



CHESTNUT HILL STREETSCAPE PLAN 2015



RUNYAN & ASSOCIATES ARCHITECTS

Carter van Dyke Associates
Boles, Smyth Associates, Inc.

Grenald Waldron Associates
Delve Associates LLC

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ACKNOWLEDGEMENTS

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CHESTNUT HILL DISTRICT STAFF

Martha Sharkey <i>Chestnut Hill Business District, Executive Director</i>	Joyce Lenhardt <i>Chestnut Hill Community Association (CHCA)</i>
Kate O’Neill <i>Chestnut Hill Business District, Deputy Director</i>	Lori Salganicoff <i>Chestnut Hill Historical Society (CHHS)</i>

STEERING COMMITTEE

Patricia Cove <i>Chestnut Hill Historical Society (CHHS), CHCA Aesthetics Committee</i>	Seth Shapiro <i>Chestnut Hill Business Improvement District</i>
Emily Daeschler <i>Chestnut Hill Garden District Fund</i>	Paul Walsh <i>Chestnut Hill Business Association</i>
Will Detweiler <i>Chestnut Hill Community Association (CHCA)</i>	Ellen Williams <i>Chestnut Hill Community Fund</i>

Jim Flaherty <i>Independent</i>	CONSULTANT TEAM Runyan & Associates Architects <i>Prime Consultant / Urban Designer</i>
Celeste Hardester <i>Chestnut Hill Community Association (CHCA)</i>	Carter van Dyke Associates <i>Landscape Architect</i>
Jean Hemphill <i>Chestnut Hill Community Fund</i>	Boles, Smyth Associates, Inc. <i>Civil Engineer</i>
John Ingersoll <i>Chestnut Hill Parking Foundation</i>	Grenald Waldron Associates <i>Lighting Designer</i>
Natalie Jackson <i>Philadelphia Department of Commerce</i>	Delve Associates LLC <i>Signage & Wayfinding Designer</i>

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Introduction



PURPOSE OF THE CHESTNUT HILL STREETScape PLAN 2015

The Chestnut Hill Streetscape Plan 2015 expands upon the 2005 Chestnut Hill Streetscape Vision Study by Cope Linder Architects. Adding to the most viable recommendations of the 2005 study, we introduce several new initiatives to the overall scope of proposed District improvements.

Part I summarizes our observations of current conditions and updates the 2005 recommendations.

Part II describes concepts for two initiatives for implementation: Reconstruction of three selected intersections (Boles, Smyth Associates, Inc., Civil Engineer) and overall lighting improvements (Grenald Waldron Associates, Lighting Designer). These two projects were chosen to address the highest priorities expressed by the District and the community. Funding, design and documentation will be required to advance these projects. With careful implementation, these recommended streetscape improvements promise to

strengthen the definition, sense of place, continuity, historic character, and commercial health of the Chestnut Hill District.

Current Conditions

One of America’s most historic and interesting urban streets, Germantown Avenue remains a vital thoroughfare with interesting architecture and both local and destination shopping in Philadelphia’s Chestnut Hill district.

With its historic character, low-rise buildings, mix of commercial, institutional and residential uses, continuous pedestrian sidewalks, diverse employment base and varied retail market niches, “The Avenue” offers a village experience within a major city. Easy car, rail and bus access from central and northwest Philadelphia and surrounding suburban areas adds to the appeal.

Longstanding organizations including the Chestnut Hill Community Association, Chestnut Hill Business Association, Chestnut Hill Business Improvement District, Chestnut Hill Parking Foundation, Chestnut Hill Garden District, and Chestnut Hill Historical Society have helped the community develop and maintain a viable business district within this National Historic District.

Like many older neighborhood commercial districts, Chestnut Hill faces a number of challenges to its long term viability and potential for expansion. Despite the commercial corridor’s continued strengths, steady vigilance is needed to maintain the wonderful urban aspects of the business district and to plan for its continuing success. Much of the Avenue’s potential restaurant, recreational and retail revenue is diverted to businesses outside of Chestnut Hill. The limited floor areas of most of the buildings discourage many commercial tenants from renting space on the Avenue. Although certain blocks of Germantown Avenue are enlivened with a variety of individual storefronts and pedestrian interest, other stretches of the commercial corridor are dominated by residential buildings and/or unoccupied storefronts.

In recent years, we have observed continued and significant deterioration of the infrastructure including: Cartway concrete, cobblestones, stormwater inlets, sidewalks, curbs, crosswalks, signage, lighting, trolley wiring standards, litter bins, and various painted surfaces.

At the same time, the past decade has seen significant improvements along the commercial corridor in both the public and private realm:

- Improvements to the lower end of Germantown Avenue between Cresheim Valley Drive and Mermaid Lane including roadway reconfiguration, repaving, sidewalks, crosswalks
- Green space improvements including landscaping, lighting, signage and site furniture at Cliff Park and the small park at Mermaid Lane and Winston Road

by the Chestnut Hill Garden District Fund; pergola restoration at Cresheim Valley Drive by the Rotary Club

- “Re-Tree Chestnut Hill” planting of 65 street trees along Germantown Avenue and Bethlehem Pike begun in 2014 and completed in 2015, led by the Green Space Initiative
- Installation of “BigBelly” solar trash and recycling compactors, initiated by GRINCH (Green in Chestnut Hill) and implemented by the City at no cost
- Parking Foundation parking lot signage replacement implemented in 2015
- Chestnut Hill West train station landscape and hardscape improvements completed by SEPTA
- Improvements to the intersection of Germantown Avenue and Bethlehem Pike, including a curb extension, traffic signals, and crosswalks
- Top of the Hill Park designed by Jonathan Alderson Landscape Architects, 8700 Block Germantown Avenue
- Replacement of the Germantown Avenue bridge over Wissahickon Creek at the north end of Chestnut Hill

Improvements to the streetscape resulting from private development efforts include:

- 8200 Germantown Avenue: Mixed use development, retail and condominiums
- 8229 Germantown Avenue: Chestnut Hill Hotel and Fareway Market
- 8401-03 Germantown Avenue: Mixed use development
- 8424 Germantown Avenue: Weaver’s Way Coop
- 8600 Germantown Avenue: TD Bank
- 9220 Germantown Avenue: Chestnut Hill College at SugarLoaf Hill
- 9601 Germantown Avenue: Chestnut Hill College Main Campus, entry signage

PART I

Introduction (Continued)

COMMUNITY PARTICIPATION & FEEDBACK

Upon receiving the grant from the Department of Commerce, the Chestnut Hill Business District formed a Steering Committee to develop an updated Streetscape plan.

The Steering Committee members represent the local community and business organizations in Chestnut Hill, including the Chestnut Hill Business Improvement District, Business Association, Parking Foundation, Community Association, Community Fund, Garden District Fund, Green Space Initiative, and the Historical Society. All of these organizations are true stakeholders in the future of Chestnut Hill.

In January 2015, the Chestnut Hill Business District Staff organized several events to receive feedback on the proposed 2015 Chestnut Hill Streetscape Plan. Boards were developed (see photo at right) identifying various initiatives, including:

- Energize Jenks block, Chestnut Hill East/ Chestnut Hill West Train Stations, and Bethlehem Pike Corridor
- Provide gateway enhancements and signage at Northwestern Avenue and Germantown Pike; Bethlehem Pike and Stenton Avenue, Cresheim Valley Drive and Germantown Avenue; and select intersections along Stenton Avenue
- Green space initiatives throughout the District; identify opportunities and design installations throughout the corridor
- Improve parking lots and signage
- Develop standard pedestrian and accent lighting
- Develop standard and enhanced sidewalk repairs and improvements
- Traffic calming measures at select intersections
- Recommendations and designs for safer pedestrian crossings at select intersections
- Identify new parking locations and strategies



As a kick off to the planning effort, the Chestnut Hill Business District hosted an event at Woodmere Art Museum, welcoming the board members from each Steering Committee organization to provide feedback. In addition, the boards were on display in the Chestnut Hill Welcome Center for nearly two weeks, including a weekend. The Chestnut Hill Local ran an article encouraging community members to visit the Welcome Center and provide feedback on the various initiatives.

Following the public review, the committee presented the boards to a joint meeting of the Community Association's Land Use Planning & Zoning (LUPZ), Development Review, and Streetscape committees to receive additional feedback. More than 60 community members contributed to the committee's efforts in identifying priorities for streetscape improvements.

Following the various events and efforts to receive feedback, the committee then distilled the following priorities:



Safer Pedestrian Crossings at Selected Intersections

This may incorporate traffic calming measures with temporary or permanent curb extensions at specific intersections

Green Space Initiatives

Maximize the impact of our existing pocket parks, such as Buckley Park. In addition, identify a few new areas for green space initiatives, including the Dry Cleaner at Abington Avenue, gateways, the Jenks Block (8300 Germantown Avenue), and other areas in need of enhancement.

Accent Lighting

A plan for accent lighting could include featuring historic facades, storefront windows, the Jenks block, and other lighting opportunities throughout the District.

Standard and Enhanced Sidewalk Repairs and Improvements

Develop a plan for the District, or at least recommend a standard concrete mix or two for property owners. Perhaps the repairs can be related to pedestrian safety.

PREVIOUS GUIDELINES, REPORTS & STUDIES

The Chestnut Hill District has been the subject of several planning studies during the past decade:

- 2004** Parking Study (by Carl Walker)
- 2005** Chestnut Hill Streetscape Vision Study (by Cope Linder Architects)
- 2007** Chestnut Hill Retail Market Analysis (by Urban Partners)
- 2009** Mobilize to Thrive - Chestnut Hill Regional Area Study (by DVRPC)

Two earlier documents produced for the Chestnut Hill Community Association are still considered valuable references:

- 1982** Chestnut Hill Land Use Guidelines ("The Green Book")
- 1991** Germantown Avenue Design Guidelines

PRIORITY 1 — SAFETY & SECURITY

1A Pedestrian Crossings & Traffic Calming

See Part II for Drawings by Boles, Smyth Associates (Civil Engineer) illustrating existing conditions and proposed intersection upgrades for Germantown Avenue at Evergreen Avenue, Highland Avenue, and Springfield Avenue. These three intersections were selected for potential pilot projects as they are heavily used by pedestrians, or – in the case of Springfield Avenue – difficult for both vehicles and pedestrians to navigate safely.

OBSERVATIONS

Pedestrian safety and traffic calming remain major concerns in the District. For example:

- At almost all crossings, pedestrians face tripping hazards such as uneven paving, dislodged cobbles, spalled concrete, and deteriorated crosswalk markings.
- In the longer stretches between signals, vehicles pick up speed. The cobblestone paving provides some natural traffic calming, but improvements can be made.
- In-street or posted “Yield to Pedestrians” signs have been installed at several uncontrolled intersections or mid-block crossings, but drivers tend to ignore them.
- At certain intersections, the dogleg configuration of streets and the alignment of crosswalks is challenging to both cars and pedestrians. Ideally, crosswalks should be perpendicular to the curb.
- Current crosswalk markings appear to be preformed cold plastic. In many locations they have held up fairly well, but are worn out.
- A number of ADA-compliant curb ramps with tactile warnings have been added since 2005 but are still lacking in a few locations.

Evergreen Avenue — observed



Highland Avenue — observed



Springfield Avenue — observed



RECOMMENDATIONS

Intersection Curb Configurations

Seeking measures to enhance pedestrian safety and traffic calming, the Civil Engineer developed design concepts for two alternative curb configurations at the selected intersections, as shown on the drawings of proposed intersection improvements in Part II. For each intersection, one design maintains the present curb configuration and the other includes curb extensions (“bump-outs” or “bulb-outs”). Curb extensions are widely known to enhance pedestrian safety by reducing the width of the intersection and by making pedestrians more visible to drivers.

However, in the course of this study we have learned that the Philadelphia Streets Department, PennDOT, and community stakeholders may object to curb extensions. Their concerns include the geometric configurations of intersections; impact on utility infrastructure; impediments to traffic flow and large vehicle turns; snow removal; and emergency vehicle access. Also, the City generally endorses curb extensions on streets of 46 feet or wider (Germantown Avenue’s cartway is only 40 feet wide).

As a result we recommend maintaining the current curb configurations, except where a case can be made for special and achievable curb extensions for public safety, such as at the Jenks Block, to be identified in the next phase of design in “Implementation.”

Crosswalk Width

10-foot wide crosswalks are recommended to replace the existing ones, which are generally 8 feet wide. The drawings in Part II illustrate the Philadelphia Streets Department standard for 15-foot wide “Continental” striping, but 10-foot widths are more appropriate for the scale of the streets and buildings in Chestnut Hill. The community should make the final determination on desired crosswalk widths and ask the City if the width requirement can be relaxed without compromising safety.

1A Pedestrian Crossings & Traffic Calming (Continued)

Crosswalk Markings

The City typically uses thermoplastic material for crosswalk and stop bar markings but will not maintain decorative thermoplastic or other decorative materials when installed on concrete. Preformed cold plastic, similar to the current material, would be the most suitable (though most costly) for new and existing concrete surfaces. The Streets Department, which is responsible for maintenance, will need to approve the material selection. In response to the proliferation of aesthetic treatments and patterns in urban street crossings starting in the late 1990s, the Federal Highway Administration issued a ruling in 2011 prohibiting freeform “crosswalk art,” although subdued patterns in earth-tone, non-reflective colors are permitted between the required reflective white lines.

Curb Ramps

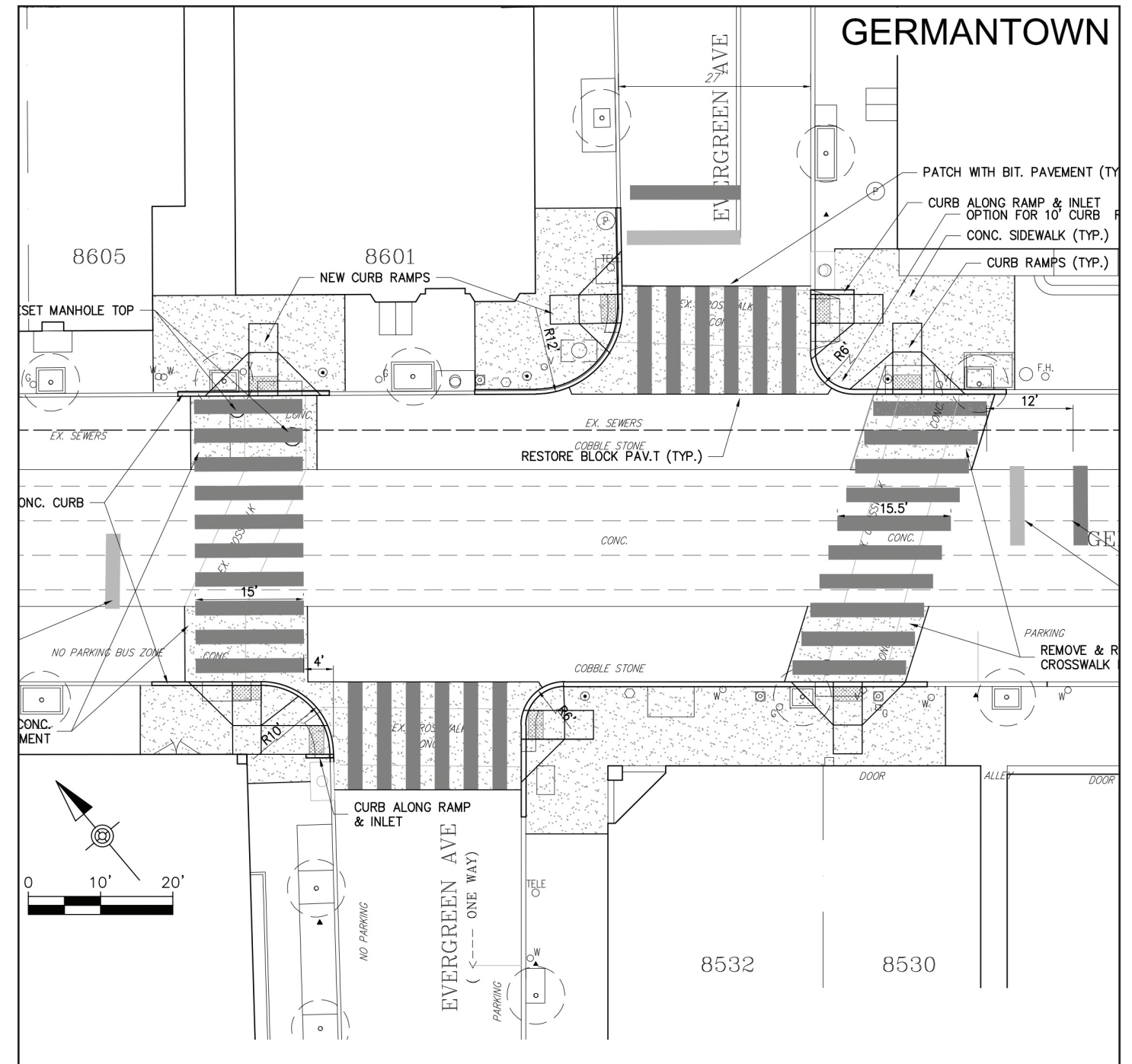
Both sets of intersection designs include curb ramps and tactile warning strips conforming to ADA guidelines. In certain locations with tall curbs, sloping sidewalks, and short distances to business doorways, “Technically Infeasible Waivers” may allow a steeper slope or shorter run. Such waivers are not necessarily easy to obtain but may be pursued if technical obstacles can not be overcome in a cost-effective manner. Curb extensions facilitate the design of ADA-compliant curb ramps, but will not be approved solely for this purpose.

Approval Process

In July 2015, Tim Boles reviewed the conceptual drawings shown in Part II with Vadim Fleysh, Streets Engineering Manager at the Philadelphia Streets Department. As he is only one of many reviewers for such projects, as a next step we recommend that the Chestnut Hill District meet with the Philadelphia Streets Department, PennDOT, and other appropriate agencies to review the conceptual intersection designs as well as proposed enhancements for lighting, signage and gateways. Before meeting with these agencies, the District and designing engineer should decide whether any curb extensions are suitable for the District. A lengthy dialogue with reviewing agencies, a full survey, design and documentation will be required in advance of construction.

Midblock Crossings

Midblock crossings are dangerous and should be discouraged. At problematic unmarked crossings such as in the 8400 block of Germantown Avenue, it may be possible to discourage pedestrians from crossing through signage or barriers. However, this is generally incompatible with on-street parking.



Detail from Boles, Smyth Associates, Inc. report

1B Lighting

OBSERVATIONS

In July 2015, lighting consultants Troy Hornung and Chelsea Benewicz of Grenald Waldron Associates observed the existing conditions of street and pedestrian lighting throughout the District, including major gateways. They measured illumination levels at selected intersections (Evergreen, Highland, and Springfield) and on both sides of the Jenks Block (8300 Germantown Avenue). They observed:

- Light fixtures vary in age and style. Several poles are in danger of falling over; many fixture heads are in poor shape with opaque yellow lenses. Poor lens condition reduces efficiency and causes problems with glare, which limits visibility and compromises comfort.
- Existing lighting levels are about 50% lower than recommended in the study area, compromising pedestrian safety.
- Other blocks such as the Jenks Block (8300 Germantown Avenue) have even more deficient lighting levels. In some cases, trees block much of the light from fixtures. Blocks with a concentration of residential properties lack lighting near the street.
- Many storefronts are dark at night.
- Gateway signage is unlighted and therefore less effective and less visible at night.



RECOMMENDATIONS

Streetlights

For energy efficiency and longevity, the City plans to replace all 100,000 streetlights throughout Philadelphia with LED fixtures. The prescribed standard color temperature is 4000K, which is quite “cool” compared to the warmer sodium lights prevalent in Chestnut Hill. Many community members have voiced a preference for warmer streetlights in our historic, pedestrian scaled district. With the addition of coatings, LEDs can be “warmed up.” However, the City may be unwilling to maintain fixtures with such modifications. We recommend setting up several sample fixtures for comparison and discussing the technical and design issues at greater length.

Streetlights 1st Priority

- Replace all Germantown Avenue streetlights between Cresheim Valley Drive and Rex Avenue
- Add pedestrian lighting along Germantown Avenue between Rex and Chestnut Hill Avenue
- Add pedestrian lighting along Bethlehem Pike down to Chestnut Hill East Station

Streetlights 2nd Priority

- Add pedestrian lighting along Germantown Avenue between Chestnut Hill and Northwestern Avenues
- Add pedestrian lighting along Bethlehem Pike between Chestnut Hill East Station and Stenton Avenue

Intersection Lighting

- Upgrade lighting at the three selected intersections designated for pedestrian crossing improvements, as part of the intersection projects (see the Boles, Smyth Drawings in Part II)

Jenks Block

- Add lighting to both sides of the 8300 Germantown Avenue (“Jenks”) Block (see Drawings in Section 2E, Jenks Block Enhancements)

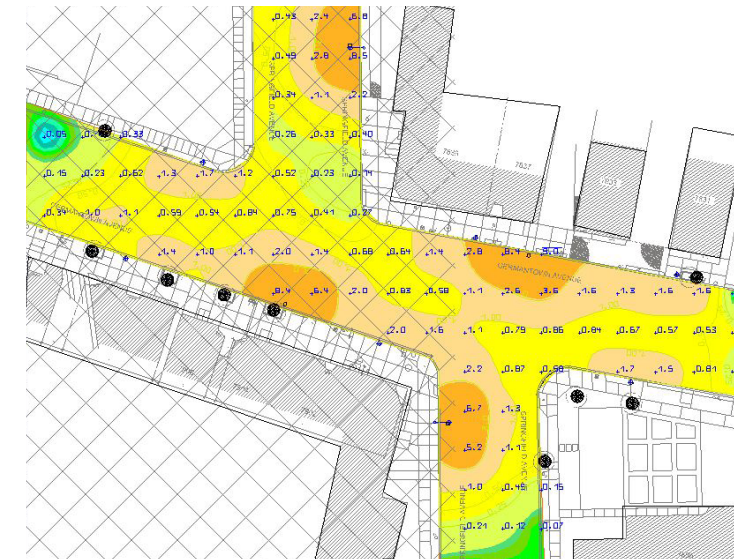
Gateways

- Include lighting in major gateway enhancement projects (see Section 2D, Gateway Enhancements)

Façade Lighting

- Partner with property owners to light facades of selected buildings with historical interest, significant architectural character, and/or locations at important intersections, such as:

- **Former Trolley Station**, 7633 Germantown Avenue at Cresheim Valley Drive
- **Mermaid Inn**, 7673 Germantown Avenue
- **PECO Substation**, 7745 Germantown Avenue at East Moreland Avenue
- **Lorenzon Building**, 8001 Germantown Avenue at East Willow Grove Avenue
- **Stagecrafters Theatre**, 8031 Germantown Avenue
- **Laurel Hill Gardens**, 8125 Germantown Avenue
- **VFW Building**, 8217 Germantown Avenue
- **Chestnut Hill Cat Clinic**, 8220 Germantown Avenue
- **Chestnut Hill Hotel**, 8229 Germantown Avenue
- **Christ Ascension Lutheran Church** (improve existing lighting), 8300 Germantown Avenue
- **Private houses** at 8325 and 8327 Germantown Avenue
- **PNC Bank**, 8340 Germantown Avenue
- **Private house and retail** at 8401 Germantown Avenue
- **Chestnut Hill Community Center/ Women’s Exchange**, 8419 Germantown Avenue
- **Masonic Hall**, 8425 Germantown Avenue
- **Town Hall**, 8434 Germantown Avenue
- **Highland Avenue Intersection**, all four corner buildings
- **Wells Fargo Bank**, 8527 Germantown Avenue
- **Bank of America**, 8601 Germantown Avenue



Detail from Grenald Waldron Associates report



- **Formerly O’Doodle’s**, 8532 Germantown Avenue
- **TD Bank**, 8600 Germantown Avenue
- **Chestnut Hill West Station Newsstand**, 8606 Germantown Avenue
- **Citizens Bank**, 8616 Germantown Avenue
- **Pacific Leather**, 8617 Germantown Avenue
- **Children of America** (former Borders), 8701 Germantown Avenue
- **Chestnut Hill Library**, 8711 Germantown Avenue

The full lighting report, prepared by Grenald Waldron Associates, may be found in Part II of this book.

PRIORITY 1 — SAFETY & SECURITY

1C Sidewalks

OBSERVATIONS

Chestnut Hill sidewalks display a variety of challenges. These include:

- A combination of materials, mostly concrete of various textures and pigmentation, with some stretches of brick or flagstone
- Conditions which present considerable obstacles to people with accessibility issues
- Some recent sidewalk patches or replacements were completed, but the color variation of these patches is aesthetically intrusive

RECOMMENDATIONS

The first priority is to maintain a safe and comfortable walkway for pedestrians. This can be accomplished by:

- **Repair/ Replace:** Repair tripping hazards and obstacles to accessibility such as cracks, holes, and missing pavers. Remove heaved or cracked paving adjacent to existing trees and replace with flexible paving such as granite cobbles.
- **Embrace Diversity in Materials:** Apply a flexible standard for sidewalks and allow for some diversity of materials (concrete, red brick, flagstone) by encouraging replacement of deteriorated brick and flagstone sidewalks with the same materials wherever practical. Existing concrete sidewalks should remain as concrete in the future.
- **Standardized Concrete Sidewalks:** All new and replaced concrete sidewalks along Germantown Avenue should conform to the following guidelines:

Concrete Mix: One standard mix should be developed. We recommend constructing a series of 3' or 4' square samples with a variety of pigments, sand, other materials and exposed aggregates for review and selection by the District. Upon the selection of one sample we recommend installing a complete sidewalk at one property in need of

replacement for final review and approval by the District. We recommend basing the initial samples on the concrete areas at the Top of the Hill Park adjacent to the Library. This mixture is generally warm in color with exposed smooth aggregate ranging in color from dark grey to black. White concrete and concrete without exposed aggregate should be avoided.

Concrete Pattern: One standard pattern should be used. We recommend a pattern of approximately 4' to 5' squares similar to the existing walks, varying in exact dimension to suit local conditions. Diagonal or other joint patterns are not recommended.

Concrete Joints: One standard joint style should be used in both control joints and in expansion joints. We recommend a tooled joint of small radius with no troweled flat edges. Sawn joints are not recommended.

Cobble Strips: Add flush granite cobble strips (3' to 4' wide) to the furnishing zone between the pedestrian zone and curb, coordinating with the GSI (Green Space Initiative) tree pit standards established in 2014 for the "Re-Tree Chestnut Hill" tree planting campaign. Note that ADA clear space requirements must be maintained (see next page).



Recommended concrete as seen at Top of the Hill Park



Flush granite cobble strip

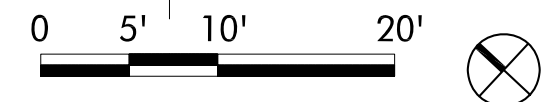
1C Sidewalks

Sample Block: 8500 Block Germantown Avenue



THE PHILADELPHIA STREETS DEPARTMENT'S "COMPLETE STREETS DESIGN HANDBOOK" RECOMMENDS A MINIMUM WIDTH OF 6' FOR THE "WALKING ZONE" AND A MAXIMUM WIDTH OF 4' FOR THE "FURNISHING ZONE" IN A WALKABLE COMMERCIAL CORRIDOR SUCH AS GERMANTOWN AVENUE. AS SIDEWALK WIDTHS VARY THROUGHOUT THE DISTRICT, CONDITIONS MAY DIFFER FROM ONE SIDE OF THE BLOCK TO THE OTHER AS SHOWN ON THE 8500 BLOCK.

A GRANITE COBBLE FURNISHING ZONE IS RECOMMENDED TO LEND SOME CONSISTENCY TO THE RANGE OF SIDEWALK WIDTHS AND MATERIALS FOUND IN CHESTNUT HILL.



PRIORITY 1 — SAFETY & SECURITY

1D Street Paving

OBSERVATIONS

The deteriorated conditions described in the 2005 Study persist and are extensive. These conditions include:

- Inappropriate cobblestone repair
- Deteriorating curbs
- Spalling concrete adjacent to trolley tracks
- Many inappropriate repairs using asphalt



RECOMMENDATIONS

Addressing the street paving condition issues may be accomplished by:

- Coordinating with PennDOT and the Philadelphia Historical Commission to repair or remove cobbles
- Coordinating with SEPTA for trolley track repair
- Replacing concrete curbs with granite in areas of sidewalk replacement

Although granite is a more expensive material, its longevity makes it a more durable alternative to concrete. Additionally, its consistent appearance makes it aesthetically superior to concrete, as evidenced in the recent Mt. Airy streetscape improvement project, where granite curbs were utilized.



Granite curb on Germantown Avenue in Mt. Airy



Cobbles, concrete, and trolley tracks in good repair

PRIORITY 2 — IMAGE & APPEARANCE

2A Signage & Wayfinding

OBSERVATIONS

Kate Hall and Renae Orr of Delve, the signage and wayfinding consultants for this study, surveyed signage throughout the study area and produced a report containing analysis and general recommendations, which is included in this book.

Chestnut Hill is in need of an overall wayfinding system that orients visitors including drivers, pedestrians and bikers to major destinations, train stations and trail heads. The current conditions present challenges, including:

- Signage currently installed reflects the City of Philadelphia brand and only directs to major Philadelphia destinations
- Existing signage system lacks routine upkeep and maintenance schedule, resulting in signs that are in disrepair and/or are missing sign faces
- Temporary signage, particularly that related to SEPTA, is left after its usable life to deteriorate and out-of-date signs create clutter
- Existing signage fails to utilize a consistent color palette, typography, or material



RECOMMENDATIONS

The Delve Wayfinding study suggests the following corrective measures:

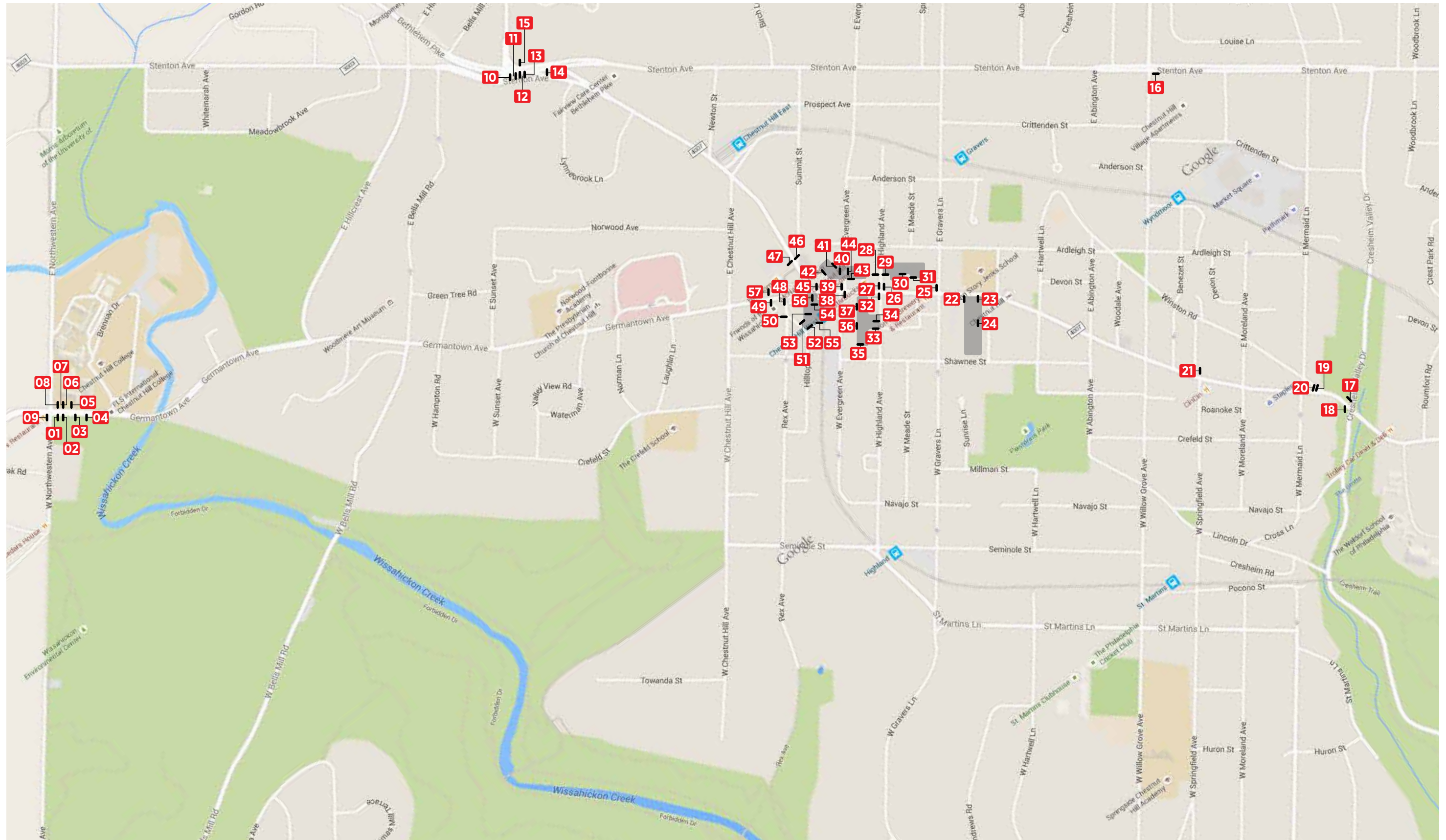
- Work with SEPTA to mitigate signage clutter and reduce temporary signage
- Create a signage system that utilizes a cohesive design that can be applied across several signage applications including directional, destination arrival, gateway, parking, and interpretive signage
- Establish a consistent, Chestnut Hill-specific color palette, typography, and material for signage
- Design a “trailblazer” logo to use throughout the design of the signage system to better orient visitors

The complete Signage & Wayfinding report compiled by Delve can be found in the next 12 pages of this book.



2A Signage & Wayfinding (Continued)

Observations: Map & Photos of Existing Signage



PRIORITY 2 — IMAGE & APPEARANCE

2A Signage & Wayfinding (Continued)

Observations: Map & Photos of Existing Signage

01 Philadelphia Vehicular Directional

Chestnut Hill
Mt Airy
Germantown
^



04 Hospital Pathfinder

Chestnut Hill
H
^



07 Hospital Pathfinder

Chestnut Hill
H
^



02 Philadelphia Gateway

Welcome to
Philadelphia

Enjoy our past...
Experience our future!



05 Misc Vehicular Information

Drive
Carefully

Protect our
Children



08 Philadelphia Vehicular Directional

Missing Panel



03 Misc Vehicular Information

(Top Panel)
Philadelphia
Solar America City

(Bottom Panel)
Bicycle Friendly Community



06 DOT Vehicular Directional

Morris
Arboretum
Public
Garden
>



09 DOT Vehicular Directional

TO
WEST
MILL
ROAD
<



PRIORITY 2 — IMAGE & APPEARANCE

2A Signage & Wayfinding (Continued)

Observations: Map & Photos of Existing Signage

10 Philadelphia Gateway

Welcome to Philadelphia
Enjoy our past...
Experience our future!



13 Chestnut Hill Gateway

Welcome to Chestnut Hill



16 Philadelphia Gateway

Welcome to Philadelphia
Enjoy our past...
Experience our future!



11 Hospital Pathfinder

Chestnut Hill
H
>



14 DOT Vehicular Directional

(up left arrow) Stenton Ave
Bethlehem Pike
East (up right arrow)



17 Philadelphia Vehicular Directional

Mt. Airy
<
Chestnut Hill
>



12 Philadelphia Vehicular Directional

Germantown
Mt. Airy
Chestnut Hill
>



15 DOT Vehicular Directional

< Stenton Av
Bethlehem Pike ^
Paper Mill Rd >



18 Chestnut Hill Gateway

Chestnut Hill
Philadelphia Garden District



PRIORITY 2 — IMAGE & APPEARANCE

2A Signage & Wayfinding (Continued)

Observations: Map & Photos of Existing Signage

19 DOT Vehicular Directional

Germantown Av
(up left arrow)

Winston Rd
(up right arrow)



22 Chestnut Hill Parking Directional

(side a)
P PARK

(side b)
PARK P



25 Private Parking Directional

PARKING
<



20 Philadelphia Vehicular Directional

Missing Panel



23 Chestnut Hill Parking Kiosk

\$
PAY

(Parking Rate Information)

(Payment Kiosk)



26 Chestnut Hill Pedestrian Directional

Chestnut Hill
Welcome Center

Business Association
Parking Foundation
Business Improvement District

www.chestnuthillpa.com
215-247-6696

>



21 Philadelphia Vehicular Directional

Missing Panel



24 Chestnut Hill Parking Kiosk

\$
PAY

(Parking Rate Information)

(Payment Kiosk)



27 Chestnut Hill Parking Directional

(side a)
P PARK

(side b)
PARK P



PRIORITY 2 — IMAGE & APPEARANCE

2A Signage & Wayfinding (Continued)

Observations: Map & Photos of Existing Signage

28 Chestnut Hill Parking Directional

(side a)
P PARK

(side b)
PARK P



31 Chestnut Hill Parking Rate

\$ PAY
(Parking Rate Information)



34 Chestnut Hill Parking Kiosk

\$ PAY
(Parking Rate Information)

(Payment Kiosk)



29 Chestnut Hill Parking Directional

(side a)
P PARK

(side b)
PARK P



32 Chestnut Hill Parking Directional

(side a)
PARK P

(side b)
P PARK



35 Chestnut Hill Parking Rate

(Parking Rate Information)



30 Chestnut Hill Parking Kiosk

\$ PAY
(Parking Rate Information)

(Payment Kiosk)



33 Chestnut Hill Parking Directional

(side a)
P PARK

(side b)
PARK P



36 Chestnut Hill Parking Rate

(Parking Rate Information)



2A Signage & Wayfinding (Continued)

Observations: Map & Photos of Existing Signage

37 Chestnut Hill Parking Kiosk

\$
PAY
(Parking Rate Information)
(Payment Kiosk)



40 Chestnut Hill Parking Kiosk

(parking directional)
\$
PAY
(Parking Rate Information)
(Payment Kiosk)



43 Chestnut Hill Parking Kiosk

(parking directional)
\$
PAY
(Parking Rate Information)
(Payment Kiosk)



38 Chestnut Hill Parking Directional

(side a)
P PARK
(side b)
PARK P



41 Chestnut Hill Parking Kiosk

\$
PAY
(Parking Rate Information)
(Payment Kiosk)



44 Chestnut Hill Parking Information

6 Hours Parking for \$3.00
Monday thru Sunday
Parking rate of
\$.25 per 15 minutes
Monday to Sunday
Optional overnight parking
available 7 PM to 8 AM
Monday to Sunday
Flat Rate - \$5.00
Please see kiosks which are
located adjacent to the
booths for additional
information.
Display Receipt on Dash



39 Chestnut Hill Parking Directional

(side a)
PARK P
(side b)
P PARK



42 Chestnut Hill Parking Rate

(Parking Rate Information)



45 Private Parking Directional

Parking
>



PRIORITY 2 — IMAGE & APPEARANCE

2A Signage & Wayfinding (Continued)

Observations: Map & Photos of Existing Signage

46 Private Parking Directional

(side a)
Parking <
(side b)
Parking >



49 Philadelphia Vehicular Directional

(side a)
Chestnut Hill
Historical Society
Friends of the Wissahickon
(side b)
Chestnut Hill
Historical Society
Friends of the Wissahickon



52 Chestnut Hill Parking Directional

PARK P



47 Private Parking Directional

(side a)
Parking <
(side b)
Parking >



50 Chestnut Hill Pedestrian Directional

PARK P



53 Chestnut Hill Parking Kiosk

\$
PAY
(Parking Rate Information)
(Payment Kiosk)



48 Chestnut Hill Parking Directional

(side a)
PARK P
(side b)
P PARK



51 Chestnut Hill Parking Directional

(side a)
PARK P
(side b)
P PARK



54 Chestnut Hill Parking Rate

(Parking Rate Information)



PRIORITY 2 — IMAGE & APPEARANCE

2A Signage & Wayfinding (Continued)

55 *Chestnut Hill Parking Rate*

(Parking Rate Information)



56 *Private Parking Directional*

(side a)
Parking <

(side b)
Parking >



57 *Philadelphia Vehicular Directional*

(side a)
Chestnut Hill Library

(side b)
Chestnut Hill Library



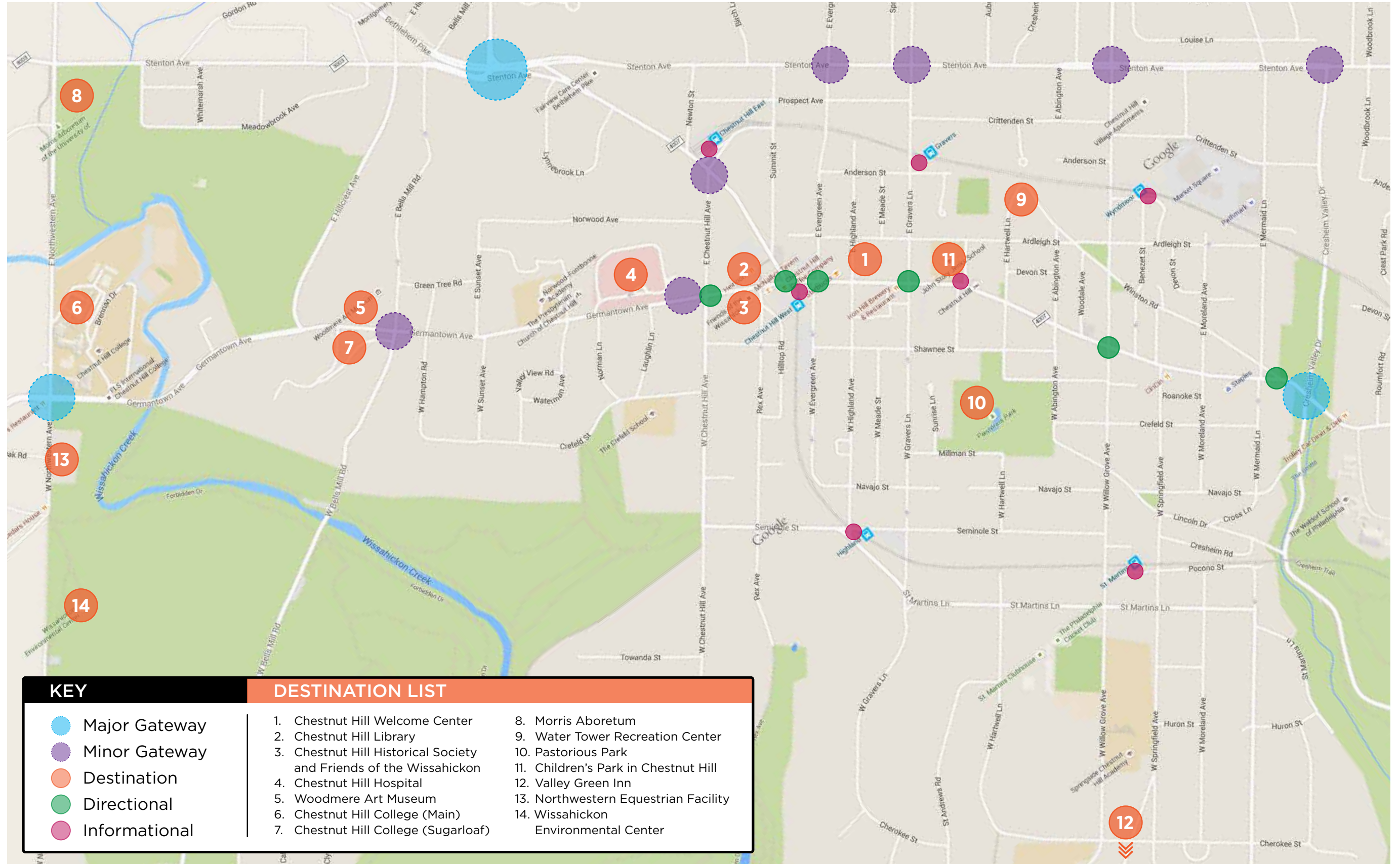
Observations: Map & Photos of Existing Signage

Sign Type Summary

Chestnut Hill Gateway	2
Chestnut Hill Parking Directional	11
Chestnut Hill Parking Information	1
Chestnut Hill Parking Kiosk	9
Chestnut Hill Parking Rate	6
Chestnut Hill Pedestrian Directional	2
DOT Vehicular Directional	5
Hospital Pathfinder	3
Misc Vehicular Information	2
Philadelphia Gateway	3
Philadelphia Vehicular Directional	8
Private Parking Directional	5

2A Signage & Wayfinding (Continued)

Recommendations: Proposed Signage Locations

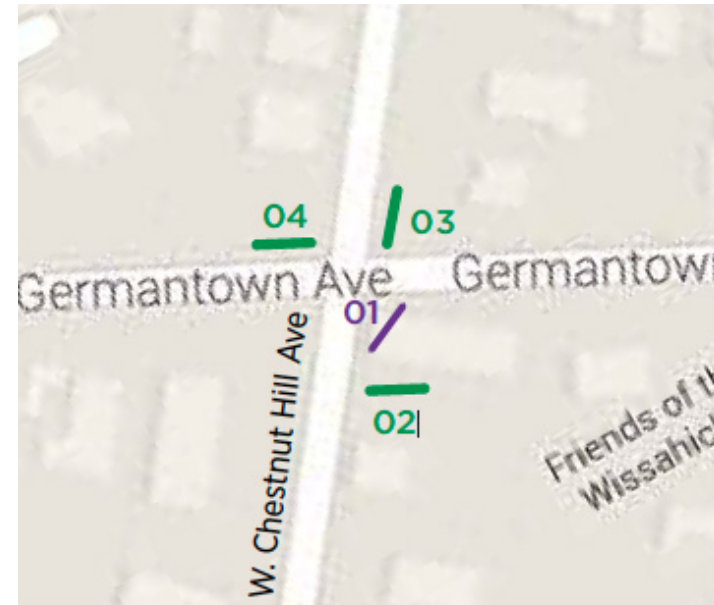


PRIORITY 2 — IMAGE & APPEARANCE

2A Signage & Wayfinding (Continued)

MAIN GATEWAY LOCATIONS:

- At the intersection of Germantown Ave and Northwestern Ave we suggest placing a gateway sign that tells visitors they have arrived in Philadelphia and Chestnut Hill.
- At the intersection of Bethlehem Pike and Stenton Avenue we suggest placing a gateway sign that tells visitors they have arrived in Philadelphia. There should also be a directional sign at this location that tell visitors to take Bethlehem Pike to the Chestnut Hill Business District.
- At the intersection of Germantown Ave and Cresheim Valley Drive we suggest placing a gateway sign that tells visitors they have arrived in Chestnut Hill, with a directional sign to the Business District and major destinations.



EXAMPLES OF POSSIBLE SIGN LOCATIONS & SUGGESTED SIGN COPY

We have identified some major destinations (locations 1-14 on previous page) that should be considered areas of interest when creating a wayfinding system for Chestnut Hill. The green directional areas are locations within the study area that require directional signs to help orient people to these destinations.

Intersection of W. Chestnut Hill Avenue and Germantown Avenue

01 - Gateway Sign

Welcome to Chestnut Hill Business District

02 - Directional Sign

[left arrow] Chestnut Hill College, Morris Arboretum

[right arrow] Chestnut Hill Library, Chestnut Hill Historical Society

03 - Directional Sign

[straight arrow] Chestnut Hill College, Morris Arboretum

04 - Directional Sign

[left arrow] Chestnut Hill Library, Chestnut Hill Historical Society

[right arrow] Chestnut Hill College, Morris Arboretum

Intersection of E. Willow Grove Ave. and Germantown Ave.

05 - Directional Sign

[left arrow] Chestnut Hill Welcome Center

06 - Directional Sign

[straight arrow] Chestnut Hill Welcome Center

[left arrow] Valley Green Inn

07 - Directional Sign

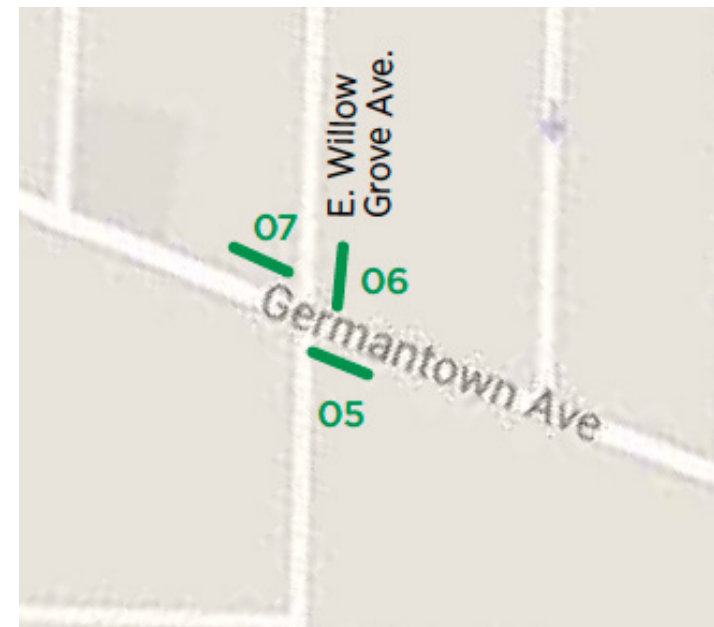
[straight arrow] Valley Green Inn

[right arrow] Chestnut Hill Welcome Center

MINOR GATEWAY LOCATIONS:

Locations along Stenton Ave should direct visitors to the Chestnut Hill Business District.

- At the intersection of Germantown Avenue and W. Bells Mill Road we suggest directing visitors in Chestnut Hill, with a directional sign to the Business District and major destinations.
- At the intersection of Germantown Avenue and W. Chestnut Hill Avenue we suggest placing a Chestnut Hill Business District gateway, with a directional sign to major destinations.
- At the intersection of Germantown Avenue and E. Chestnut Hill Avenue we suggest placing a Chestnut Hill Business District gateway, with a directional sign to major destinations.



2A Signage & Wayfinding (Continued)

Establishing Reaction Time and Reaction Distance

The following items are utilized to calculate sign area and typography sizes for signs next to roadways that are meant to guide and inform motorists:

Viewer Reaction Time (VRT) This time frame is a measurement of how long it takes a motorist to detect and read a sign, process the message while maintaining awareness of roadway conditions, slowing down, and turning the vehicle.

As a rule of thumb, a sign with to 6 words (or 30 characters) in an environment where roadways are two or three lanes, and the speed limit is under 35 mph viewer reaction time is 8 seconds (4 seconds is devoted to maneuvering). For roadways with four or five lanes at speeds over 35 mph, VRT is 10 seconds (5 seconds is devoted to maneuvering), and multiple lane, high speed environments VRT is 11-12 seconds (6 seconds is devoted to maneuvering).

Viewer Reaction Distance (VRD) This is the distance necessary for the driver to safely maneuver the vehicle or the distance the driver would travel during the Viewer Reaction Time. We can calculate this distance by converting the drivers speed from miles per hour (MPH) to feet per second (FPS). One mile per hour is equal to 1.47 feet per second. We then use the calculation below:

$$VRD = (MPH) (VRT) 1.47$$

When the maneuver can safely be made after the sign location has been passed, the driving maneuver time of either 4, 5, or 6 seconds should not be included in computing Viewer Reaction Time.

Establishing Typography Sizes

The following items are utilized to calculate letter height of messages on vehicular signs:

Legibility Index (LI) The Legibility Index is a value that represents the feet at which a sign is legible for every inch of the capital letter height. For example, an LI of 30 could represent a sign that is meant to be read from 30 feet with a capital letter height of 1 inch, or legible at 300 feet with a 10 inch capital letter height.

$$\text{Viewing Distance} / \text{Cap Height} = \text{Legibility Index}$$

An important note: When using all capital letters subtract 15% from the LI sign messages that are displayed in all capitals which are less legible than using capital and lower case letters with an initial capital. LI is based on many factors including the environment the sign will be in, the font used, color contrast of the background of the sign panel, and type of lighting. An acceptable LI can vary, but as a rule of thumb is set at 30 as a baseline.

Calculating Letter Height

$$VRD \text{ (in feet)} / LI = \text{Letter Height (in inches)}$$

Establishing Sign Panel Size

To find the absolute minimum area necessary for a sign panel, note that type should utilize no more than 40% of the total area of the sign panel.

To calculate the necessary panel area size, determine the square feet of typography to appear on the sign (this does not include the space between lines) and multiple that number by 1.5 to find the necessary square feet of blank space and then add those two numbers together.

Results based on Conditions in Chestnut Hill:

Chestnut Hill Business District (2/3 lanes 25 mph)

VRT= 4 seconds
VRD= 147 feet (0.03 miles)
LI= 37
Letter Height Min: 4"

Cresheim Valley Drive & Germantown Ave Gateway (2/3 lanes 25 mph)

VRT: 4 seconds
VRD= 147 feet (0.03 miles)
LI= 37
Letter Height Min: 4"

Northwestern Ave & Germantown Ave Gateway (2/3 lanes 25 mph)

VRT: 4 seconds
VRD= 147 feet (0.03 miles)
LI= 37
Letter Height Min: 4"

Stenton Ave, Bethlehem Pike & Paper Mill Road Gateway (4/5 lanes 45 mph)

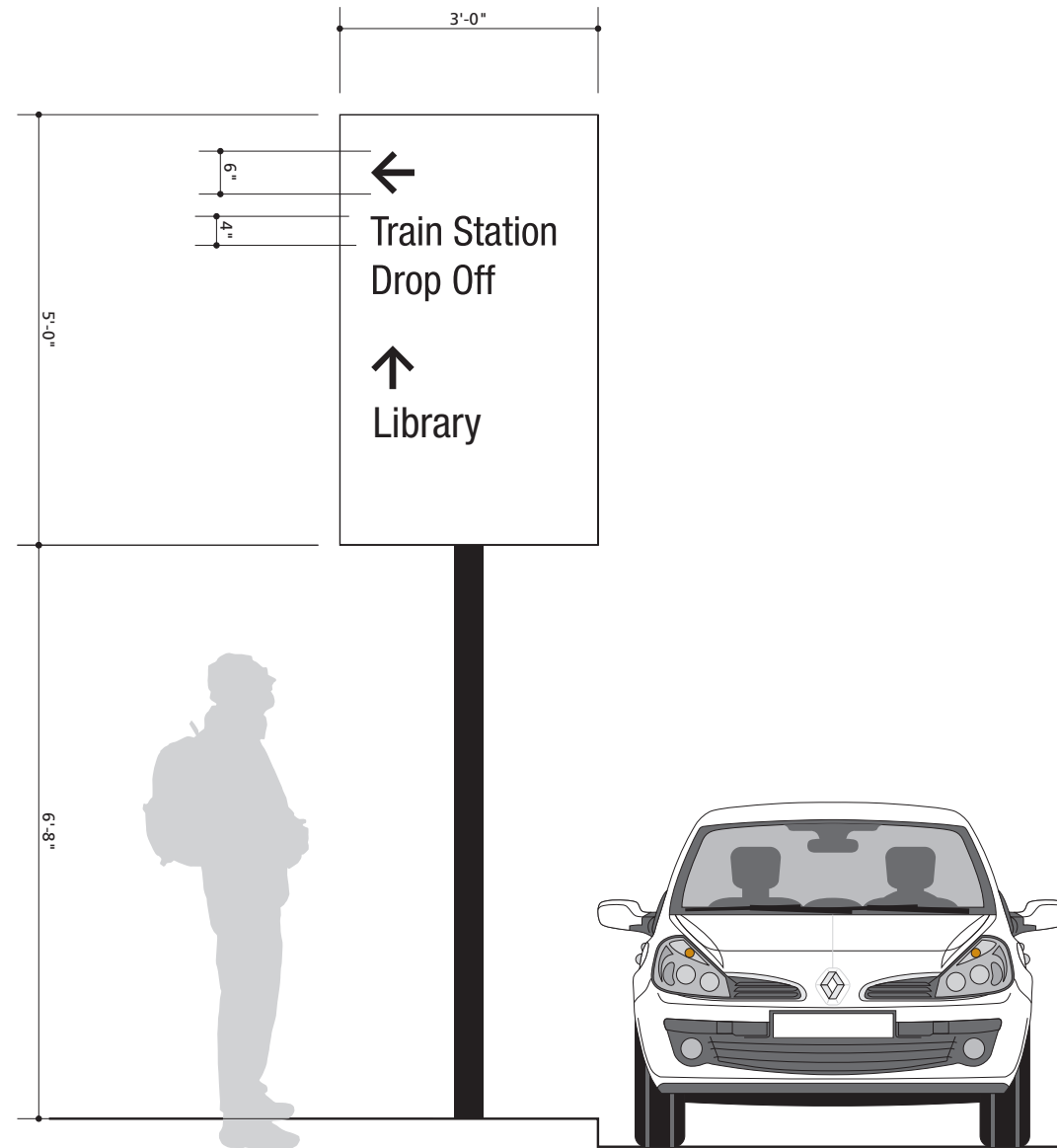
VRT: 5 seconds
VRD= 330 feet (0.07 miles)
LI= 30
Letter Height Min: 9"

Information and calculations based on research performed and documents published by the USCC (United States Sign Council Foundation).

2A Signage & Wayfinding (Continued)

Massing Studies Based on Conditions in Chestnut Hill

Massing studies shown below are not for design intent purposes.



Typical Directional Sign showing recommended cap height and sign size. Not for design purposes.



Typical Gateway Sign showing recommended cap height and sign size. Not for design purposes.

PRIORITY 2 — IMAGE & APPEARANCE

2B Color

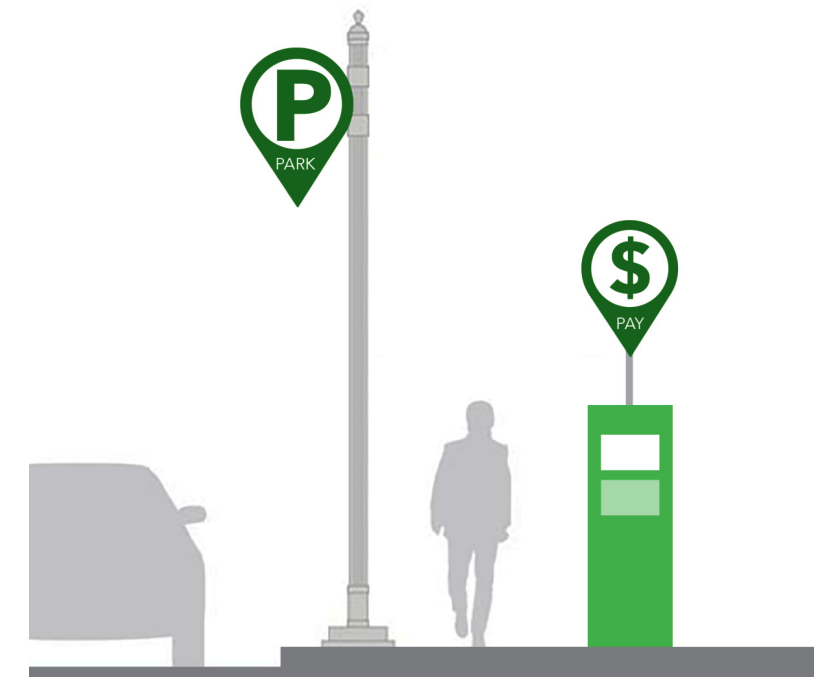
OBSERVATIONS

Thanks to the Germantown Avenue Design Guidelines and decades of oversight by the Chestnut Hill Community Association committees and the Historical Society, there is a general consistency to the overall color scheme of buildings, awnings, and private signage on Germantown Avenue.

RECOMMENDATIONS

The CHCA Streetscape Committee is working with Sherwin-Williams to establish a unified color palette throughout District. The Pantone 357C Hunter Green color selected for new Parking Lot signage could be used for items including:

- Litter bins
- Light poles
- Site furniture
- District signage



PRIORITY 2 — IMAGE & APPEARANCE

2C Landscape Buffers & Green Space Initiatives

OBSERVATIONS

Although Chestnut Hill abounds with green spaces and successful planting initiatives in the public realm, a number of parking lots and areas on private property lack adequate landscape buffers. The Green Space Initiative (GSI) “Re-Tree Chestnut Hill” tree planting campaign started in 2014 and, when completed in 2015, will result in tree planting or pit restoration for approximately 65 trees on Germantown Avenue and Bethlehem Pike. The new plantings have a noticeable impact on the appearance and continuity of the Avenue and Bethlehem Pike. Additionally, the Garden District Fund has been working with Burke Brothers to make significant improvements at Cliff Park.

RECOMMENDATIONS

In addition to the more specific suggestions for selected locations contained in this section, the following is a list of general recommendations:

- Add or enhance existing planted buffers (hedges, shrubbery, planters) to site edges with excessive paving
- Consider potential for combining stormwater recharge with planting beds
- Continue installing tree pits with cobble surrounds as standardized for Re-Tree Chestnut Hill in 2014-15
- Where feasible, add root barriers to standard design for new tree pits

The following examples show specific locations that are candidates for green space enhancement or new plantings.

Germantown Avenue

7600 Block: Cresheim Valley to Mermaid Ln



7600 Block Germantown Avenue
(Cresheim Valley Dr. to Mermaid Ln.)

- Add screen plantings to edge of Cliff Park abutting the Plaza parking lot
- Restore and fill in gaps in planting bed between Avenue and the Plaza parking
- Consider narrowing width of south curb cut from parking lot

7700 Block: Mermaid Ln to Moreland Ave



7727 Germantown Avenue
Parking Lot

- Reduce width of curb cut
- Add screen plantings to south edge of curb cut adjacent to 7725, The Night Kitchen

7800 Block: Moreland Ave to Springfield Ave



7830 & 7838 Germantown Avenue
Parking lots

- Reduce curb cut at CinCin
- Add planted buffer extending onto Hokka Hokka lot



7839 Germantown Avenue

Add planters or small planting beds to replace excess concrete sidewalk adjacent to storefront facing Springfield Avenue

7900 Block: Moreland Ave to Willow Grove Ave



7900 Block Germantown Avenue
Sidewalk at corner (6 West Willow Grove Avenue)

Add planters or trees to sidewalk near corner of Germantown Avenue.

8000 Block: Willow Grove Ave to Abington Ave

8002 Germantown Avenue

Add planters and one street tree.



8019 Germantown Avenue

Eliminate areas of paving and reduce curb cut widths as feasible in order to add two or three planting beds – one along curb between curb cuts, one adjacent to 8011 (Profiles Studio), and one near corner of Woodale Road.

PRIORITY 2 — IMAGE & APPEARANCE

2C Landscape Buffers & Green Space Initiatives (Continued)

8100 Block: Abington Ave to Hartwell Ln



8101 Germantown Avenue

Eliminate areas of paving and reduce curb cuts as feasible to add three planting beds – a substantial bed at the corner, one adjacent to the site wall of 8107, and one along Abington Avenue.

8300 Block: Southampton Ave to Gravers Ln

**East Side
Jenks Sidewalk**

See Section 2E, Jenks Block Enhancements.



8300 Germantown Avenue
Christ Ascension Lutheran Church

Replace lawn on steep slopes with low shrubs or groundcover.

8400 Block: Gravers Ln to Highland Ave

8400 Germantown Avenue

Restore planting bed along Gravers Lane where plants were damaged during excavation in 2015.

8600 Block: Evergreen Ave to Bethlehem Pk



Curb Extension
Bethlehem Pike

Replace some of concrete with planting bed with ground cover or other low plantings to complement planters.

8700 Block: Bethlehem Pk to Chestnut Hill Ave



8701 Germantown Avenue

Extend brick wall or install fence between rear parking lot and SEPTA bus turnaround to screen parked vehicles from view.

Bethlehem Pike: Unit Block



10 Bethlehem Pike

- Add plantings along curb between curb cuts
- Remove area of paving near Summit Street and replace with planting bed

Top of the Hill Plaza Memorial

Restore plantings, maintain regularly.



100 Bethlehem Pike

Install planters on sidewalk along Chestnut Hill Avenue.

PRIORITY 2 — IMAGE & APPEARANCE

2D Gateway Enhancements

OBSERVATIONS

Chestnut Hill has three major gateways as well as a number of minor gateways. Gateway locations are mapped in the Delve report in Section 2A, Signage & Wayfinding.

As points of arrival for both cars and pedestrians, gateways present a critical first impression and image of the community. None of the major gateways present themselves as cohesive and impressive images of elements that are found in abundance in most of Chestnut Hill. Because of their potential to offer a positive identity for and introduction to Chestnut Hill, we are recommending enhancement of key gateway elements.

RECOMMENDATIONS

Germantown & Northwestern Avenues

Because of the presence of Chestnut Hill College, this gateway offers a striking entrance into Philadelphia and Chestnut Hill. However, key gateway elements are weak and we recommend the following:

- Replace existing welcome and directional signs with fewer signs that are bolder and better lit.
- Install additional streetlamps along Germantown Avenue (see Priority 1, Section 1B). Extending a line of streetlamps eastward to the entrance of Chestnut Hill College, then to the already well-lit Wissahickon Creek bridge and beyond would vastly enhance the experience of the gateway including pedestrian safety and security.
- Enhance pedestrian crossings and provide traffic calming measures
- Add a new sidewalk along Germantown Avenue on the Wissahickon Park (south) side (see Priority 1, Section 1C).



Bethlehem Pike, Stenton Avenue & Paper Mill Road

Because of the complex intersection of several streets, this gateway presents a weak and confusing entrance into Philadelphia and Chestnut Hill. We offer the following recommendations:

- Replace existing welcome and directional signs with fewer signs that are bolder and better lit.
- Install additional streetlamps (see Priority 1, Section 1B). The presence of these additional streetlamps extending eastward onto Bethlehem Pike and beyond would vastly enhance the experience of the gateway including pedestrian safety and security.
- Enhance pedestrian crossings and provide traffic calming measures.
- Add new sidewalks along Bethlehem Pike (see Priority 1, Section 1C).



PRIORITY 2 — IMAGE & APPEARANCE

2D Gateway Enhancements (Continued)

Germantown Avenue & Cresheim Valley Drive

This is Chestnut Hill's major gateway from Philadelphia but lacks the impressive array of historic buildings and landscaping found generally along the Avenue, due to the intrusion of a modern strip of commercial development along the west side of Germantown Avenue. We offer the following recommendations:

- Replace existing welcome and directional signs into fewer signs that are bolder and better lit.
- Install additional streetlamps (see Priority 1, Section 1B).
- Enhance pedestrian crossings and provide traffic calming measures.
- Provide additional landscaped buffer at retail development (Chestnut Hill Plaza).
- Add screen plantings to edge of Cliff Park abutting the Plaza parking lot.
- Restore and fill in gaps in planting bed between Avenue and the Plaza parking.
- Consider narrowing width of south curb cut from parking lot.



PRIORITY 2 — IMAGE & APPEARANCE

2E Jenks Block Enhancements — 8300 Block Germantown Avenue

OBSERVATIONS

The east side of the 8300 Block — which is adjacent to the Jenks Academy for the Arts and Sciences and The Children’s Park playground — presents challenges. These include:

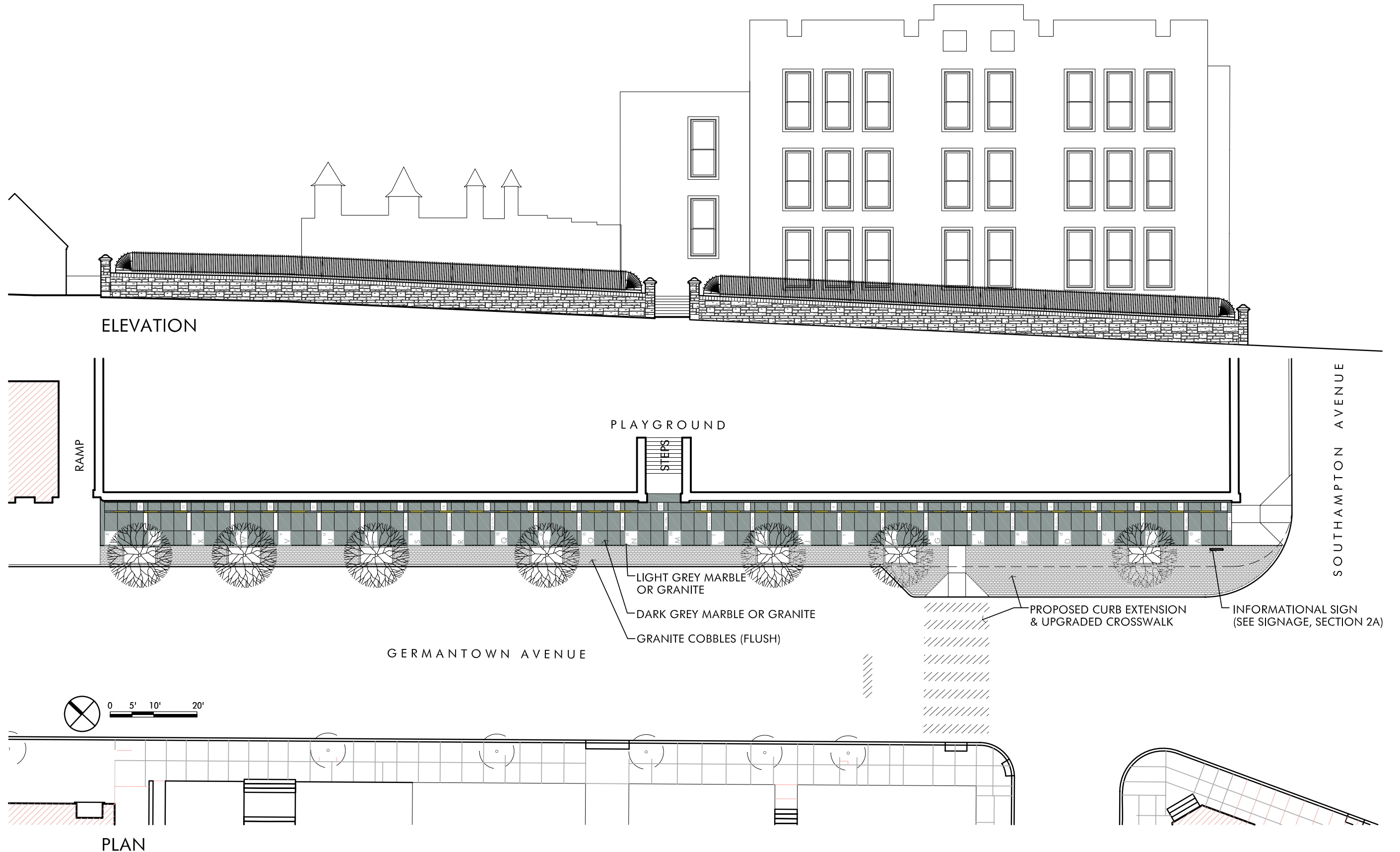
- A long (260-foot) underlit stretch of sidewalk flanked by a 5-foot stone wall
- An interruption between the upper and lower ends of the Business District
- A lack of retail presence on the opposite (west) side of the street

RECOMMENDATIONS

Our recommendations are included in sidewalk plan drawings shown on the following pages and include the following suggestions:

- A curb extension at the lower end of the block for pedestrian safety and traffic calming.
- A cohesive pattern of sidewalk paving; in this suggested scheme it is enlivened by letters of the alphabet and numbers, and makes reference to the place of learning on the other side of the wall.
- In-ground uplighting is designed to wash the wall with light, illuminating an otherwise dark block (see the Grenald Waldron lighting report in Part II).



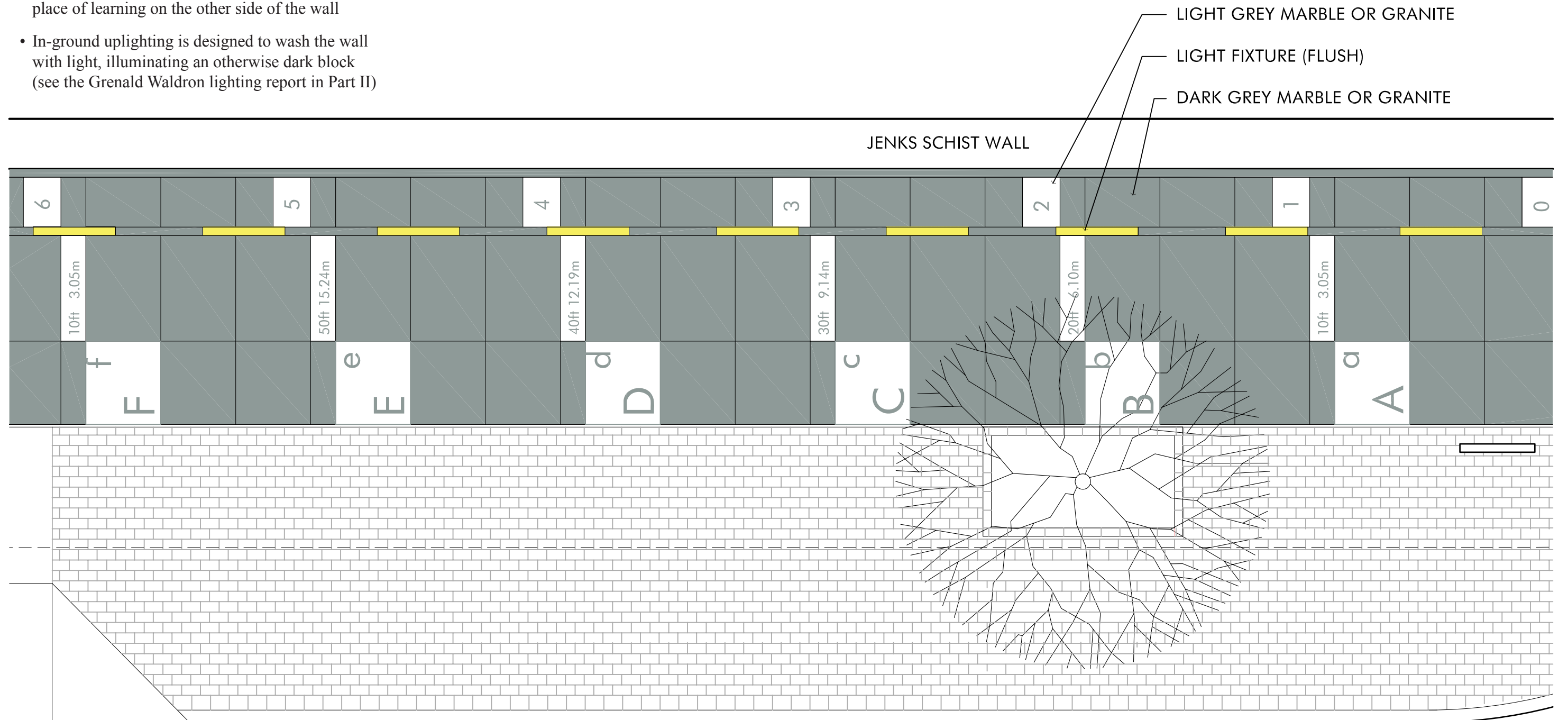


2E Jenks Block Enhancements (Continued)

Recommended Sidewalk Enhancements to Energize the Jenks Block

KEY RECOMMENDATIONS — DETAIL

- A cohesive pattern of sidewalk paving; in this suggested scheme it is enlivened by letters of the alphabet and numbers, and makes reference to the place of learning on the other side of the wall
- In-ground uplighting is designed to wash the wall with light, illuminating an otherwise dark block (see the Grenald Waldron lighting report in Part II)



PLAN DETAIL (1/4" = 1'-0")



PRIORITY 2 — IMAGE & APPEARANCE

2F SEPTA Train Stations — Chestnut Hill West & Chestnut Hill East

OBSERVATIONS

Chestnut Hill’s two main regional rail terminal stations represent key elements of Chestnut Hill’s public realm and are well used.

RECOMMENDATIONS

Chestnut Hill West Station

- Provide lighted signage to include directional signage and a Chestnut Hill map with streets and key features; replace sign clutter with map.
- Add better lighting at the newsstand.
- Enhance pedestrian crossings and provide traffic calming measures.
- Provide sidewalk repairs (see Priority 1, Section 1C).

Chestnut Hill East Station

- Provide lighted signage to include directional signage and a Chestnut Hill map with streets and key features.
- Provide additional lighting.
- Provide additional streetlamps (see Priority 1, Section 1B) as part of a proposed line of streetlights along Bethlehem Pike.
- Enhance pedestrian crossings and provide traffic calming measures.
- Provide sidewalk repairs (see Priority 1, Section 1C).



PRIORITY 2 — IMAGE & APPEARANCE

2G Bethlehem Pike

OBSERVATIONS

Bethlehem Pike connects the busy main part of the business district with Chestnut Hill's only other commercial area at East Chestnut Hill Avenue.

RECOMMENDATIONS

We recommend the following for Bethlehem Pike between Germantown Avenue and Stenton Avenue.

- Provide lighted directional signs.
- Provide additional streetlamps (see Priority 1, Section 1B). The presence of these additional streetlamps would vastly enhance the experience of Bethlehem Pike including pedestrian safety and security and would help connect the commercial areas with the train station.
- Enhance pedestrian crossings and provide traffic calming measures.
- Provide sidewalk repairs (see Priority 1, Section 1C).
- Provide landscaping at gas station (see Priority 1, Section 2C).



PRIORITY 2 — IMAGE & APPEARANCE

2H Parking Lot Improvements

GENERAL RECOMMENDATIONS FOR ALL LOTS

- Prioritize creation of landscaped buffers along streets.
- Partner with Philadelphia Water Department for a Stormwater Management Incentives Program (SMIP) Grant, which could be applied toward stormwater retention under the parking lot. SMIP provides grants to non-residential property owners who want to retrofit their properties to manage stormwater. SMIP grant recipients get financial assistance for the design and implementation of their systems and benefit from lower stormwater fees since their properties will be generating less runoff.
- Partner with adjoining commercial properties to expand the grant amount.



8300 Block Germantown Avenue West Side
Orange Lot (Parking Foundation)

OBSERVATIONS

- Too much pavement
- Few shade trees
- Poor lighting

RECOMMENDATIONS

- Reduce width of curb cut
- Saw cut pavement to remove overly wide pavement, creating an island with rain gardens adjacent to the Verizon building, to screen vehicles from street view
- Relocate ADA-accessible parking space from this area to more level grade opposite the walkway to the rear accessible entry to PNC Bank
- Saw cut pavement along the property line to add an island with a rain garden with shade trees
- Add new lighting



8400 Block Germantown Avenue West Side
Private Lot

OBSERVATIONS

- Few shade trees
- Poor lighting
- Poor signage
- Faded striping
- Unscreened dumpsters

RECOMMENDATIONS

- Add shade trees
- Add new lighting
- Screen the parking from the street with landscaping enhancements
- Add landscaped screening adjacent to many of the commercial buildings
- Screen the dumpsters
- Add improved internal signage



Unit Block East Highland Avenue South Side
Green Lot (Parking Foundation)

OBSERVATIONS

- Few shade trees

RECOMMENDATIONS

- Add shade trees
- Add new lighting
- Add improved internal signage
- Reconfigure the parking lot to create landscaped a small island as a decorative rain garden and enhancement
- Partner with tenants to add benches and seasonal planters in the walking mews connecting to Germantown Avenue

PRIORITY 2 — IMAGE & APPEARANCE

2H Parking Lot Improvements (Continued)



Unit Block West Highland Avenue North Side
Turquoise Lot (Parking Foundation)

OBSERVATIONS

- Too much pavement
- Inefficient layout
- No clear pedestrian circulation
- Few shade trees
- Poor lighting

RECOMMENDATIONS

- Reconfigure the parking lot for efficiency/safety and to create landscaped islands as decorative rain gardens and enhancements
- Create specialty pavement around the kiosk and as a walking path to the street
- Add shade trees
- Add new lighting
- Add landscaped screening adjacent to many of the commercial buildings
- Add improved internal signs



Unit Block East Evergreen Avenue North Side
Yellow Lot (Parking Foundation)

OBSERVATIONS

- Too much pavement except for island with trees
- Inefficient layout
- No clear pedestrian circulation
- Few shade trees
- Poor lighting
- Unsightly trash dumpsters (coordinate with new trash compactor)

RECOMMENDATIONS

- Reconfigure the parking lot for efficiency/safety and to create landscaped islands as decorative rain gardens and enhancements
- Coordinate with neighboring property and with new trash compactor to provide more parking
- Screen proposed trash compactor
- Create specialty pavement around the kiosk and as a walking path to the street
- Add shade trees
- Add new lighting
- Screen the parking from the street with landscaping enhancements
- Add improved internal signage
- Enhance the walking mews to Germantown Avenue
- Partner with adjacent properties to accommodate outdoor seating



Unit Block East Evergreen Avenue South Side
Blue Lot (Parking Foundation)

OBSERVATIONS

- Too much pavement
- No pedestrian paving around kiosk
- Few shade trees
- Poor lighting

RECOMMENDATIONS

- Create landscaped islands as decorative rain gardens and enhancements
- Add modular pavement to define pedestrian area around the kiosk
- Add shade trees
- Add new lighting
- Screen the parking from the street with landscaping enhancements



Hilltop Road
Purple Lot (Parking Foundation)

OBSERVATIONS

- Too much pavement
- Inefficient layout
- No clear pedestrian circulation
- Few shade trees
- Poor lighting

RECOMMENDATIONS

- Reconfigure the parking lot for efficiency/safety and to create landscaped islands as decorative rain gardens and enhancements
- Create specialty pavement around the kiosk and as a walking path to the street
- Add shade trees
- Add new lighting
- Add landscaped screening adjacent to many of the commercial buildings
- Add improved internal signage

2H Parking Lot Improvements (Continued)



Unit Block Bethlehem Pike
Private Lot

OBSERVATIONS

- Too much pavement
- Inefficient layout
- No clear pedestrian circulation
- Utility poles within circulation
- Few shade trees
- Poor lighting
- Unsightly trash dumpsters

RECOMMENDATIONS

- Partner with Philadelphia Water Department for a Stormwater Management Incentives Program (SMIP) Grant which could be applied toward stormwater retention under the parking lot. SMIP provides grants to non-residential property owners who want to retrofit their properties to manage stormwater. SMIP grant recipients get financial assistance for the design and implementation of their systems and benefit from lower stormwater fees since their properties will be generating less runoff
- Partner with adjoining commercial properties to expand the grant amount
- Reconfigure the parking lot for efficiency/safety and to create landscaped islands as decorative rain gardens and enhancements
- Create specialty pavement around the kiosk and as a walking path to the street
- Add shade trees
- Add new lighting
- Screen the parking from the street and commercial buildings with landscaping enhancements
- Screen the dumpsters
- Add improved internal signage

PRIORITY 2 — IMAGE & APPEARANCE

2J Public Art

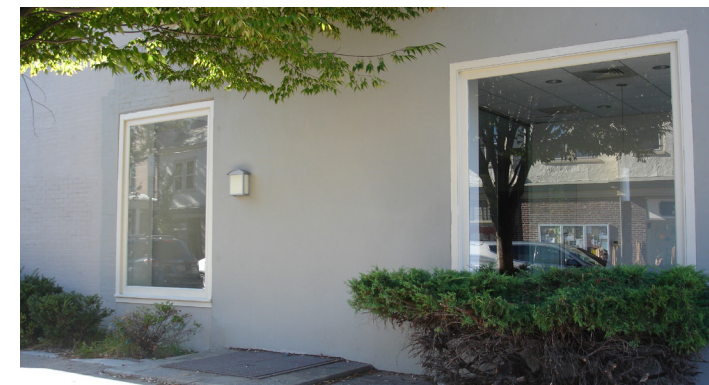
OBSERVATIONS

Members of the Steering Committee have suggested development of a public art program along Germantown Avenue to supplement recent creative additions to the streetscape such as the Wissahickon mural on the south wall of Bredenbeck's at 8126 Germantown Avenue, the Fresh Artists installation on the north side of 8225 Germantown Avenue adjoining the walkway to the Fareway Market, and decorated fiberglass bears remaining from the "ZOO 2" fundraising project of 2008.



RECOMMENDATIONS

- **Use Building Walls:** Create a list of blank building walls and open spaces adjacent to the sidewalk and contact property owners to determine their willingness to allow art installations.
- **Trolley Poles:** We do not recommend using the trolley poles to support light fixtures or art installations. The Route 23 trolley line is officially "on hiatus" but not defunct. Many of the poles have Parking Authority or other signs attached; most of the metal poles are rusted and in need of paint. As the vertical streetscape is already somewhat busy with the proliferation of other elements such as signs and trees with lighting and hanging baskets, we are skeptical about attaching additional elements to the trolley poles or decorating them with new surface treatments other than paint.



PRIORITY 3 — HOUSEKEEPING & ORGANIZATION

3A Maintenance & Painting

OBSERVATIONS

Rust, faded coatings, and peeling paint afflict a number of streetscape elements including trolley wire standards, sign standards, light poles, litter bins, etc.

Although relatively small in area, the negative impact of these unmaintained elements can not be overstated.

RECOMMENDATIONS

Refurbishing and painting streetscape infrastructure elements and site furniture is an effective and relatively inexpensive strategy for improving the overall appearance of the streetscape. Implement a unified color palette to help establish continuity and identity for the Business District (see “Color” in Priority 2, Section 2B.)



PRIORITY 3 — HOUSEKEEPING & ORGANIZATION

3B Curb Elements: Furnishing Zone

BIKE RACKS

Observations

The typical rack shown in the photo has been installed at train stations and various locations on the Avenue.

Recommendations

Continue to install the standard style and add racks near bus stops, playgrounds, schools, and pocket parks



PARKING METERS

Observations

Meters contribute to overall clutter in the furnishing zone and many are rusted.

Recommendations

- Replace meters with kiosks to decrease sidewalk clutter
- If meters must remain, paint gray; if feasible, replace meter heads



Existing meter head



Alternate meter head

SIGN CLUTTER

Observations

SEPTA and PennDOT are responsible for some of the signage clutter in the District.

Recommendations

- Remove and store Direction Philadelphia sign posts where signs are missing
- Paint poles standard color
- Coordinate with SEPTA to include directional signage to rail stations on the Chestnut Hill signs



LITTER BINS

Observations

The Chestnut Hill Historical Society established a standard specification for trash bins years ago, emblazoned with “National Historic District.” The “BigBelly” solar-powered trash and recycling compactor cans provided by the City in 2013 were available only in dark brown.

Recommendations

- Maintain the existing standard style and color (dark green or black) of “Chestnut Hill” bins
- Repair, repaint or replace existing bins
- Investigate performance and success of the “Big-Belly” program by communicating with the Center City District, where foot-pedal operated units will be installed to replace the existing hand-operated containers



NEWSPAPER BOXES

Observations

Also known as “honor boxes,” these dispensers contribute to visual clutter in the furnishing zone.

Recommendations

Consider working with the Chestnut Hill Local and the other newspaper companies to share the design, cost, and maintenance for corrals or “condos” (stacked units) grouping boxes neatly. The Center City District successfully implemented such a plan several years ago.



Newspaper “condo” installed in Center City Philadelphia

PRIORITY 3 — HOUSEKEEPING & ORGANIZATION

3C Street Furniture: Building Zone

PLANTERS

Observations

The combined efforts of the Chestnut Hill District and the Garden District Fund have resulted in an impressive array of well-maintained wooden barrel planters and hanging baskets along Germantown Avenue.

Additional planters and window boxes installed by retail businesses and private property owners contribute to the continuity of greenery and flowers throughout the District in the warm months. However, some of the privately owned containers are worn or damaged.

Recommendations

Encourage private owners to replace damaged barrels with the District standard and paint all the same color.



BENCHES

Observations

Several styles and colors of benches are found up and down the Avenue. Since the 2005 Study the District has selected a standard unpainted wood bench, the “St. George” model by Kingsley-Bate, available in 4-, 5-, or 6-foot lengths.

Recommendations

- Encourage private owners or donors of public benches to specify the selected Chestnut Hill standard bench
- Add benches in underserved areas such as transit stops and the Jenks Block



“St. George” bench by Kingsley-Bate

TABLES AND CHAIRS

Sidewalk cafes and dining are encouraged, but each establishment must obtain a permit from the Streets Department and maintain adequate clear, accessible space for pedestrians.



Projects to Implement Now

Acknowledging that the funding, design, and construction of the relatively ambitious intersection and lighting projects described in Part II of this report will take time, we are recommending several smaller projects to promote for implementation within the next year.

SAFETY & SECURITY

- Pedestrian Crosswalks: Repair/replace spalled concrete, dislodged cobblestones, and uneven paving
- Pedestrian Crosswalks: Replace all crosswalk markings
- Sidewalks: Construct concrete mockups (4' x 4' squares of two or three mixes) to establish one standard sidewalk formula
- Sidewalks: Replace sidewalk in front of one property, using the selected concrete mix and the recommended granite cobble strip along the curb
- Lighting: Replace lamps in selected fixtures at critical intersections and dark stretches of sidewalk as funding allows; install sample light fixtures to confirm fixture style and color temperature.
- Lighting: Install façade lighting at a few selected buildings

Former Trolley Station, 7633 Germantown Avenue

VFW Building, 8217 Germantown Avenue

Chestnut Hill Community Center, 8419 Germantown Avenue

Town Hall, 8434 Germantown Avenue

Wells Fargo Bank, 8527 Germantown Avenue

Bank of America, 8601 Germantown Avenue

8532 Germantown Avenue (formerly O'Doodle's)

TD Bank, 8600 Germantown Avenue

Citizens Bank, 8616 Germantown Avenue

Chestnut Hill Library, 8711 Germantown Avenue

IMAGE & APPEARANCE

- Signage & Wayfinding: Install pedestrian wayfinding signs/kiosks at each of the six SEPTA regional rail stations and at or near the Chestnut Hill Hotel (include map with landmarks, transit stops, etc.)
- Landscape Buffers:
 - Chestnut Hill Plaza (7600 Block Germantown Avenue):* Augment planted buffer for more effective screen of parking lot
 - Shell Gas Station (8019 Germantown Avenue):* Install landscape buffers; at a minimum, provide planted barrels
 - Chestnut Hill Cleaners (8101 Germantown Avenue):* Install landscape buffers; at a minimum, provide planted barrels
- Jenks Block Enhancements: Initiate and complete design phase for replacement of sidewalk with special paving, illumination of wall, and possible installation of benches

HOUSEKEEPING & ORGANIZATION

- Painting: Paint metal streetscape elements including metal trolley standards, sign posts, parking meter poles, and trash bins
- Sign Clutter: Remove and store posts of missing or damaged Direction Philadelphia signs

