



New Garden Town Center



**RETAIL CENTER
DESIGN GUIDELINES**

AUGUST 10, 2007



TABLE OF CONTENTS

Section

1:	-	Design Goals and Objectives
2:	-	Architectural Character & Elevations
3:	-	Building Materials
4:	-	Awnings
5:	-	Banners
6:	-	Parking Lots
7:	-	Pedestrian Plazas
8:	-	Pavement Materials
9:	-	Sidewalks, Pedestrian Walkways & Crosswalks
10:	-	Curbing
11:	-	Landscaping, Planted Areas & Planters
12:	-	Buffering & Screening
13:	-	Pavilions & Gazebos
14:	-	Benches
15:	-	Street Lights, Building Lights & Other Lighting
16:	-	Fencing
17:	-	Walls and Retaining Walls
18:	-	Portable Structures
19:	-	Signage
20:	-	Traffic Signals & Signs
21:	-	Utilities
22:	-	Bicycle Racks
23:	-	Cart Corrals
24:	-	Waste Receptacles
25:	-	Dumpsters and Enclosures
26:	-	Maintenance of Improvements
27:	-	Site Plan
28:	-	Appendix of Detail

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



SECTION 1: DESIGN GOALS AND OBJECTIVES

The overall goals and objectives for the New Garden Retail Center Design Guidelines are based on the following policies and principles. These standards shall apply to the Retail Center portion only. Separate standards shall be applicable to the Town Center portion of the development:

- A. To provide a cohesive, positive character for the New Garden Retail Center.
- B. To enhance the character of the New Garden Retail Center, by placing utilities underground and providing improvements such as extensive landscaping, well crafted signs and lighting.
- C. To create and enhance the New Garden Retail Center setting through the unified use of materials, landscaping and lighting.
- D. To the extent known, products and details are included herein. Any items not fully illustrated and described shall be submitted at the time of building permit submittal.

SECTION 2: ARCHITECTURAL CHARACTER & ELEVATIONS

The architectural style of New Garden Retail Center shall be designed with quality building materials. General style is shown in the exhibits below. Final details to be submitted at building permit submission. Buildings shall be 18 feet minimum in height and 45 feet maximum in height.



New Garden
Avondale, Pennsylvania
March 23, 2006



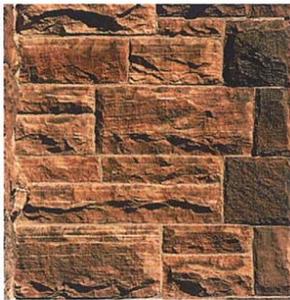


SECTION 3: BUILDING MATERIALS

Exterior building materials shall be composed of one dominant facing material and not more than two additional materials. The dominant material shall comprise sixty percent or greater of each building elevation.

- A. Dominant exterior building materials may include:
 - 1. Wood or faux wood (such as James Hardie cementitious siding)
 - 2. Brick or architectural precast masonry
 - 3. Stone or faux (cementitious) stone
 - 4. Glass in warm or cool tones
 - 5. Stucco or faux (EIFS) stucco
 - 6. Concrete masonry unit (CMU) may be used as an accent material on front facades, or as a primary material only on side or rear facades of the retail center.

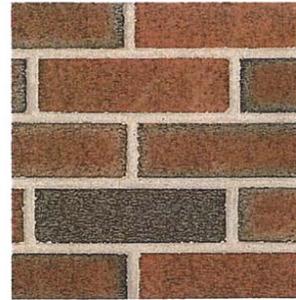
- B. Dominant exterior building materials shall not include:
 - 1. Aluminum siding
 - 2. Vinyl siding
 - 3. Tilt-up concrete panels (except that tilt-up concrete construction shall be permitted provided that such construction is veneered with an approved exterior building material)
 - 4. Glass composed of highly reflective material



STONE



STONE



BRICK



NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



Façade rendering showing Pilasters extending to base of building



Façade showing Pilasters extending to base of building



Façade with building trim and accents

SECTION 4: AWNINGS

As a simple adornment to an otherwise flat façade of a building, awnings add a colorful canopy, provide shelter and reinforce the entry. The design standards are as follows:

- A. Awnings may be provided as an adornment to an otherwise flat façade of a building, and to add a colorful canopy, provide shelter and reinforce the entry.
- B. Awnings may be utilized for limited signage graphics. Awnings may include Tenant name or logo. Colors to vary depending on tenant, graphics may not exceed 60” in length and valance graphics not to exceed 10”.
- C. A minimum vertical clearance of 8 feet, 0 inches shall be provided above any sidewalk or other walkway.
- D. All installation details and anchoring details shall be shown on a detail sheet to be submitted with the final building permit drawings.
- E. Awnings shall be installed and maintained to last. Any awning which becomes damaged or destroyed shall be repaired or replaced as necessary.
- F. Awnings shall be of a commercial grade canvas; plastic and/or vinyl shall not be permitted. Awnings shall not be internally illuminated.



Canvas awnings as adornment to flat façade



Awning to add color and shelter to façade

Awning to add color to the façade



Main Street at Exton, Exton, PA

SECTION 5: BANNERS

Vertical Pole-Mounted Banners can add a cheerful, civic message along the streetscape. The design standards are as follows:

- A. A Pole-Mounted Dual Vertical Banner System may be established and installed within the Retail Center area.
- B. The vertical banner system may announce “New Garden Town Center” and project a unified image with such banners on other properties in the Retail Center area, so as to promote a unified streetscape identity. However, the Township may approve an additional vertical panel to announce a specific neighborhood, or development, or seasonal event.
- C. All proposed hardware and hanging systems shall be in accordance with manufacturers specifications.
- D. The design, graphics and colors for all dual pole-mounted vertical banners shall be shown on a Detail Sheet, and approved by the Township.
- E. Such banners shall be placed at approximately 200 foot intervals.
- F. The location of all poles and banners shall be subject to approval of the Township, or PennDOT as applicable.
- G. The banner system shall be a marine acrylic with thermoplastic ink on both sides.
- H. An example of the banner preference is included below.

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



Dual pole-mounted vertical banners



Fairfield Place, Exton, PA



Image: Twin Banner Poles
Nixon Memorial Library, Yorba Linda, CA



Single pole-mounted vertical banners



SECTION 6: PARKING LOTS

Parking requirements for the Retail Center areas shall be crafted to provide safe and convenient opportunities for the motorist, without sacrificing aesthetic and streetscape values. The parking plaza spaces shall be at the entry to any such buildings, at locations of high pedestrian activity, and at locations of major pedestrian/vehicular circulation overlap. Parking lot design shall be as depicted on attached site plans.

Angled parking - Main Street at Exton



Landscaped parking lots



Town Center/Main Street environment





Landscaped parking lots

SECTION 7: PEDESTRIAN PLAZAS

If provided in the Retail Center the following guidelines shall apply. The plaza is meant to identify places where people would congregate. Such places shall be designed and built as a park or gathering place, marked with special pavements, benches and other pedestrian amenities approved by the Township. The standards are as follows:

- A. A plaza shall be provided in the Retail center in accordance with the attached landscape plan and shall be finalized through land development.



Pedestrian Plaza



Gathering place



Gathering place

SECTION 8: PAVEMENT MATERIALS

Pavement materials in the Retail Center shall be distinctive and respectful of pedestrian movement. Differentiated paving adds visual interest, have a tendency to slow traffic down, and reinforce the sense of entry and/or arrival to a building or civic space. Asphalt and concrete pavements shall comply with the following:

- A. All concrete pavements shall have a broom finish, with smooth trowel edging along the sides and at all expansion and dummy joints.
- B. All paved surfaces shall have positive drainage.
- C. At street intersections, at grade pedestrian crossings shall be separated from the adjoining pavement grade by a depressed/flush curb.

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



- D. All pavement grades shall conform to the requirements of the Americans with Disabilities Act (ADA).

Depressed / flush curbs



Differentiated pavement



Differentiated pavement

SECTION 9: SIDEWALKS, PEDESTRIAN WALKWAYS & CROSSWALKS

Sidewalks serve as the most practical method of linking properties together in the Retail Center area. The design standards comply with the following:

- A. Sidewalks shall be placed to provide optimal pedestrian circulation.
- B. Whenever a sidewalk is interrupted, a Crosswalk shall be constructed with a minimum width of six (6) feet.
- C. All crosswalks shall be signed to indicate a pedestrian crossing.
- D. Pedestrian paths shall not be asphalt.

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



Crosswalks (mid-street)



Store front sidewalks



Crosswalks (street corner)



Store front sidewalks

SECTION 10: CURBING

Curbing is critical for channelizing pedestrian and vehicular movement. Curbing may be needed for grading and stormwater management.

- A. Curbing shall be installed and maintained in order to channel pedestrian and vehicular movement, and/or to contain grades or direct stormwater.
- B. Curbing shall be provided throughout the Retail Center, along streets and access drives, and within and around parking areas except for where storm water management measures are proposed.
- C. Curb cuts shall be made to promote barrier-free access, and to accommodate pedestrians with disabilities, in accordance with ADA requirements.
- D. All low points along curbs shall be adequately drained to prevent flooding and ponding of water.

SECTION 11: LANDSCAPING, PLANTED AREAS & PLANTERS

Landscaping is one of the most critical elements to softening the appearance of the Retail Center, especially those areas where parking lots and pavements predominate. An overall focus is needed for: establishing street tree allees; providing a long-term shade canopy; and complementing architectural spaces. A conceptual landscape plan is attached as Exhibit F.

All Landscape Plans shall include notes, diagrams, sketched, or other depictions to present the consideration and analysis of the following:

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



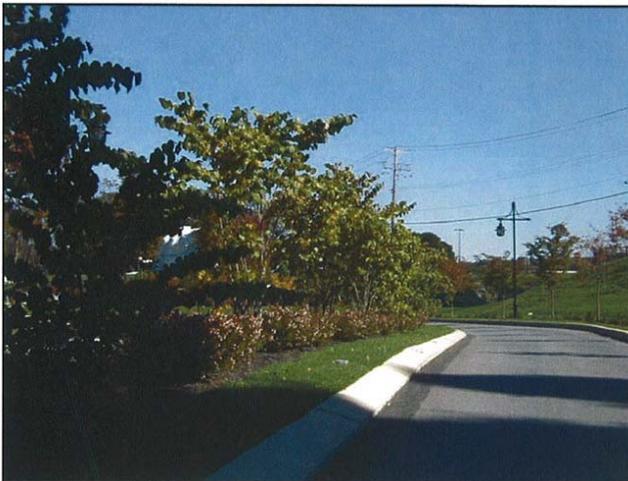
1. An analysis of the site in terms of: the existing views to and from the areas which are proposed for development; existing topography and vegetation conditions; and other existing conditions which are relevant to the site.
2. An analysis of proposed planting and other landscaping needs as related to: screening views of buildings; screening buildings and sections of buildings; screening of parking areas and other areas where vehicles are parked; screening storage areas; screening site utilities; and other appropriate types of screening.
3. The consideration of locations where plantings and other landscaping is needed to: provide visual interest; define outdoor spaces; compliment the proposed architectural style; and achieve other functional and aesthetic requirements for landscaped areas.



Landscaped areas



Planters



Landscaped areas

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



SECTION 12: BUFFERING & SCREENING

Buffering and screening adds a much needed balance to the pavements and parking areas of the Retail Center. However, plant types must be appropriate to the more urbanized setting.

SECTION 13: PAVILIONS & GAZEBOS

If provided in the Retail Center the following guidelines shall apply. Pavilions in the form of a gazebo, porte-cochere, shelter, bus stop, pergola, canopy, or other structure with an overhead plane or roof, can provide opportunities for gathering, pedestrian circulation, and visual interest. Pavilions provide feature structures and “vertical infrastructure”.

- A. Pavilions in the form of a gazebo, porte-cochere, shelter, bus stop, pergola, canopy, or other structure with an overhead plane or roof, shall be installed and maintained to provide opportunities for gathering, pedestrian circulation, and visual interest where appropriate in the retail center.
- B. Arcade spaces, porticos and parches may be provided.
- C. Pavilions shall be pedestrian in scale and designed to reflect the character of the building they service.
- D. Access to any pavilion shall be ramped, where necessary, to enable disabled access. All regulations of Section 8 relative to Pavement shall apply.

Pavilions for gathering



SECTION 14: BENCHES

Benches are needed to provide rest opportunities, and to complement pedestrian accessways (sidewalks, pedestrian paths).

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



- A. Benches shall be installed to provide rest opportunities, and to complement pedestrian accessways (sidewalks, pedestrian paths).
- B. Benches shall be located close to building entrances, against a building wall, a retaining wall, or other decorative wall.
- C. One (1) bench shall be installed and maintained for every 50,000 square feet of building.
- D. When placed along a street, one (1) bench shall be placed for every 200 feet of street length. However, such benches need not be placed at regular intervals.
- E. Benches shall be five (5) to six (6) feet in width, and shall be anchored in a footing to provide stability.
- F. For a Plaza or Courtyard location, the bench type shall be subject to the approval of the Township in accordance with the style of the other proposed furnishings.



2.F.2
Dumor Model 58-60



Benches along sidewalks



Bench to complement pedestrian access way

SECTION 15: STREET LIGHTS, BUILDING LIGHTS & OTHER LIGHTING

To maintain a low level of illumination for non-essential lighting, and to conserve energy, lights for signs will be turned down at night whenever the business has closed. The lighting and fixtures shall be in accordance with the ultimate style of the Retail Center and subject to Township approval.

Lighting along sidewalks



Lighting along sidewalks

SECTION 16: FENCING

Fencing shall be installed and maintained to define pedestrian space and to screen and separate uses and activities where applicable.

- A. Fences may be up to six (6) feet and may be erected in any required yard, provided it does not obstruct sight distance at intersections.
- B. Details for fence construction, footings, gates, sizes, etc. shall be shown on a Plan which shall be submitted for Township review and approval.
- C. Chain-link fence shall be prohibited.



Fence to define pedestrian space

SECTION 17: WALLS AND RETAINING WALLS

Walls can be a feature element. Walls help to define pedestrian and civic spaces. Walls shall not obstruct safe sight distance at intersections.

SECTION 18: PORTABLE STRUCTURES

If provided in the Retail Center the following guidelines shall apply. Portable structures such as market carts, ticket booths, tents and the like can add vitality to the retail center environment. On the other hand, portable signs and vending machines can add a cluttered look to the streetscape. The design standards are as follows:

- A. Portable structures such as market carts, ticket booths, tents and the like shall be placed and maintained to add vitality to the retail center environment.
- B. All portable structures shall be safely and securely anchored.
- C. No vending machines shall be permitted, except within a building or an enclosure.



SECTION 19: SIGNAGE

- A. **Entrance Signs:** Entrance signs shall be permitted at the intersection of an entrance drive and a public right-of-way or two (2) public rights-of-way; provided; that the following regulations are met:
 - 1. The display area of the sign may not exceed the following exhibit.
 - 2. The maximum height shall not exceed thirty (30) feet;

- B. **Free-Standing Signs for Individual Buildings or Tenants or Multiple Tenants:** Free-standing signs identifying individual buildings, individual tenants, or multiple tenants within a shopping center may be permitted subject to the following regulations:
 - 1. One (1) free-standing sign may be permitted for each individual building within a shopping center
 - 2. The maximum surface display area of any one face of the sign may not exceed fifty (50) square feet, unless there are three or more occupants in which case eighty (80) square feet may be permitted.
 - 3. The maximum height shall not exceed twenty-five (25) feet.

- C. **Wall Signs:** Signs mounted on the walls or facades of a building shall be permitted; provided, that the following regulations are met:
 - 1. The total area of all wall signs may not exceed three (3) square feet of sign area per linear foot of each wall, including windows, doors and cornices.
 - 2. Wall-mounted signs shall be installed parallel to the supporting wall and project no more than eighteen (18) inches from the face of such wall and shall not extend above the roof line of such building. Chimneys, spires, towers, elevator penthouses and similar projections shall be considered above the roof line of buildings.

- D. **Under Canopy Signs:** Under-canopy signs not to exceed ten (10) square feet in aggregate sign area per tenancy or occupancy shall be permitted.

- E. **Directory signs:** At each of the major entrances to the tract signs for the direction of traffic to, or identification of individual buildings or tenants within the development shall be permitted, provided, that the following regulations are met:
 - 1. The maximum surface display area of each sign shall not exceed forty (40) square feet on any one face;

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



2. The maximum height shall not exceed twelve (12) feet.
 3. Each sign shall be set back a minimum of five (5) feet from the curb line or edge of paving of any public or private drive or collector drive, measured from the vertical plane established by the leading edge of the sign. In no event shall the sign overhang any parking area, public right-of-way or pedestrian walkway or be installed in sight triangle necessary for the clear view of traffic.
 4. Any directory sign may identify only the development's sub-area name, building name and/or tenants.
- F. **Traffic-Control and Directional Signs:** Signs for the control of vehicular traffic shall be permitted; provided, that the area of each sign shall not exceed twenty (20) square feet in size. Except for street signs approved for use on public streets by the Pennsylvania Department of Transportation, no sign shall exceed three (3) feet in height.
- G. **Flags:** Flags of the United States of America, other sovereign nations, the Commonwealth of Pennsylvania, Chester County, New Garden Township shall be permitted; provided, that the total number and location of such flags shall be subject to the review and approval of the Board of Supervisors.
- I. **Calculation of Sign Area:** For the purposes of this section, "surface display area" or "sign area" shall mean the entire area within a continuous perimeter formed by straight lines joined at right angles which encloses the extreme limits of the writing, background, representation or display of the sign face. The supports, uprights, or structure on which any sign is supported shall not be included in determining the surface display area unless such supports, uprights or structure is designed in such a manner as to form an integral background of the display or conveys meaning. For the purpose of computing the allowable area of a double-faced sign, one (1) sign face shall be considered.

Entrance sign



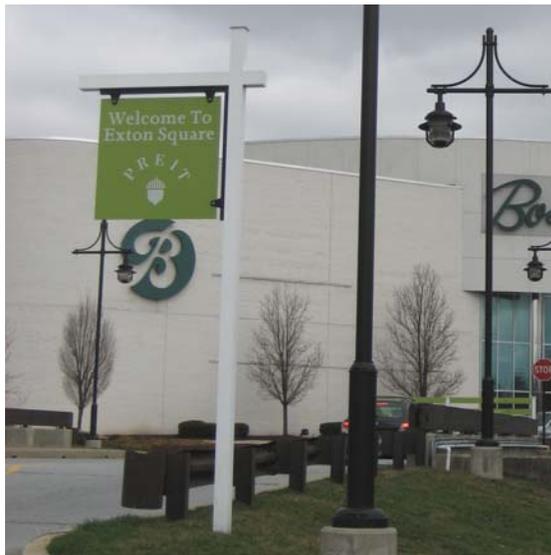
NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



New Garden Town Center Avondale, Pennsylvania February 21, 2007



Entrance sign



Entrance sign



Directory sign



Flags



Directory sign

SECTION 20: TRAFFIC SIGNALS & SIGNS

In lieu of conventional traffic signal poles and extensions, the appearance of same can be enhanced in the retail center to provide a more unified look. The design standards are as follows:

- A. Poles and extensions may be black in color or other approved color subject to PennDOT approval.
- B. When approved by PennDOT and/or the Township, traffic signal poles may be used for vertical pole mounted banners and/or hanging baskets.
- C. All traffic signals shall be coordinated with the closed loop system.

Traffic Signal (Main Street at Exton)





Traffic Signal (Main Street at Exton)



SECTION 21: UTILITIES

Overhead electric lines, small substations and other like visual intrusions take away from a unified cohesive retail center appearance. The design standards are as follows:

- A. All small substations, transformers, switching stations or other panel boxes shall be enclosed with a wooden fence or placed within a building. All fencing shall be softened by landscaping approved by the Township.
- B. The installation of any new electric, gas, cable TV, street light supply and telephone lines shall be under ground and shall be placed at a minimum depth of 24 inches.

SECTION 22: BICYCLE RACKS

Bike racks send an important message: "Bikes are Welcome Here!" Bike racks are an integral component to the pedestrian orientation of the retail center. The design standards are as follows:

- A. Bike racks shall be installed and maintained as an integral component to the pedestrian orientation of the retail center.
- B. Bike racks shall be permanently anchored or in a concrete footing to promote stability and security and shall be located near institutions and major areas of pedestrian activity.

- C. One bike rack, black in color, with a capability of holding up to 10 bicycles shall be installed for every 100,000 square feet of gross floor area.



Typical bicycle rack

SECTION 23: CART CORRALS

Cart Corrals provide an effective way to prevent shopping carts from being randomly scattered throughout parking areas. The design standards are as follows:

- A. Cart Corrals within the sidewalk immediately adjacent to building storefronts (“Building Cart Corrals”) shall
 - i) be three (3) feet high;
 - ii) permanently affixed to the sidewalk;
 - iii) include ADA accessible access points; and
 - iv) be constructed of steel three (3) inches in diameter or width.
- B. Cart Corrals shall be permitted within the parking fields (“Parking Cart Corrals”) provided that such cart corrals are affixed to the pavement. Parking Cart Corrals constructed of wood shall not be permitted.

SECTION 24: WASTE RECEPTACLES

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



Waste (trash) receptacles shall be placed in selected locations along streets, sidewalks and pathways and in other locations determined by the property owners. A uniform appearance to these structures is necessary to insure that they are not visually offensive. The design standards are as follows:

- A. Waste (trash) receptacles shall be black in color to reduce their visibility, easy to open and placed to be convenient to service.
- B. Waste (trash) receptacles shall be placed on a concrete pad or other hard surface to aid in their maintenance and shall be anchored in a concrete footing.



Whiteland Town center
Exton, PA



Black waste receptacle

SECTION 25: DUMPSTERS AND ENCLOSURES

Dumpster enclosures can become architecturally compatible with the buildings on a site. Dumpsters shall be in enclosed areas with convenient vehicular and pedestrian accessibility.



Dumpster Enclosure: Springhouse at Thornbury



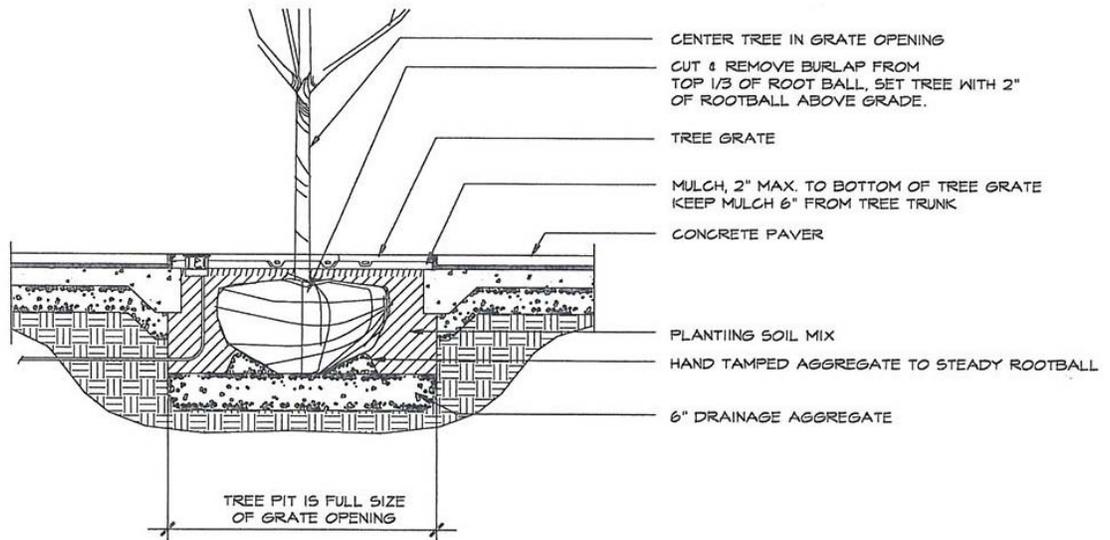
SECTION 26: MAINTENANCE OF IMPROVEMENTS

The Developer shall operate and maintain the Common Area as part of the Development by inspecting, servicing and otherwise taking care of the same, putting and keeping same in first class condition, state of repair and working order, and performing any repairs, replacements and other work for such purposes. This shall include keeping the same well painted, clean and clear of rubbish and debris.

SECTION 27: SITE PLAN

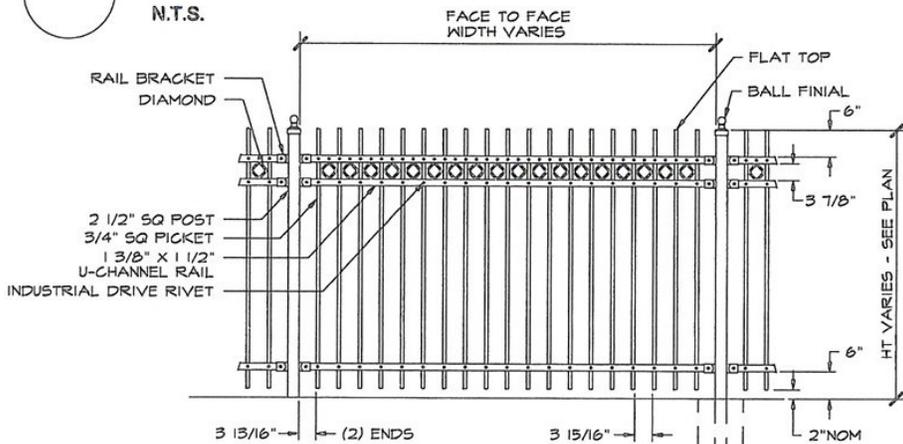
Refer to Exhibit B (SK-38)

SECTION 28: APPENDIX OF DETAILS



TREE GRATE

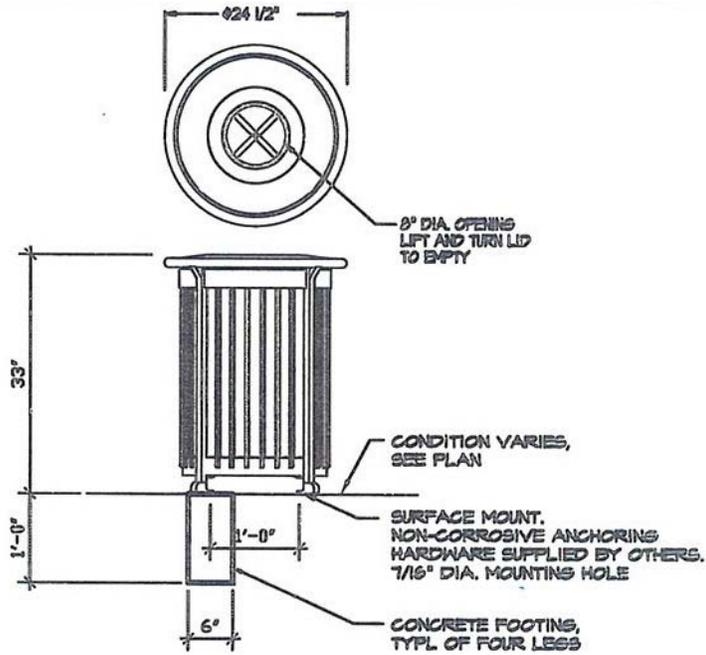
N.T.S.



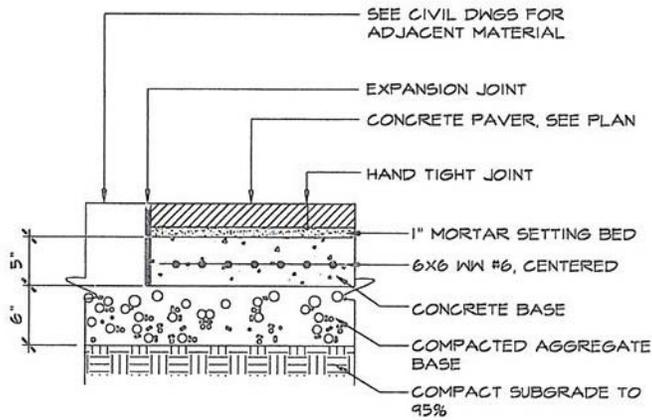
FENCE

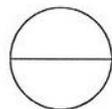
N.T.S.



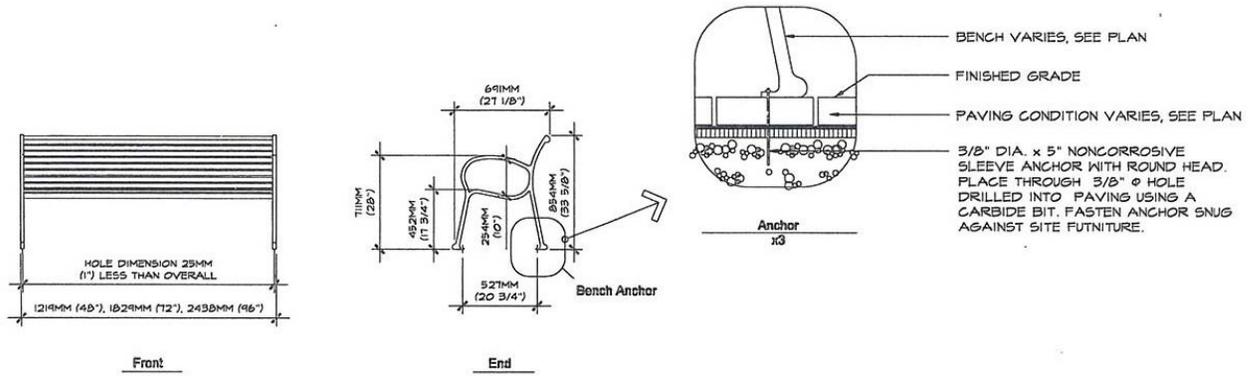



LITTER RECEPTACLE
 N.T.S.




CONCRETE PAVER
 N.T.S.

NEW GARDEN TOWN CENTER (RETAIL CENTER) DESIGN GUIDELINES



NOTES:
1. INSTALLATION TO BE COMPLETED IN ACCORDANCE WITH MANUFACTURER'S SPECIFICATIONS.



BENCH
N.T.S.

