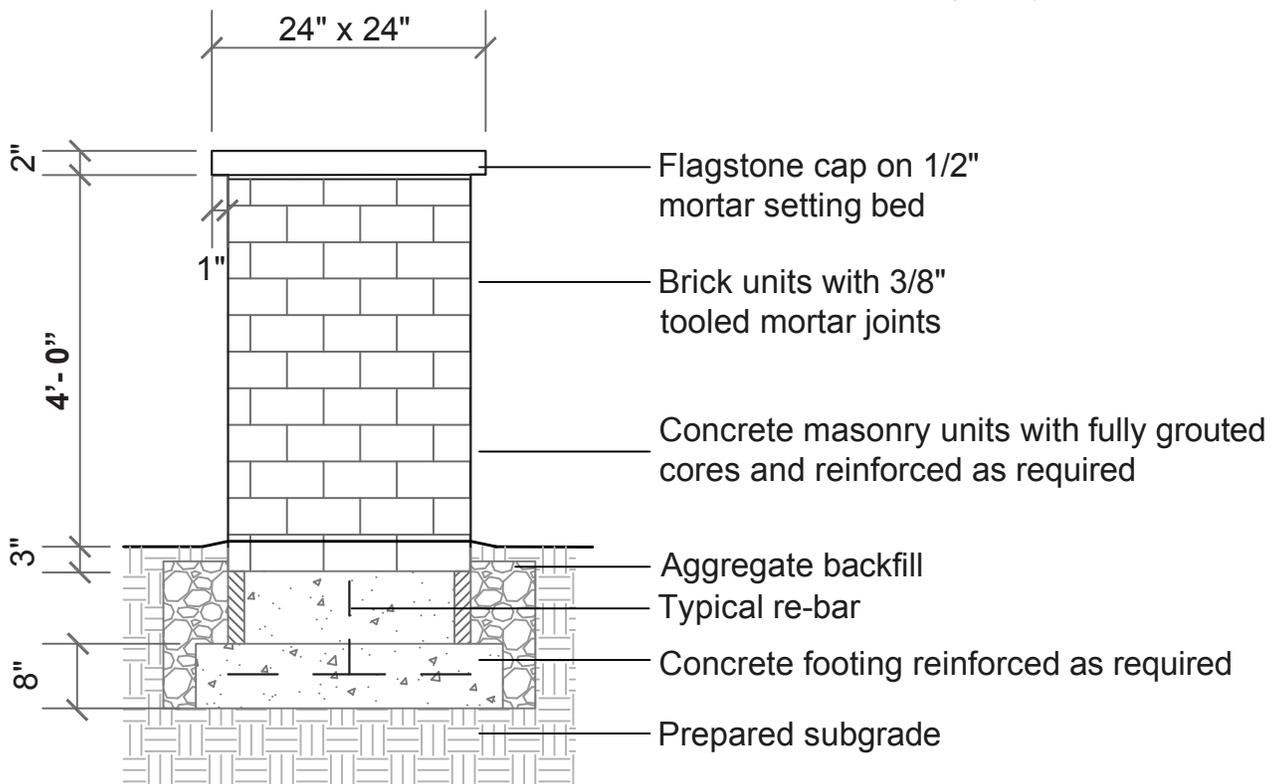
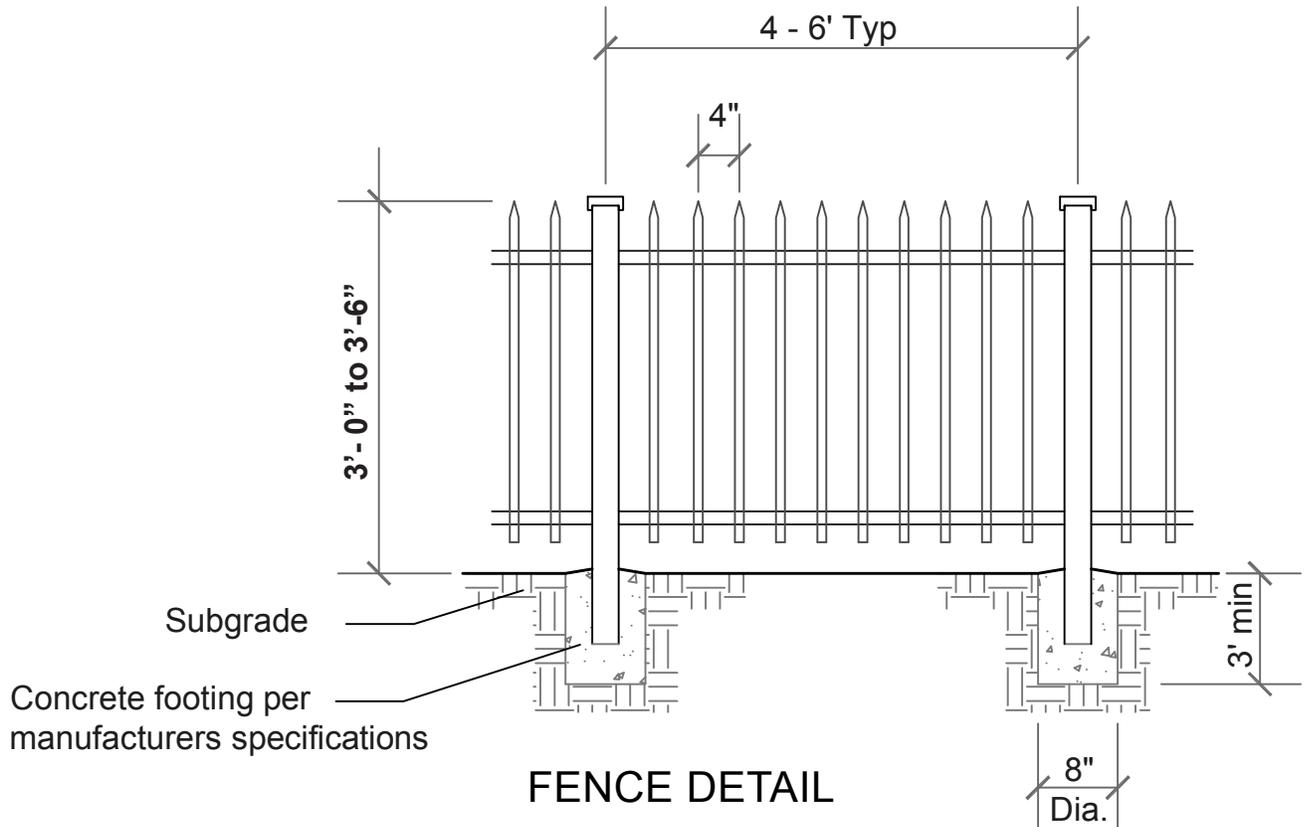
TYPICAL SECTION OF PIER, FENCE,  
AND HEDGE



BRICK PIER, FENCE, AND HEDGE AS STREET WALL  
AND PARKING LOT SCREEN

# Piers, Fences, Guardrails and Hedges

East Whiteland Township - Route 30 Corridor Master Plan



# Public Art

## East Whiteland Township - Route 30 Corridor Master Plan



Mural on Bridge Overpass



Painted planters along the streetscape add color



Streetscape elements don't have to be utilitarian

**Design Intent:**

1. The incorporation of Public Art in Edgewood will create points of interest, give local artists the opportunity to contribute their talents to the Streetscape, and help provide a unique and fresh identity to the area.

**Design Guidelines:**

2. Public art should be encouraged as a way to encourage pride and ownership.
3. Consider gathering community or business groups to sponsor unique forms of public art in East Whiteland.



Painted benches along the streetscape

# Sidewalks

## East Whiteland Township - Route 30 Corridor Master Plan



Sidewalk with broom finish



New sidewalk along Route 30



Sidewalk opportunity along Route 30

### Design Intent:

1. Sidewalks are intended to form a continuous pedestrian network.

### Design Guidelines:

2. Sidewalks shall be maintained along both sides of all streets.

3. All new sidewalks shall be at least 5' in width.

4. Sidewalks along the street should have direct access to the primary entrance of each principal building on a lot.

5. Sidewalks along Route 30 should be constructed of poured in place concrete with control joints provided at intervals no greater than thirty-six (36) inches.

6. The concrete surface should have a broom finish except that an area two (2) inches in width, parallel to the control joints, should have a smooth-troweled finish.

# Street Lights

## East Whiteland Township - Route 30 Corridor Master Plan



Contemporary option for pedestrian street lamp



Existing Streetlights along Route 30



Night time lighting at Main Street at Exton

### Design Intent

1. Pedestrian oriented street lights are intended to enhance pedestrian safety on adjoining sidewalks and parking lots and contribute to an attractive streetscape.

### Design Guidelines

2. Pedestrian-scaled street lights of a consistent model and design, as approved by the Township, should be installed along the corridor.

3. Street lights should be installed along both sides of the corridor at regular intervals, in addition to all corners of a street intersection, and at all bus stop locations.

4. Pedestrian street lights, when installed, shall be no taller than eighteen (18) feet measured from the mounting surface to the top of the fixture.

5. Illumination of the sidewalk shall result in an average of 0.5 footcandles.

6. All street lights shall be full-cutoff and have an uplight rating of zero (0) in order to reduce glare and avoid sending unnecessary light into the night sky.

7. Energy efficient luminaires, such as LEDs, should be chosen to enhance energy efficiency.

8. The color temperature of any light fixture should be a maximum of 3300 kelvin.

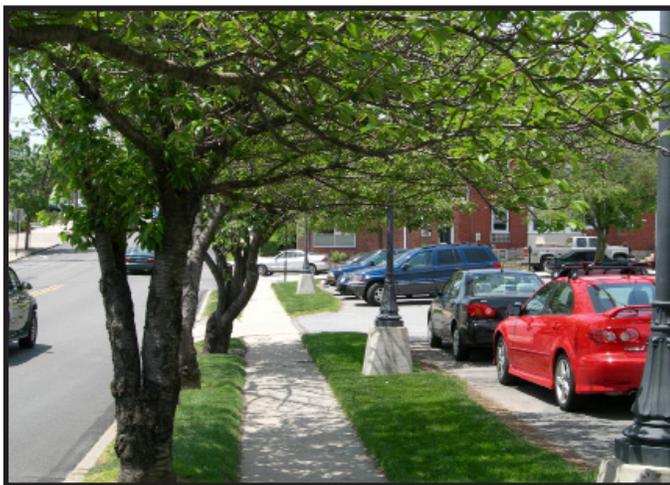
9. Street light poles should be equipped to carry a vertical banner.

# Street Trees

## East Whiteland Township - Route 30 Corridor Master Plan



Streetscape



Street Trees screen Surface Parking



Street Tree Placement

### Design Intent

1. Street trees and landscaping are intended to soften the streetscape, provide shade for pedestrians, and create an outdoor room effect.

### Design Guidelines:

2. Deep rooted, stress-tolerant, street tree species should be installed and maintained along both sides of all streets.
3. Street trees should be located outside of the sight triangle at intersections.
4. Street trees, at the time of planting, should be no less than two and one-half to three (2.5 to 3) inches in caliper and in accordance with the latest edition of the "American Standard for Nursery Stock," of the American Association of Nurserymen.
5. Street trees should be provided at regular intervals based upon tree species and staggered along both sides of the street.
6. The type and location of street trees should be chosen based on site conditions, such as overhead wires, and bus stops. Street trees should be located far enough away from a bus shelter so as to not block the front or rear entrances to a bus.
7. For areas without a continuous verge or lawn area, street trees shall be installed and maintained within individual planting pits that measure a minimum of three [3] feet wide by three [3] feet long by three [3] feet deep.

# Traffic Signals/Poles and Utility Poles

East Whiteland Township - Route 30 Corridor Master Plan



Traffic Signal Poles, Main Street at Exton

## Design Intent

1. Traffic signs, traffic poles and signals are intended to enhance the streetscape appearance by being uniform in design and helping to consolidate street signs.

2. Utility poles are intended to be minimized along property frontages

## Design Guidelines

3. Traffic signal and signage poles should match the finish and design of the Street Lights.

4. Where feasible and in coordination with public utility companies, the relocation of utility poles to the rear of a property should be considered in order to enhance the streetscape.



Traffic signal poles, Concordville, PA



Traffic Signs on Coordinated Pole