

## **SECTION 320: STREETScape ENHANCEMENT OVERLAY DISTRICT**

### **Section 320.1: Purpose**

The purpose of the Streetscape Enhancement Overlay (“SEO”) District is as follows:

- A. Encourage the development of a pedestrian and transit oriented corridor that links a variety of elements through streetscape amenities and design treatments.
- B. Implement long term planning efforts and strategies for the Route 51 corridor.
- C. Establish General Design Guidelines to provide a cohesive character for the corridor.
- D. Manage the future development of auto-dependent commercial uses so as to reduce traffic conflicts and increase pedestrian safety.
- E. Create an overall cohesive character for the streetscapes along the Route 51 corridor.
- F. Promote green construction and maintenance practices so as mitigate the environmental impact of development.

### **Section 320.2: Applicability**

The requirements of the SEO District are mandatory for the development of properties abutting Pennsylvania State Route 51 that fall within the boundaries of the Commercial Redevelopment District, as set forth on the official Zoning Map, when either of the following criteria is met:

- A. Any land development requiring site plan review; or
- B. Expansion of any building by more than 25% of the gross floor area.

Should the requirements of the SEO District conflict with the provisions of any other section of the Zoning Ordinance, or any other chapter of the Brentwood Borough Code of Ordinances, the more restrictive provisions shall apply. The more restrictive provision is defined as the provision that imposes more stringent controls on land use and development.

### **Section 320.3: Application Requirements**

A Streetscape Enhancement Overlay Plan that conforms to the regulations of the SEO District must be submitted when a land development application is submitted for any property in the SEO district. The Streetscape Enhancement Overlay Plan shall include the following:

- A. A site plan that conforms to the requirements of the Subdivision and Land Development Ordinance.
- B. A project narrative that includes both written and graphical descriptions of how that proposed application promotes development pursuant to the SEO District standards, integrates with the community, and meets the General Design Guidelines.
- C. Drawings and photographs of existing conditions, and conceptual sketches or illustrative sketches of proposed enhancements under the

SEO District regulations.

#### **Section 320.4: Building Orientation**

All buildings in the SEO District shall provide a prominent and highly visible street-level doorway or entrance along the front or side of the building that faces a public street. Applicant may alternatively propose to face the doorway or entrance toward an access driveway or primary parking area.

#### **Section 320.5: General Design Guidelines**

##### A. Accessory Structures

1. Accessory structures shall have architectural features similar to the overall neighborhood character.
2. Screening devices surrounding dumpsters, mechanical equipment, and utility boxes shall be architecturally compatible to the buildings located on the site.
3. Enclosed dumpster areas shall provide convenient accessibility to both vehicles and pedestrians.

##### B. Benches

1. One bench shall be installed and anchored for every 300 linear feet of street frontage.
2. Benches shall be located along the public sidewalk. If such location would constitute a pedestrian safety hazard, applicant may alternatively propose to locate benches within other pedestrian spaces located on the site.
3. Benches shall be dark blue or black in color.
4. Benches shall be of a style and material similar to those pictured in **Figure 10**.

##### C. Bicycle lanes and racks

1. One rack shall be installed and anchored for every 40 automobile parking spaces or portion thereof. Each rack shall be capable of providing parking for at least two bicycles.
2. Racks shall be located within pedestrian areas and shall be placed near the building entrance.
3. Racks shall be sturdily anchored to the ground.
4. Racks shall be situated so as not to hinder pedestrian access.
5. For sites containing multiple commercial units, at least one rack shall be located within 100 linear feet of the primary entrance to each unit.
6. The project design shall also include bicycle lanes as part of the overall traffic circulation plan for the site, where reasonably and technically feasible.
7. Racks shall be dark blue or black in color.

8. Racks shall be of a style and material similar to those pictured in **Figure 11**.

#### D. Bollards

1. Where necessary, bollards shall be used to prevent vehicles from entering pedestrian areas.
2. Bollard placement shall not interfere with emergency vehicle access.
3. Bollards that are intended to block vehicular access must be placed no further apart than 5 feet on center.
4. Bollards shall be painted in colors other than gray to be easily seen by the visually impaired, in colors that complement other streetscape elements.
5. If bollards are located in an area that can be accessed by a motor vehicle, the method of grounding should be considered to minimize damage to surrounding surfaces and allow for easy replacement.

#### E. Building Transparency

1. The street-level façade of any building facing a public street, access drive, or main parking area shall be transparent from a height of three feet to a minimum height of eight feet above the walkway grade for at least 50% of the horizontal length of the structure.
2. No more than two elevation views of any one building shall be subject to the minimum transparency requirements.
3. All glazing shall be clear, lightly tinted, or spandrel glass.
4. Spandrel glass may only be used to achieve the transparency requirement if spandrel and visual glass are not located along the same wall plane.

#### F. Crosswalks

1. Crosswalks shall be provided across the length of the driveway approach apron.
2. Crosswalks shall be as wide as the sidewalks to which they connect.
3. Crosswalks shall be constructed of stamped concrete.

#### G. Lighting

1. Pedestrian-scaled, ornamental streetlights shall be provided in the right-of-way and shall be located adjacent to the sidewalk.
2. Standard placement of pedestrian-scaled, ornamental streetlight shall be one fixture per 100 linear feet of street frontage. Applicant may propose alternate spacing provided that pedestrian spaces are sufficiently illuminated so as to provide safe movements on the site.
3. Pedestrian-scaled, ornamental streetlights shall be at least 12 feet in height but no taller than 25 feet in height from the mounting surface to the top of the fixture.
4. Pedestrian-scaled, ornamental streetlights shall be dark blue or black in color.
5. Pedestrian-scaled, ornamental streetlight shall be of a style and

material similar to those pictured in **Figure 12**.

#### H. Off-Street Parking

1. Surface parking shall not be located between the structure and the public street. When the physical characteristics of the parcel make it impossible to comply with this requirement, the applicant may propose an alternative for review by the Planning Commission.
2. Parking areas must be linked to the structure by a pedestrian walkway.
3. If a Borough-owned public parking lot is provided within the SEO district within 600 feet of a parcel, the applicant may be permitted to defer a up to 25% of the required off-street spaces to the public parking lot if space is determined available.

#### I. Pedestrian Linkages

1. All main and secondary entrances to buildings shall be directly linked with a public sidewalk.
2. A clearly defined and marked sidewalk shall be required within parking lots and shall be provided for the length of the parking to the entrances of establishments.

#### J. Sidewalks

1. Sidewalks shall be constructed in the right-of-way and shall be parallel to the public street for the entire length of the frontage.
2. Sidewalks shall be installed to connect to the lot line of adjacent parcels.

#### K. Utilities

1. When possible, utilities should be located underground. If this condition cannot be satisfied, utilities should be located to the side or back of the building where they will be out of view of the public street.
2. Utilities must be screened from view through the use of landscaping or architectural screening.

#### L. Vehicular Linkages

1. Parking areas shall be connected to adjacent parcels through a rear or side access driveway to the extent possible.
2. When a parking area is constructed adjacent to an undeveloped lot, the access drive shall be extended to the lot line for future connection to the adjacent parcel.

#### M. Waste Receptacles

1. One receptacle shall be installed and anchored for every 300 linear feet

of street frontage. Such receptacles shall be located along the public sidewalk.

2. Additional receptacles shall be located near high pedestrian traffic generators, such as transit stops and retail store entrances.
3. One receptacle shall be located at each corner of each intersection.
4. Receptacles shall be dark blue or black in color.
5. Receptacles shall be of a style and material similar to those pictured in **Figure 13**.

### **Section 320.6: Implementation**

The SEO improvements shall be implemented and maintained as follows:

- A. All improvements shall be maintained by the property owner abutting the Route 51 right-of-way.
- B. Property owners may enter into an agreement with other property owners adjacent to their property for shared maintenance responsibility. In such instances, the applicant shall submit a copy of the maintenance agreement as part of the Streetscape Enhancement Overlay Plan.
- C. Maintenance responsibilities shall include on-going sweeping, debris removal, snow removal, landscape maintenance, and repair and replacement of all street enhancement features.
- D. Any structure and improvement that is damaged, destroyed, or otherwise nonfunctional shall be replaced or repaired within 90 days of receipt of notice from the Borough to replace or repair same.

### **FIGURE 10 – GENERAL DESIGN GUIDELINES FOR BENCHES**



Example "A"



Example "B"



Example "C"

**FIGURE 11 – GENERAL DESIGN GUIDELINES FOR BICYCLE RACKS**



Example "A"

Example "B"

**FIGURE 12 – GENERAL DESIGN GUIDELINES FOR PEDESTRIAN-SCALED, ORNIMENTAL STREETLIGHTS**



**FIGURE 13 – GENERAL DESIGN GUIDELINES FOR WASTE RECEPTACLES**



Example "A"

Example "B"