

# DESIGN GUIDELINES FOR FAÇADE AND STREETScape IMPROVEMENTS



JUNE 2005

## THE BOROUGH OF STEELTON

STEELTON



PENNSYLVANIA



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## Elements of a Façade :

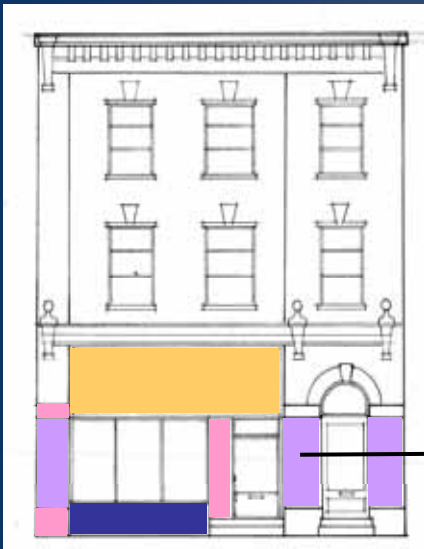


# Awnings & Building Colors



- Use awnings that have a simple shape.
- Use fabric made of weather resistant material.
- Consider using retractable awnings because they are more flexible in changing weather.
- Use awnings to create shaded spaces and shelter in front of a building for shoppers.
- Use awnings to cool interiors and save energy.
- Use awnings as signs.
- Color should be used to bring together the elements of the entire façade.
- Color should complement and enhance the architectural character and detailing of a building.
- Color should be considered in the context of the entire commercial corridor and can add character and interest to the building's façade. Use bright colors for accents.

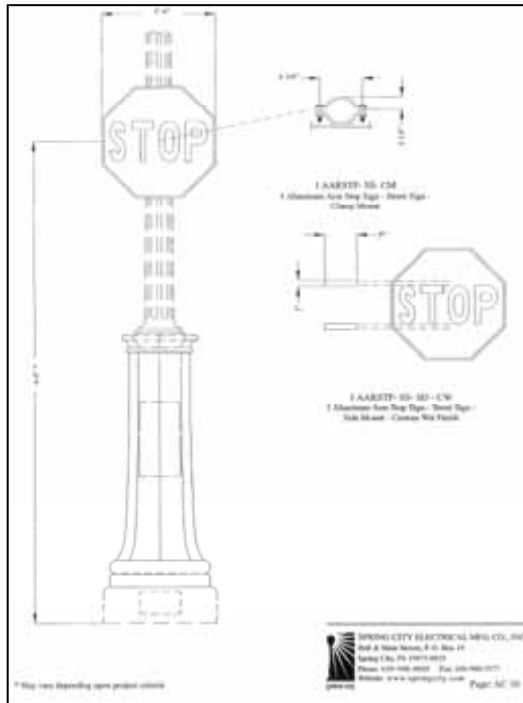
Recommended



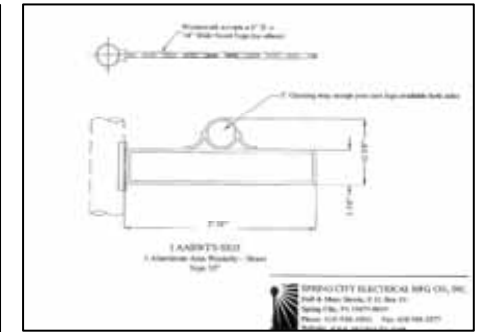
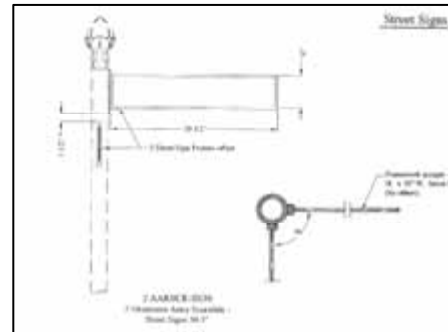
Too many colors makes this façade look haphazard and unappealing.

- Use of back-lit or internally lit awnings.
- Use of aluminum, vinyl or other plastic materials, they are harsh and unwelcoming.
- Covering architectural details with continuous awnings or oversized awnings.
- Using more than 3 colors, it will make your façade seem less coherent.
- Painting arbitrary decorative lines, bands or graphics directly on the façade if not related to the building's character or detailing.
- Avoid mansard wood or asphalt shingle canopies. Metal canopies or theme designed canopies may not be appropriate for the original or altered storefront design.

Not Recommended



**Street and Stop Signs** – The Borough has a mixture of street and stop signs that should be replaced to establish a consistent theme in the type and style of poles. Wooden sign poles are not acceptable. For sign manufacturers specifications see Appendix.



**Parking Meters** – An effort must be made to reduce the visual clutter of the existing meters on the streetscape. Meters shall be attached to light fixture posts and other poles where possible. In other locations the meters should be consolidated into pairs. The use of single freestanding meters should be discouraged. For parking meter manufacturers specifications see Appendix.



**Trash and Ash Receptacles** – All receptacles shall be a minimum of a 30 gallon capacity and have removable polyethylene liners. The receptacles shall be anchored in place. Receptacles should be located at intersections (typically two located at an intersection at opposite corners), adjacent to bench and bus stop locations and at mid-block crosswalk areas. The Steelton logo should be incorporated into the receptacles. For trash receptacle manufacturers specifications see Appendix.

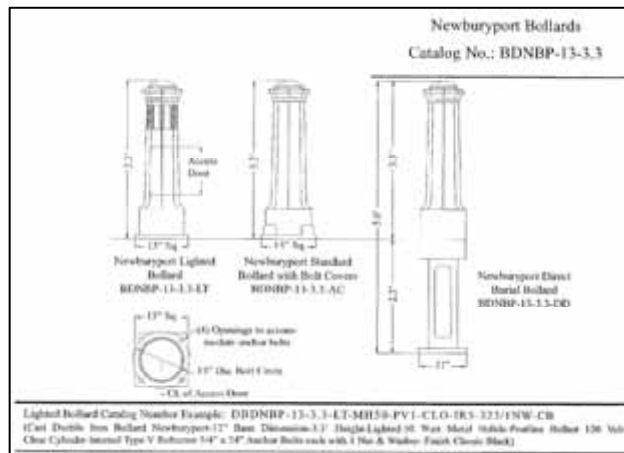


# Street Furnishings

The Legacy of the Borough of Steelton is based on its involvement in steel operations. The incorporation of site furnishings into the streetscape directly respect this heritage. The selection of all streetscape furnishings must have a timeless quality to them and they must work together as a unified series of items. Proposed site furnishings including benches, bollards, parking meters, street signs, stop signs, bike racks, trash receptacles, sign poles and banner arms are to be black in color and powder coated to match the light fixtures. A summary of all site furnishings may be found in the Appendix of these Guidelines.



**Benches** – An arched back metal bench has been selected for use on Front Street. The Steelton logo will be incorporated as a “branding theme” into each bench. The location of all benches shall be within the “building zone” of the sidewalk area. The benches should be located with the back of the bench against the building wall and oriented toward the pedestrian travel path and the vehicular cartway. The ideal locations for bench placement is at street intersections outside of the clear zone, mid-block locations, bus stops and other locations where shade is provided by street trees and buildings. All benches located in the public right-of-way or public plazas should be anchored in place according to manufacturer’s specifications. See Appendix.



**Bollards** – There are two types of bollards proposed as part of the streetscape project. The bollards used in public spaces to protect and define pedestrian pathways shall be a decorative bollard that must match the selected fixtures in appearance and durability. The maximum spacing of the bollards shall be six feet (6') on center in areas where traffic separation and security are required. A less expensive steel bollard filled with concrete and painted in a matching color shall be provided for all service and dumpster locations. For bollard manufacturers specifications see Appendix.



**Bicycle Racks** – In an effort to encourage shoppers, couriers and other urban cyclists from coming into the core business district bike racks and/or bollards are recommended. The bike racks should be located near street intersections and in the planting area between the pedestrian travel path and the cartway. Typically one bike rack per block is sufficient to accommodate user’s needs. For bicycle Racks manufacturers specifications see Appendix.