

ZONING

APPENDIX B

Exhibit B

Guthriesville Village Manual of Written & Graphic Design Guidelines
East Brandywine Township, Chester County, PA



Revisions: May 23, June 21, July 20, September 20, & October 9, 2012
Updated: December 13, 2012; June 27, 2013; February 7, 2014; July 14, 2015



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Town Planners & Landscape Architects

Outline of Contents:

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Guthriesville Village Manual of Written & Graphic Design Guidelines

East Brandywine Township, Chester County, PA

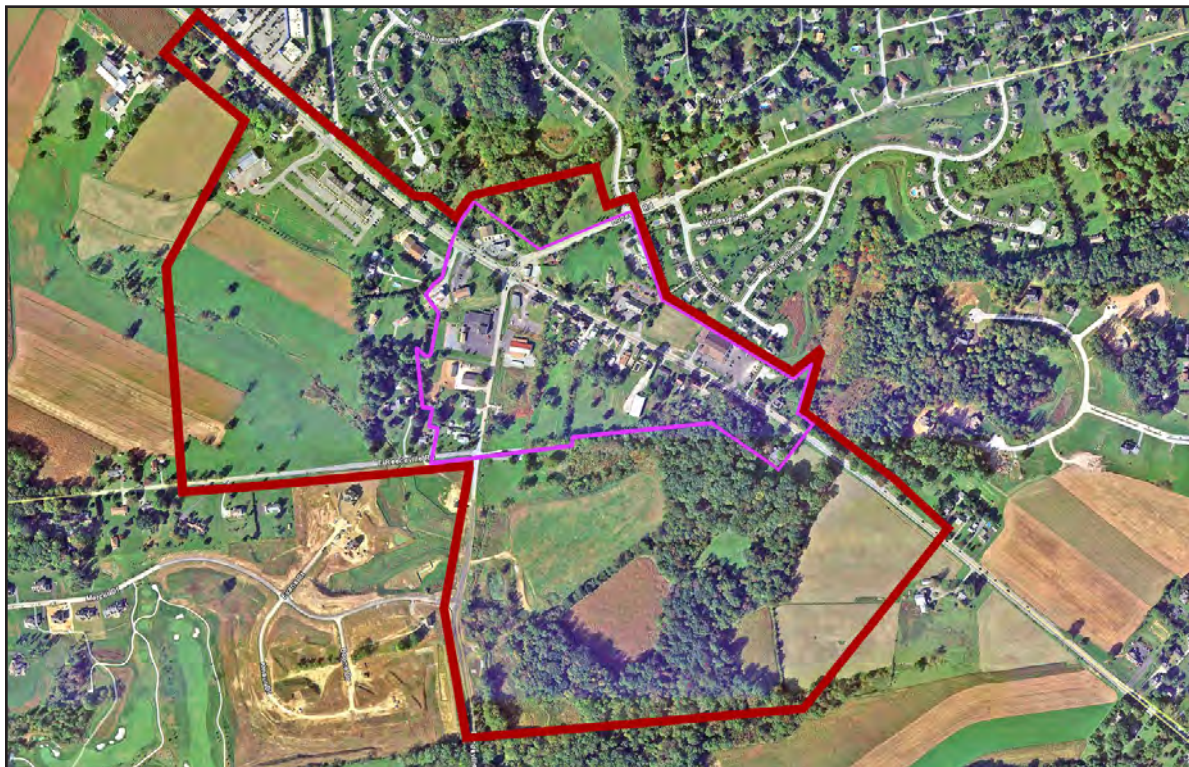
Purpose:

The Intended Purpose of this Manual of Written and Graphic Design Guidelines is to:

- 1.A. Encourage the continuation of the traditional “small town” character and land use patterns of Guthriesville Village;
- 1.B. Build more functional and attractive streetscapes in Guthriesville Village;
- 1.C. Guide the design of internal vehicular thoroughfares and pedestrian connections;
- 1.D. Provide strategies for development and redevelopment consistent with the scale, height, and proportions of the traditional Village setting; and
- 1.E. Inform the beautification and enhancement of the Village as a desirable place to live, work, shop, learn and recreate.

Applicability:

- 1.F. This Manual of General Design Guidelines applies to all properties shown on the Guthriesville Village Development Strategy Plan, and highlighted on the aerial photograph below.
- 1.G. This Manual shall be utilized to plan, design, construct and maintain buildings, structures, streetscapes, landscapes and hardscapes.
- 1.H. Throughout this document the word, “shall” is a requirement and the word, “should” is a preferred option desired by the Township.
- 1.I. The places, spaces, buildings, streetscapes, etc. as shown in this Manual shall be emulated.



Primary Study Area **Core Area**

Overall Form

Guthriesville Village Manual of Written & Graphic Design Guidelines

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Group new buildings close to existing buildings.



Align new buildings to match existing buildings.

Legislative Intent:

- 2.1 Development in Guthriesville Village is intended to promote a compact, mixed-use, and walkable form and pattern of development.
- 2.2 Development is also intended to promote development that is consistent with the character, scale, and proportion of buildings built before 1950 in Guthriesville Village.

Design Guidelines:

- 2.3 New development shall create a neighborhood and block structure, with interconnected accessways, sidewalks, and crosswalks.
- 2.4 Smaller “footprint” buildings shall be clustered together in a traditional alignment.
- 2.5 The streetscape of Guthriesville Village shall be defined with buildings located close to sidewalks.
- 2.6 The Streetscape shall be embellished with street trees and other landscaping, street lights, sidewalks and other pedestrian amenities.



Existing buildings in alignment along Route 322.



Existing buildings in alignment along Route 322.

Connectivity of Accessways

Guthriesville Village Manual of Written & Graphic Design Guidelines

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Interconnected network of streets and alleys.



Curb bulb-outs are an effective traffic-calming device, and help to define on-street parking.

Legislative Intent:

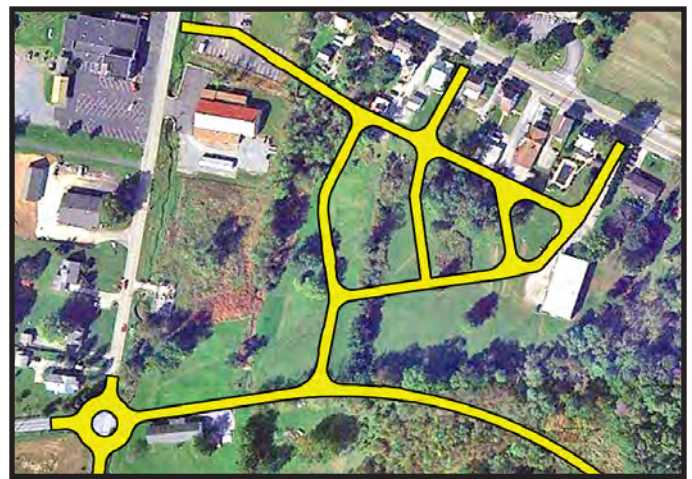
- 3.1 An interconnected network of accessways is intended to enhance vehicular traffic flow.
- 3.2 An interconnected network of accessways is also intended to promote a connected sidewalk network and pedestrian circulation system.
- 3.3 Traffic calming techniques are intended to make a more pedestrian-friendly setting.
- 3.4 Curb cuts are intended to be minimized to promote pedestrian continuity.
- 3.5 Alleys are intended to be 16 feet in width in order to obtain Liquid Fuels rebate revenues from the State.

Design Guidelines:

- 3.6 An interconnected network of accessways shall be created. Cul-de-sac streets shall not be created.
- 3.7 Traffic calming techniques such as horizontal and vertical deflections in road geometry, speed tables, curb bulb-outs, and roundabouts shall be utilized.
- 3.8 Curb cuts along main accessways shall be minimized to the extent practical.
- 3.9 Refer to page 3.1 for Typical Section for Accessways.
- 3.10 Refer to pages 3.2 through 3.5 for Typical Sections for Alleys



Extra wide curb cuts are not pedestrian-friendly, as they interrupt sidewalk activity.

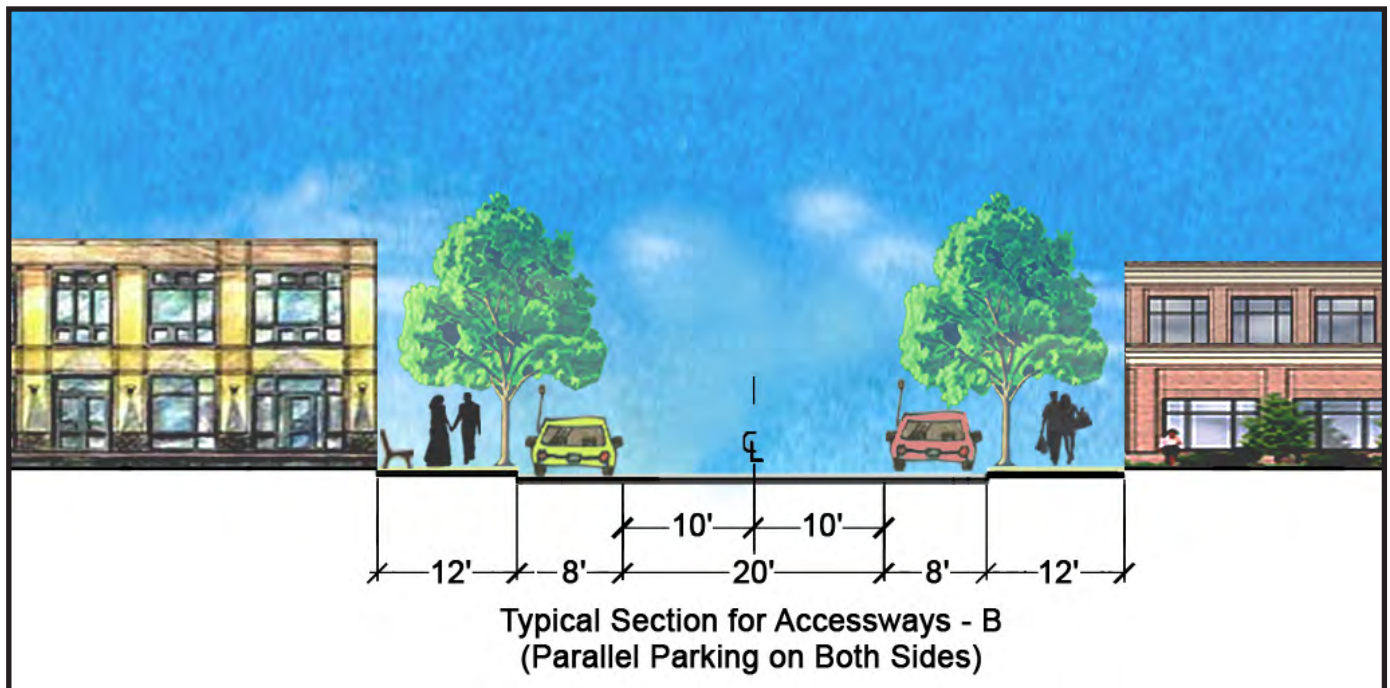
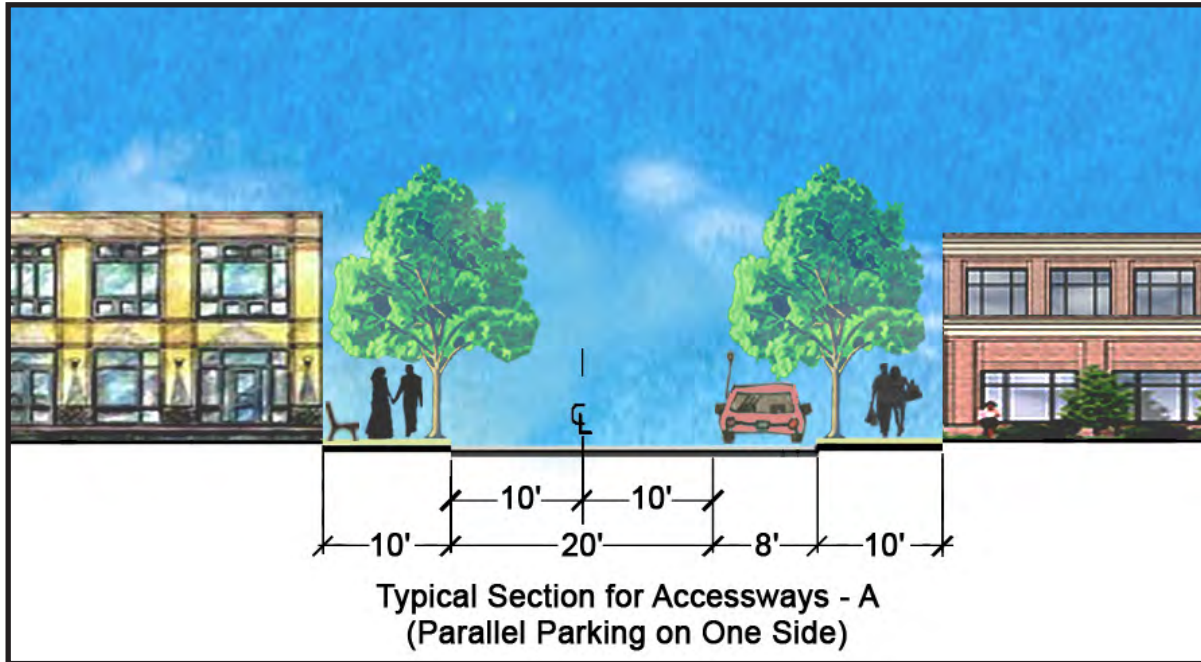


Interconnected network of Accessways.

Typical Sections for Accessways

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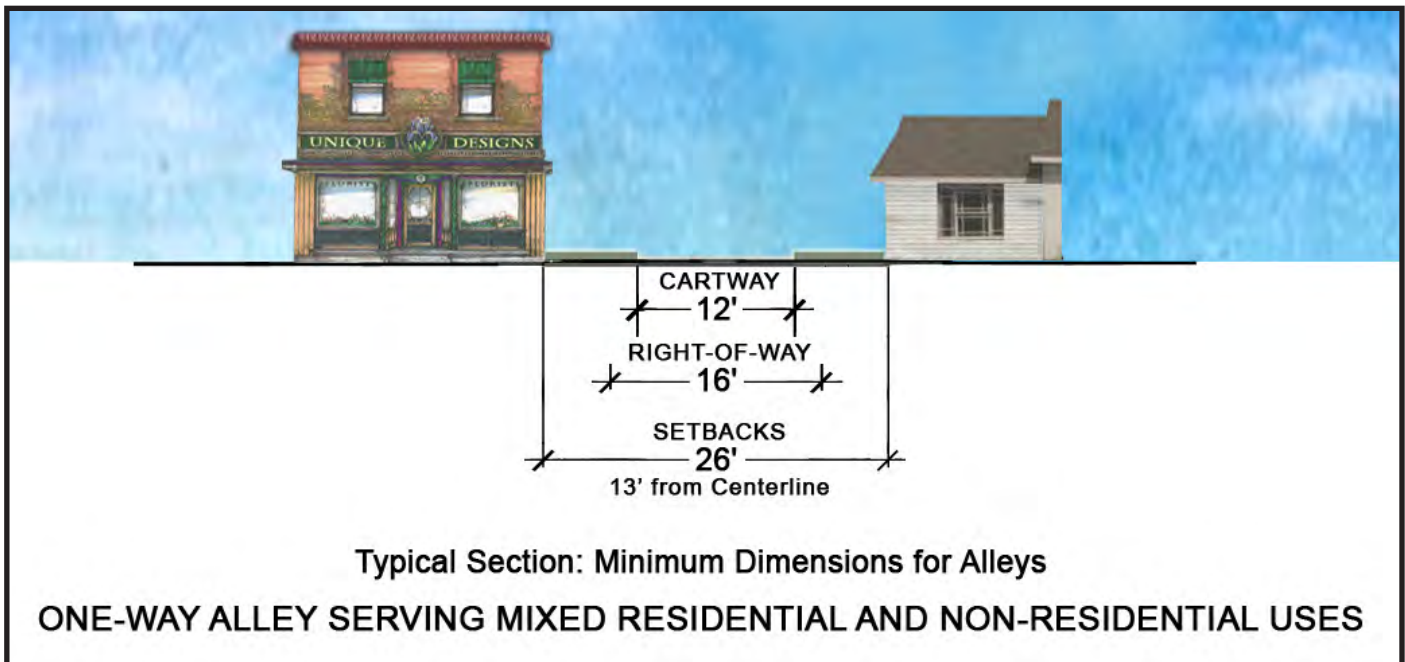
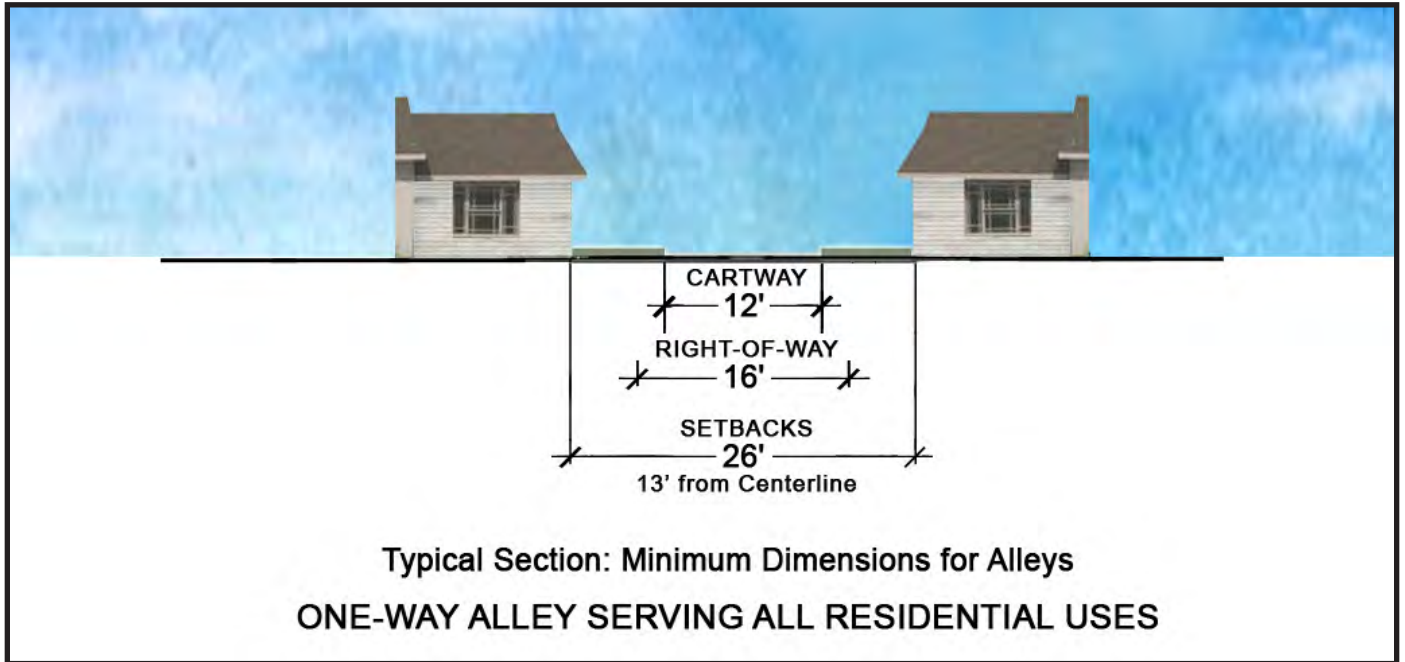
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Typical Sections for Alleys

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Typical Sections for Alleys

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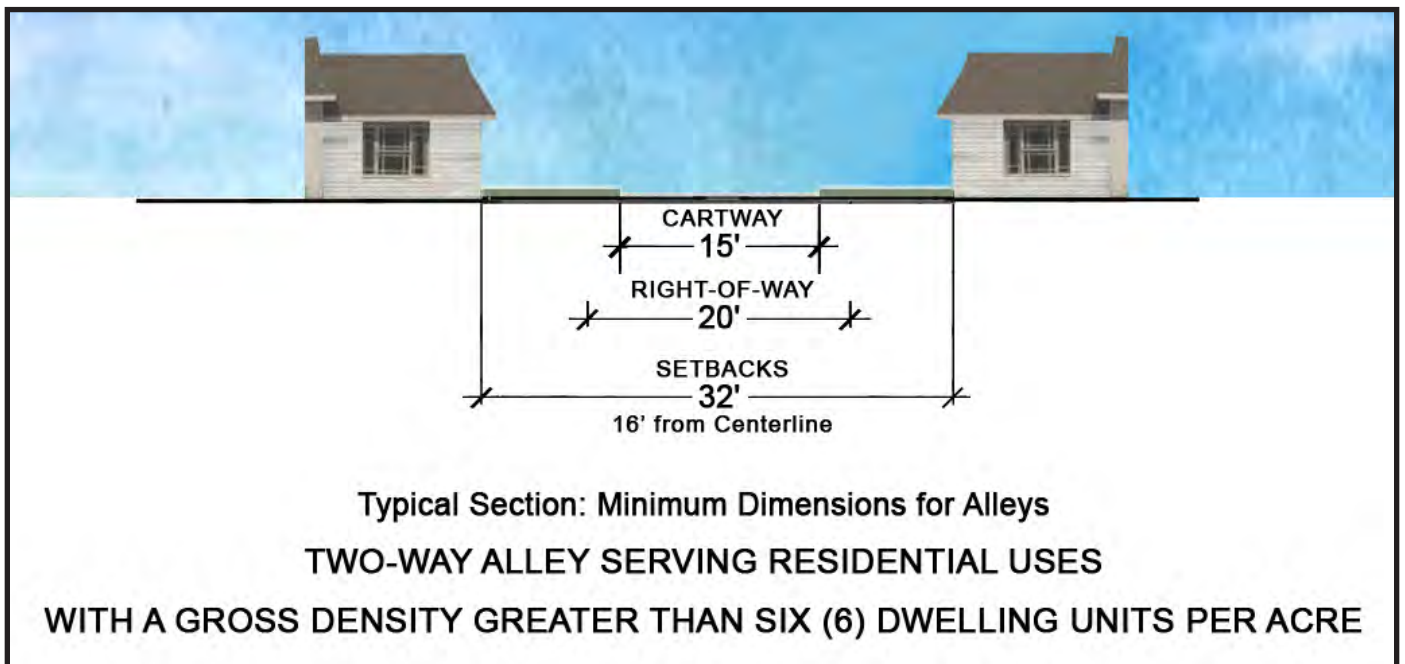
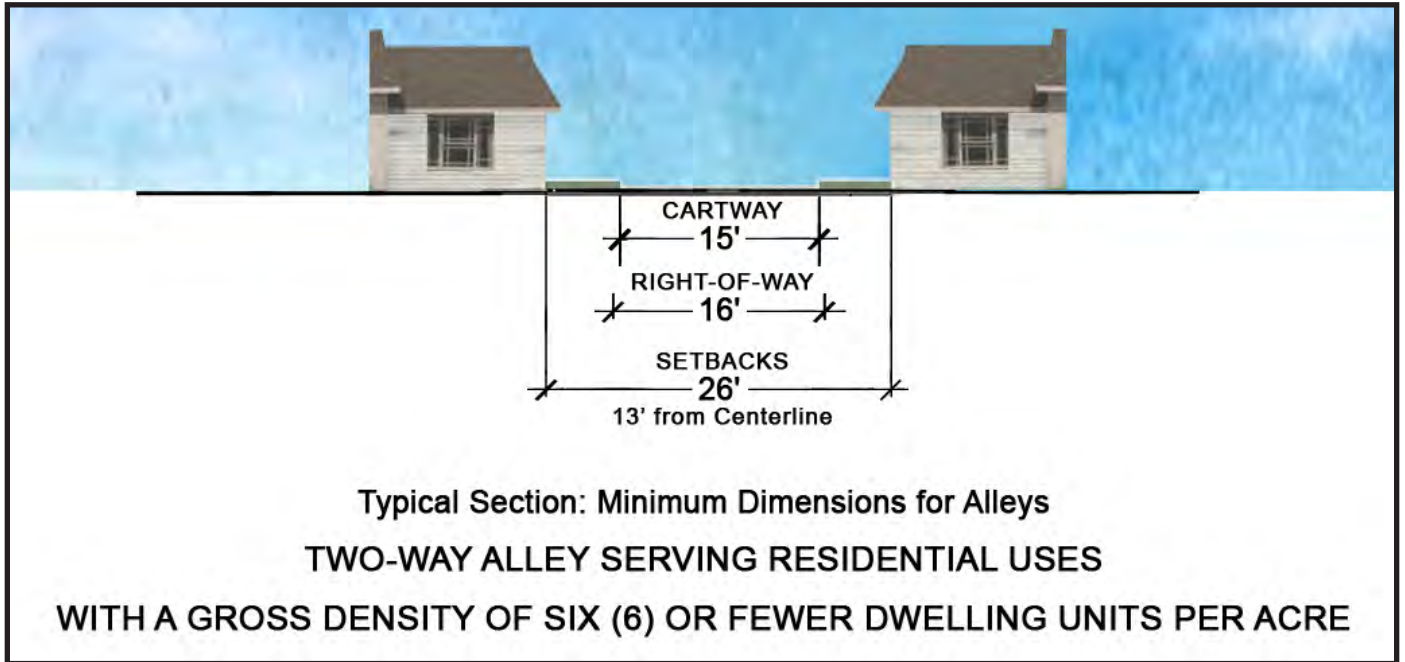
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Typical Sections for Alleys

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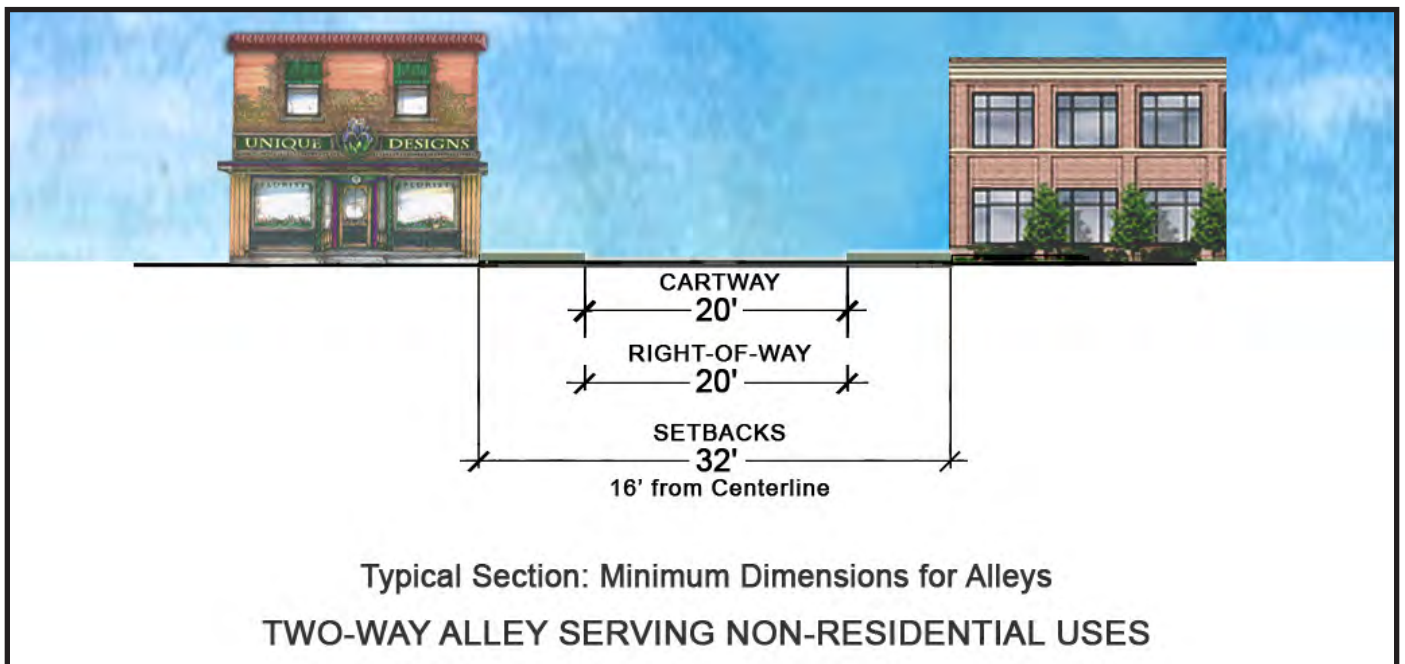
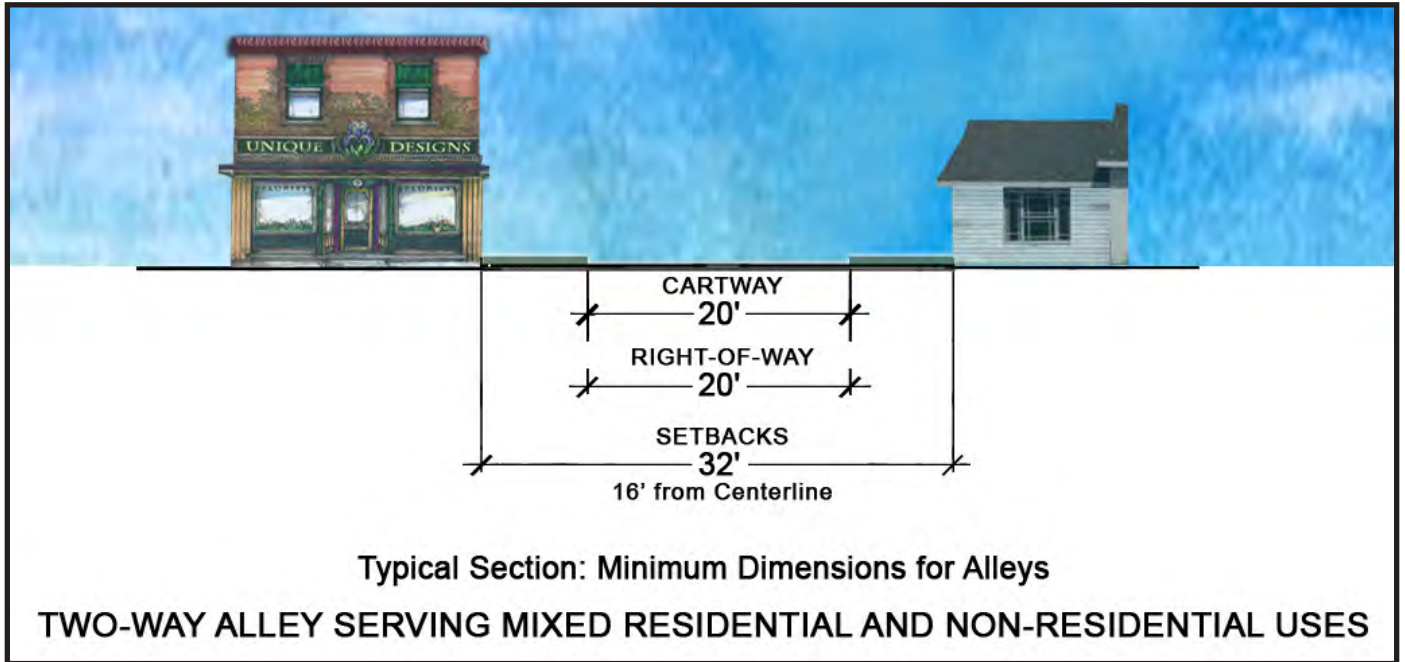
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Typical Sections for Alleys

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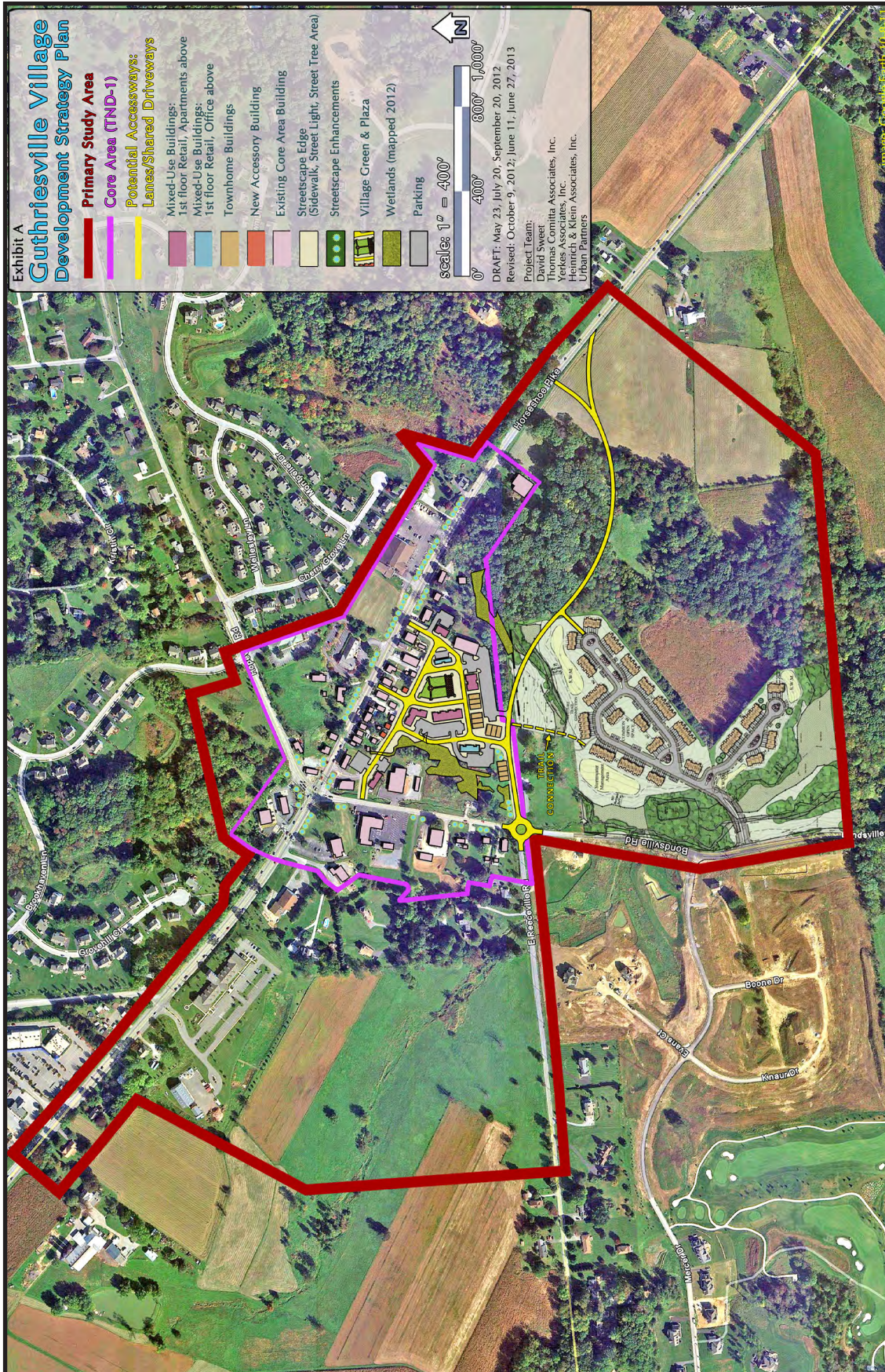
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Development Strategy Plan (Exhibit A)

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Parking Location and Types

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Parking located to the side and rear of the building.



Two-story Bank with with drive-thru and parking in rear yard.

Legislative Intent:

- 4.1 Off-Street Parking is not intended to be located between the front of a building and the street, except for approved on-street parking.
- 4.2 Off-street parking lots are intended to be screened from view.
- 4.3 On-street parking is intended complement vehicular traffic flow and to help insulate pedestrians from traffic flow.

Design Guidelines:

- 4.4 New off-street parking areas shall be located to the side and rear of buildings.
- 4.5 New off-street parking areas shall not be located at street corners.
- 4.6 Off-street parking visible from a street shall be screened with piers, fences, hedges and other landscaping at 30 inches in height.
- 4.7 On-Street Parking shall be provided in meeting the parking needs of adjoining land uses.



Off-Street Parking screened by piers, fence, and hedge.

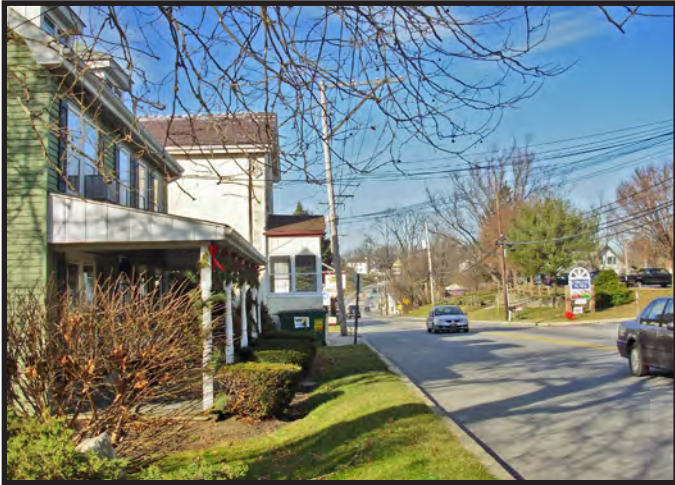


Accessway with on-street parking that is bordered with a sidewalk, grass strip, street trees and streetlights.

Building Location - New Construction

Guthriesville Village Manual of Written & Graphic Design Guidelines

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The alignment of existing historic buildings in Guthriesville Village.



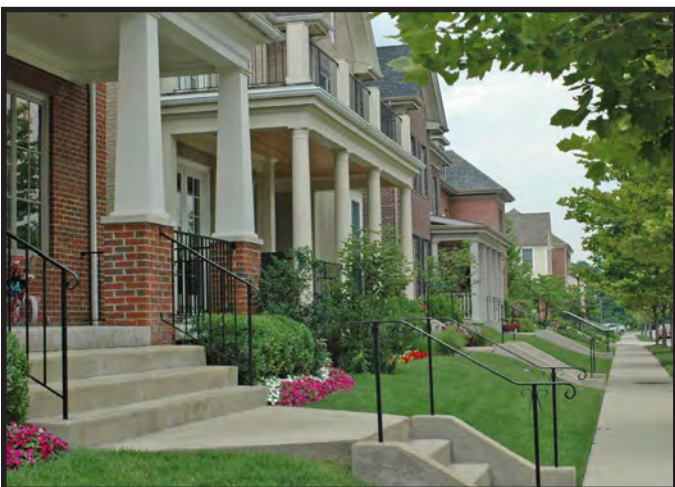
Buildings set back from the road evoke a more suburban identity.

Legislative Intent:

- 5.1 The Streetscape is intended to be formed by buildings located close to sidewalks.
- 5.2 Buildings are intended to be located in general alignment with existing historical buildings in Guthriesville Village.
- 5.3 Buildings are intended to “anchor” corners.

Design Guidelines:

- 5.4 New buildings shall be built close to the sidewalk and in alignment with existing buildings on a block.
- 5.5 Buildings shall be located so as to “anchor” corners (with parking located away from the street corners).
- 5.6 Buildings shall flank accessways to create a “bookends” effect.



New buildings in alignment along the streetscape.



Two-story buildings with Streetscape Context.

Building Height and Proportion - New Construction

Guthriesville Village Manual of Written & Graphic Design Guidelines

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One of the larger iconic historic buildings in Guthriesville Village.



New construction that is evocative of an older building typology.

Legislative Intent:

- 6.1 Minimum 2-story building height regulations are intended to promote less building coverage, and engender a more village-type scale.
- 6.2 Buildings and structures, in height and massing, are intended to be human-scaled.
- 6.3 Facade articulation, variation in roof lines, and vertical expression of buildings, is intended to promote consistency with the scale and proportion of traditional Village streetscapes and neighborhoods.

Design Guidelines:

- 6.4 Buildings shall be a minimum of 2 stories or 20 feet in height.
- 6.5 A primarily vertical expression to buildings shall be created through the use of facade articulation in the form of windows, doors, piers, pilasters, columns, colonnades, and the like.
- 6.6 Roof lines of buildings shall be varied through the use of dormers, gables, and changes in roof pitch.
- 6.7 No building shall have a flat roof.



Contemporary purpose-built non-residential building that does not emulate the historic Village character.



A 2-story bank building (with drive-through in back) that emulates the height and proportion of a pre-1950 building.

Adaptive Re-use of Buildings

Guthriesville Village Manual of Written & Graphic Design Guidelines

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One of the several intact buildings in Guthriesville that could be adaptively re-used.



An opportunity for rehabilitation and adaptive re-use.

Legislative Intent:

- 7.1 Adaptive re-use is intended to serve as an alternative to demolition of historic resources.
- 7.2 Adaptive re-use is intended to foster economic redevelopment in the core area.

Design Guidelines:

- 7.3 Existing pre-1950 buildings shall be adaptively re-used to the maximum extent possible.
- 7.4 The structural integrity and historical significance of a building shall be considered in assessing the suitability of adaptive re-use.
- 7.5 The Secretary of the Interior's Standards for Rehabilitation shall be used as a guide for the adaptive re-use of buildings.
- 7.6 Alterations to the facades of buildings that are context sensitive (e.g., pre-1950) shall be minimized.



An historic building that is already being adaptively re-used with a non-residential use on the first floor.



A non-historic building in Guthriesville Village that presents an opportunity for adaptive re-use.

Accessory Buildings & Structures

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Historic accessory building (spring house) provides an opportunity for adaptive re-use.

Legislative Intent:

- 8.1 Accessory buildings are intended to be built and maintained so as to be architecturally compatible with principal buildings.
- 8.2 Accessory structures are intended to be complementary to the Village character.



Historic accessory building (garage) provides opportunity for small studio or shop.



Gas Station Canopy with Village character.

Design Guidelines:

- 8.3 Accessory buildings with architectural features similar to the overall neighborhood character of the principal buildings shall be built and maintained.
- 8.4 The height and proportions of accessory buildings and structures shall be in a diminished scale relative to principal buildings.
- 8.5 Garage doors and siding for new construction shall be painted non-white colors.
- 8.6 Accessory buildings should be considered for adaptive re-use.



Common mail area.

Sidewalks & Crosswalks

Guthriesville Village Manual of Written & Graphic Design Guidelines

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Existing sidewalk along Route 322 (that could be extended).



A well-maintained sidewalk along the base of a slope/berm as part of a network of pedestrian connections.

Legislative Intent:

- 9.1 Development in Guthriesville Village is intended to promote and foster pedestrian connectivity and to encourage walking to the maximum extent possible.
- 9.2 Sidewalks are intended to provide opportunities for pedestrian circulation.
- 9.3 Sidewalks and Crosswalks are intended to facilitate safe, secure, and convenient connections between destinations.

Design Guidelines:

- 9.4 Sidewalks at 4'-6" in width shall be built and maintained, using concrete, brick or other unit pavers.
- 9.5 Sidewalks shall be installed and maintained to connect to buildings.
- 9.6 Crosswalks shall be installed where sidewalks cross all cartways and at entrances to common parking areas.
- 9.7 All sidewalks & crosswalks shall be paved, ADA compliant, and sloped minimally to promote positive drainage.



A decorative crosswalk contrasts with the cartway surface in order to promote visibility, and promote pedestrian circulation.



A decorative crosswalk.

Pedestrian Amenities

Guthriesville Village Manual of Written & Graphic Design Guidelines

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A low sitting wall as informal pedestrian gathering area.



A small pedestrian gathering area with brick pavers, benches, planters and other landscaping can enhance a residual portion of a property.

Legislative Intent:

- 10.1 Development in Guthriesville Village is intended to provide opportunities for sitting to the maximum extent possible.
- 10.2 Pedestrian Gathering Areas are intended to provide viable opportunities to celebrate the public realm.

Design Guidelines:

- 10.3 Benches, sitting walls, decorative pavers, plantings and waste receptacles shall be installed and maintained in pedestrian gathering areas to enhance attractiveness and safety.
- 10.4 Pedestrian Gathering Areas shall be maintained to provide year-round attractiveness and utility.
- 10.5 Outdoor dining shall be provided in Guthriesville Village where appropriate.



A decorative bench, trash receptacle, and planter in a pedestrian gathering area.



Outdoor dining adds vibrancy to the Village.

Pedestrian Amenities

Guthriesville Village Manual of Written & Graphic Design Guidelines

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Civic Green with pergola, benches and fountain form a pedestrian gathering area.



Village Green around which stores and shops are clustered.

Design Guidelines:

10.6 Village Greens shall be built and maintained to enhance the shopping, living, and working environment.

Design Guidelines:

10.7 Village greens should have gazebos, pergolas, and pavilions.



Village Green located central to a compact neighborhood of homes.



Walkway connecting public space.

Street Trees

Guthriesville Village Manual of Written & Graphic Design Guidelines

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Street Trees with upright form along the streetscape (with retail building located close to the sidewalk).

Legislative Intent:

- 11.1 Street trees are intended to provide shade and screening, and add a graceful component to the Streetscape.



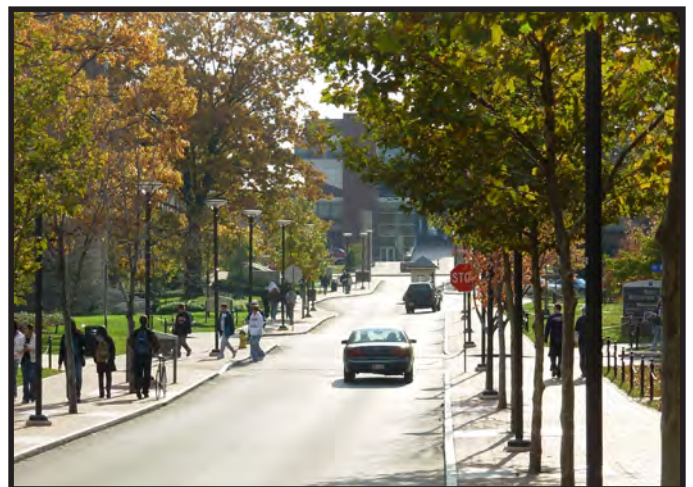
Street Trees in combination with street lights help to define the residential streetscape.

Design Guidelines:

- 11.2 Street Trees shall be installed and maintained along both sides of all streets.
- 11.3 Street Trees shall be alternated with street lights along accessways.
- 11.4 Deep rooted, stress-tolerant, street tree species shall be utilized.
- 11.4 Street trees shall be maintained to provide clearance for vehicles and pedestrians.



Street trees maintained along a sidewalk to balance the architectural scale of buildings, and to provide shade.



Street Tree alley.

Other Landscape Elements

Guthriesville Village Manual of Written & Graphic Design Guidelines

East Brandywine Township, Chester County, PA



Building complemented with shade tree and picket fence.



Street Wall in lieu of building wall, for Wawa Store

Legislative Intent:

- 12.1 Landscape features are intended to be designed to help achieve a balance between man-made and natural materials, objects, and spaces.
- 12.2 Shrubs, groundcovers, and perennials are intended to provide attractive layering and color along the Streetscape.
- 12.3 Mature trees are intended to be preserved as components of the historic character of Guthriesville Village.

Design Guidelines:

- 12.4 Building design shall be complemented with landscape features and materials.
- 12.5 Colorful plants shall be employed to enhance the streetscape and individual properties.
- 12.6 Buffer plantings shall be provided to separate disparate uses.
- 12.7 Plant materials shall be selected to be tolerant of prevailing climatic, hydrologic and soil conditions.
- 12.8 Mature trees shall be preserved to the maximum extent possible.



A narrow buffer of evergreen trees.



Mature trees contribute to the historic Village character and scale.

Street Lights

Guthriesville Village Manual of Written & Graphic Design Guidelines

East Brandywine Township, Chester County, PA



Pedestrian-scaled, decorative lighting.



Decorative lighting and street trees installed in a grass strip along the cartway.

Legislative Intent:

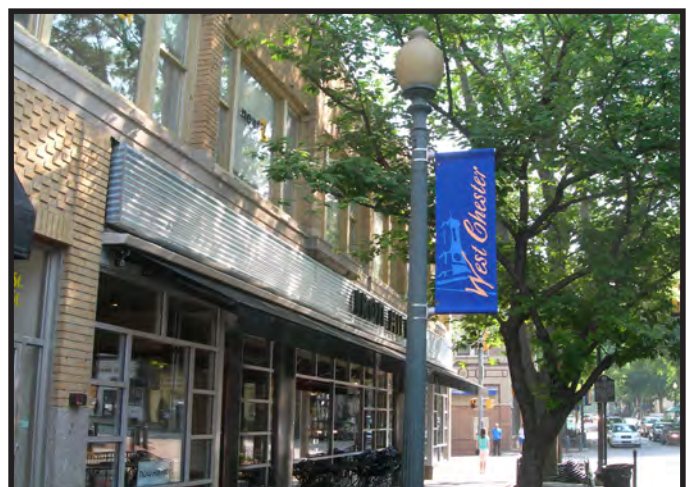
- 13.1 Street lights are intended to be installed and maintained to enhance safety and wayfinding for drivers and pedestrians.
- 13.2 Street lights are intended to reinforce the traditional Village character of Guthriesville.
- 13.3 Pedestrian-scaled street lights are intended to provide a safe and attractive complement to the Streetscape.

Design Guidelines:

- 13.4 Pedestrian-scaled Street Lights shall be installed and maintained along both sides of all streets.
- 13.5 Street lights shall be located to complement sidewalk and street tree features along the Streetscape.
- 13.6 Building-mounted lights shall be used where pole-mounted lights cannot be installed.
- 13.6 Street light posts should be equipped to support an attached vertical banner.



Where pole-mounted lights cannot be installed, a building-mounted light can provide illumination along an accessway and/or sidewalk.



Street light with vertical banner.

Signage

Guthriesville Village Manual of Written & Graphic Design Guidelines

East Brandywine Township, Chester County, PA



A useful building-mounted business sign.



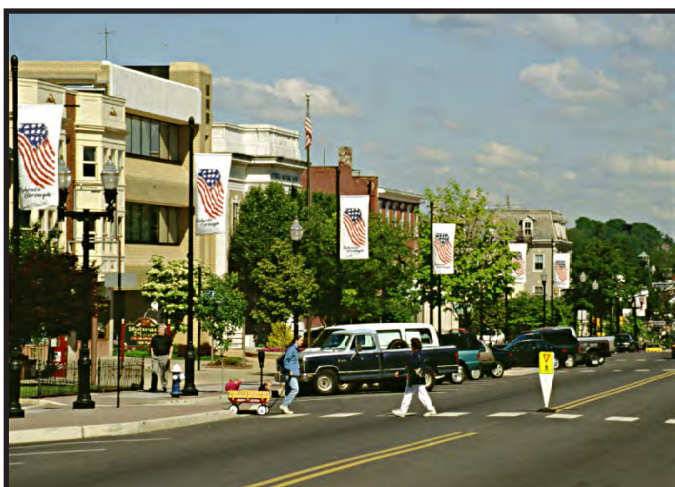
An attractive free-standing business sign.

Legislative Intent:

- 14.1 Non-residential signage is intended to evoke, and contribute to, the character and identity of the Village setting.
- 14.2 Wayfinding Signage is intended to provide orientation and a sense of place, as well as an aid to navigation for motorists.

Design Guidelines:

- 14.3 Signs that are attached or project from buildings shall be as small as possible.
- 14.4 Simple, colorful wall signs should be used as an attractive complement to the character and identity of Guthriesville Village.
- 14.5 Freestanding signs shall be minimized to reduce visual clutter.
- 14.6 Wayfinding signage shall be installed and maintained to promote the effective movement of vehicles.



Banner signs help to identify the core area.



Wayfinding sign: freestanding directional sign.

Maintenance of Improvements

Guthriesville Village Manual of Written & Graphic Design Guidelines

East Brandywine Township, Chester County, PA



Well Maintained Civic Plaza



Well Maintained Hanging Baskets

Legislative Intent:

15.1 Perpetual maintenance of all improvements is intended to maintain quality control in Guthriesville Village. .

Design Guidelines:

15.2 The Developer shall operate and maintain all improvements by inspecting, servicing and otherwise taking care of the same, putting and keeping same in working order, and performing any repairs, replacements and other work for such purposes.

15.3 Maintenance shall include keeping improvements well painted, clean, and clear of rubbish and debris.



Well Maintained Civic Plaza



Well Maintained Civic Plaza