

Appendix VII

CHELTENHAM STREETScape DESIGN ELEMENT BINDER

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OVERVIEW

The Streetscape Elements

The following binder of district design themes and streetscape elements is intended to support the general commercial district vision plan established during the Fall of 1999 and Spring of 2000.

District Design Themes

See the full Cheltenham Township Commercial District Enhancement Plan to see the broader goals and objectives of this plan. In specific, a series of design themes, facade enhancement and sign principles have been identified to be implemented in coordination with these streetscape design guidelines.

A Conceptual Design

These streetscape design elements are a conceptual design intended to complement the Cheltenham Township Commercial District Enhancement Plan. They should not be construed as construction documents.

Public Selection Process

These streetscape design elements are prepared to provide a choice of design elements for Cheltenham Township and its four Main Street Design Committees to review, coordinate and select individual elements that address both the not a final selection.

Design Development Process

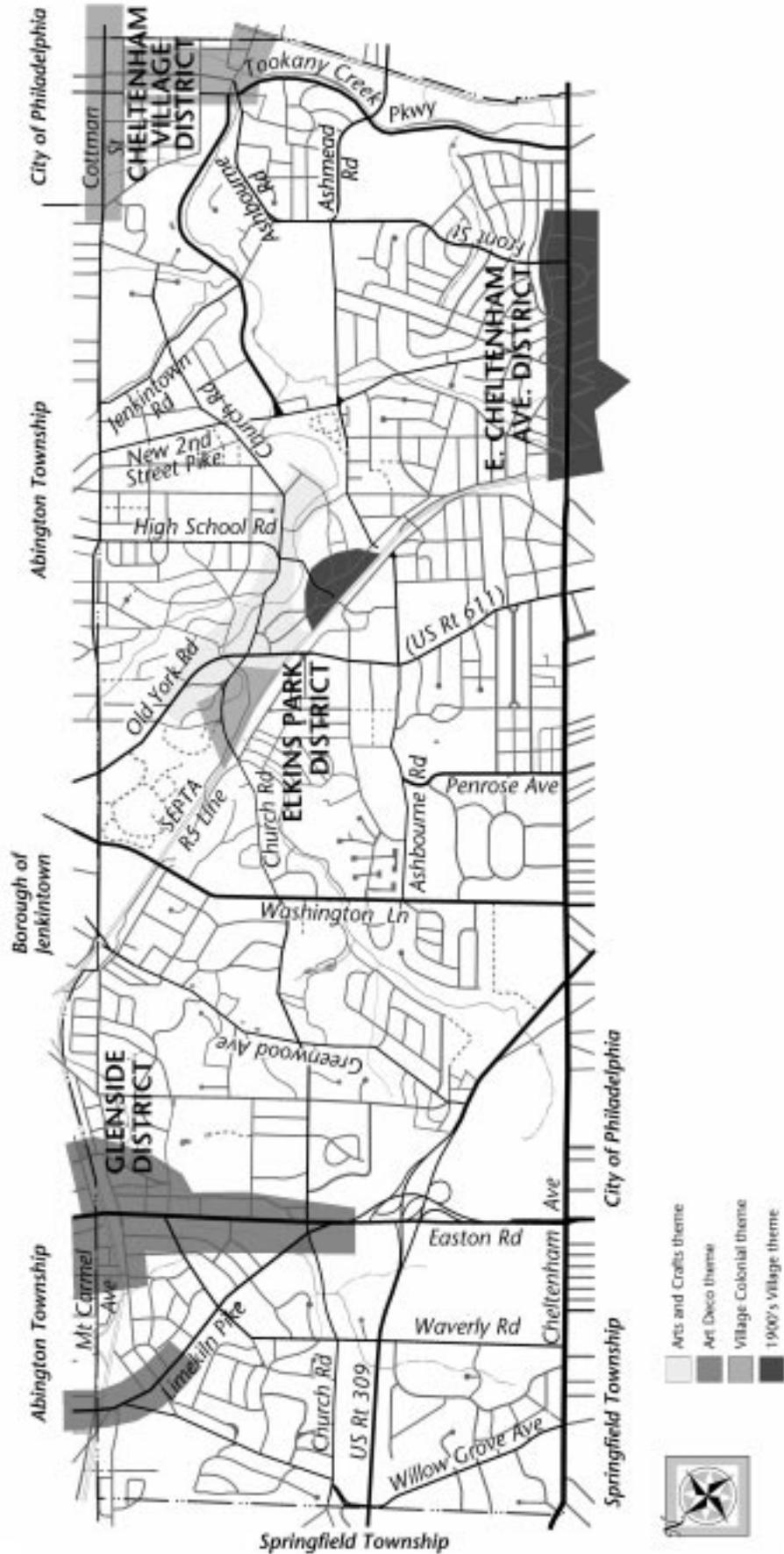
Following the selection of a group of preferred design elements a design development process is recommended to choose materials, colors, heights, sizes, light types etc.

Site Engineering Process

Following the Design Development process a site engineering phase is recommended to identify specific locations of all elements to adhere to sound engineering and landscape architecture principles. Final placement should be based on a good understanding of subgrade and above grade utilities, safety issues and sound planning principles.

Estimate of Probable Cost

For each of the manufactured design elements we have contacted the proposed manufacturer to obtain a cost quotation. Not all manufacturers responded to our request. The information provide on cost is based on a combination of manufacturer cost, installation costs and necessary and related construction items that are typically associated with the purchase and installation of that item. For example, the light fixtures include a cost assumption for sidewalk repairs associated with new electrical wiring. If new sidewalks are covered elsewhere these costs can be reduced. In addition, some of these items may be able to be installed by Township work crews such as benches at lower labor rates than assumed. In the Township cost estimates many of the custom manufactured items are covered in more general cost summaries.



Glenside District Theme

The architectural theme recommended for Glenside is drawn from its 1920's era as a bustling main street shopping area for the Township. It could best be described as Art Deco integrating modern glass globes for street lights, brushed stainless steel features on architectural ornament of buildings and street furnishings. This architectural theme is intended to be an eclectic mix of 1920's Progressive Era designs that include neon signs, pedestrian oriented perpendicular signs, bright colors such as teal/blue and yellow/orange highlighted by satin brushed aluminum and stainless steel.

We envision light fixtures, benches, stone gateway piers and some facade improvements using these types of details. We can envision buildings such as the (Building across from Glenside Hardware), Glenside Hardware, the former bank at Waverly, the H & R Block Building at Glenside Avenue, Humphrey's Pest Control and others adopting this theme to strengthen their facades. We can image this theme reinforcing the 1950's "Golden Age of the Big Car" and the Glenside Auto Show.

Summary

- Introduce an Art Deco Architectural theme for streetscape and selected building Facades
- Use brushed stainless steel and brushed aluminum at architectural details
- Use bright colors such as teal blue and yellow-orange as accents
- Use opaque white globes with curved metalwork at streetlights
- See Streetscape Design Elements binder to view a range of selected designs and images
- See Facade Enhancement Sketches for recommended facade treatments

Elkins Park West District Theme

The history of the Elkins Park West District includes many clues in developing a unifying architectural theme for the district. With one of the oldest structures in the Township, the Wall House dating back to 1682 this area features Cheltenham's colonial heritage. In the 19th century this vicinity became a particularly wealthy suburb with many grand mansions with family such as the Wideners, Elkins, Wanamakers, Curtises and Breyer. In the mid-20th century the Beth Sholom Synagogue became one of the most distinguished landmarks in the township due to its striking design by Frank Lloyd Wright. Wright is well renowned for his designs inspired from the natural features of the land. Certainly this area has a wealth of streams, wooded areas and rock outcroppings that make it remarkable.

These structures have drawn from a number of Architectural stylistic traditions. In developing a district design theme one could choose from colonial architecture, 1900's mansions, a Wrightian natural materials theme. It is our recommendation that Elkins Park West choose to highlight its colonial history along Church Road north of Tookany Creek. In the areas to the south and east of the Tookany Creek and along Old York Road feature an Arts and Crafts Era theme that will draw on the high quality craftsmanship of the 19th century mansions, Wright's Synagogue architecture and the natural features of the area.

Summary

- Feature colonial design theme in the vicinity of the Wall House
 - Antique copper lanterns on wood poles
 - Colonial inspired wood bench construction
 - Colonial era architecture with wood shingle roofs
- Feature Arts and Crafts design theme throughout the district
 - Arts and Crafts era commercial architecture with 2 to 3 story stucco and stone buildings with tile steep pitch roofs
 - Arts and Crafts era wood post and beam type construction details featuring quality craftsmanship and handcrafted metalwork

Elkins Park East District Theme

The architecture in the vicinity of the Elkins Park train station is reminiscent of late 19th century commercial railroad architecture with a blend of Shingle Style railroad buildings and Tudor Style commercial buildings. By accentuating this blend of architectural traditions and reinforcing this theme in the selection of materials and designs for signs, lights, benches and building facades, Elkins Park West can strengthen its identity and create a more vibrant retail environment.

Summary

- Recommended building materials include wood timbers, stucco, stone and brick
- Recommended light fixtures, benches and trash receptacles should emphasize cast and wrought iron with decorative scrolls and curving members
- Metals should be painted black

East Cheltenham Avenue Design Themes

At the November 1999 Public Meeting, the team heard a strong desire to connect the architectural and streetscape design themes to the historic traditions of Cheltenham Township, rather than create a more contemporary design theme. We recommend that an English Village design theme be adopted throughout the East Cheltenham Avenue District to pay homage to Cheltenham, England and to reflect the 19th century influence on historic buildings in the Township. This theme could influence the design of light fixtures, benches, banners, signs and gateway entrances. The design guidelines for facade enhancements should prioritize this design theme when other original architectural styles for a building do not merit restoration. Other specific opportunities to incorporate this design theme include:

Summary

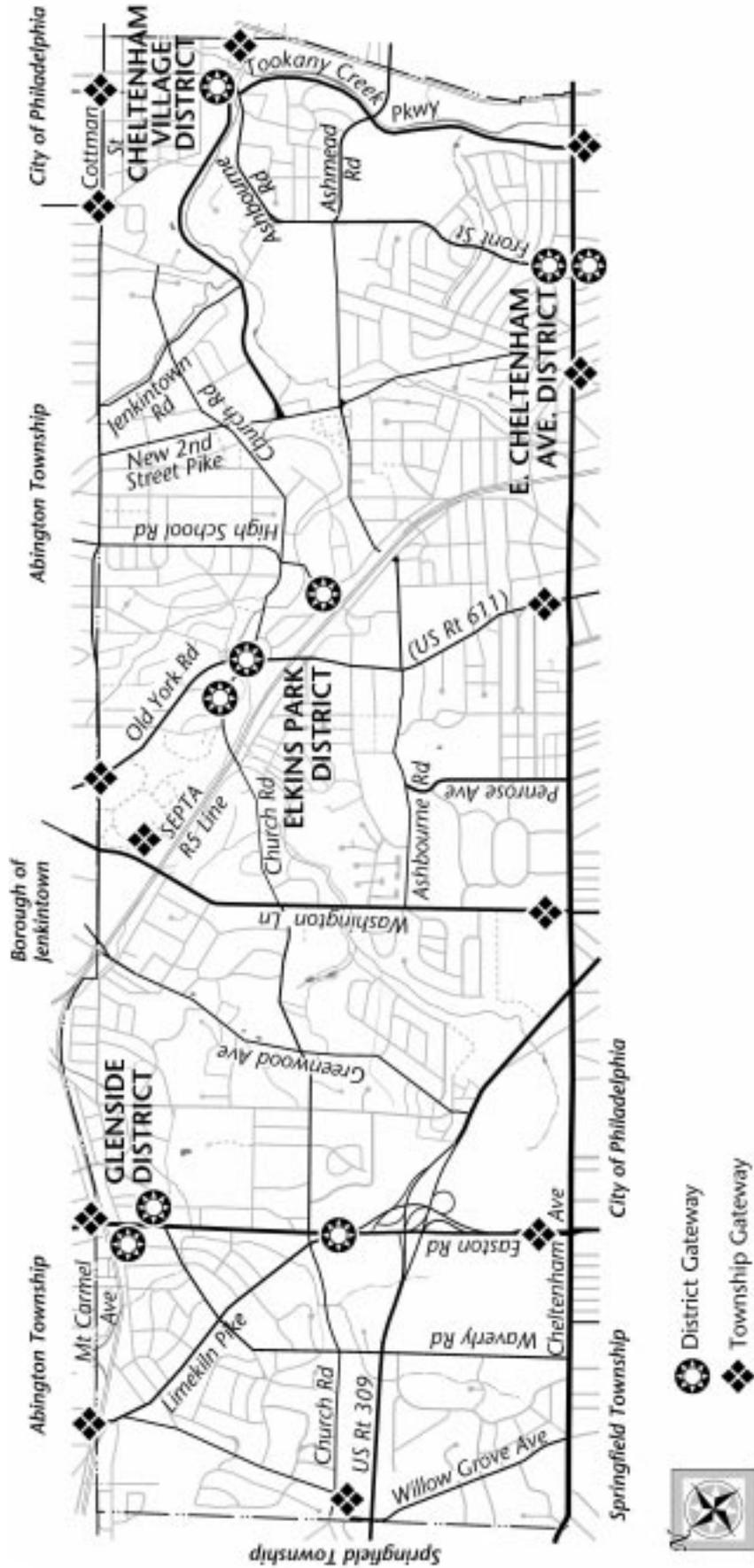
- At the Melrose Shopping Center, facade improvements should introduce smaller scale elements such as brick towers to respond to adjacent residential areas and create visual interest from the street.
- When improving the Front Street facade and sidewalk of the Melrose Shopping Center, we recommend using the English Village design theme while designing a neighborhood restaurant and outdoor café, a kiosk, roof shapes, fences and planter.
- At Cheltenham Avenue near Oak Lane Road a number of the commercial buildings already exhibit English Tudor styles which can fit into the design theme very well.

Cheltenham Village District Themes

Cheltenham Village's name suggests its original and continuing purpose as a village. Any recommendations for commercial district enhancement should be done with a clear understanding of protecting and enhancing its village scale and appeal. Given its early founding in the 1680's as a mill town, this village developed around its water-driven grist mills for local farmers. While some of the architecture dates from its colonial era, much of the street grid and architecture dates to the late 1900's. We recommend a design theme based on a 18th century colonial architecture to emphasize Cheltenham Village's traditional village form and atmosphere. New construction and renovation should draw on these styles and traditions.

Summary

- All design elements should be drawn from the colonial era
- Materials should include aged green copper, wood posts, black iron metalwork
- All elements should feature pedestrian-scaled design elements that reflect traditional construction methods
- Street lights should be copper or bronze lanterns with iron cross brackets on a wood post



Streetscape Elements Cost Summary

PAGE NUMBER	STREETSCAPE ELEMENT	ELEMENT DESCRIPTION	THEME	OPTION	PROBABLE COST
01	STREETLIGHT	Pole-Mounted Single Luminaire	Arts & Crafts Theme	1	\$5,000
02	STREETLIGHT	Pole-Mounted Double Luminares	Arts & Crafts Theme	1	
03	STREETLIGHT	Wall-Mounted Luminaire	Arts & Crafts Theme	1	\$3,500
04	STREETLIGHT	Pole-Mounted Single Luminaire	Arts & Crafts Theme	2	
05	STREETLIGHT	Pole-Mounted Double Luminares	Arts & Crafts Theme	2	
06	STREETLIGHT	Wall-Mounted Luminaire	Arts & Crafts Theme	2	
07	STREETLIGHT	Pole-Mounted Single Luminaire	Art Deco Theme	1	\$3,500
08	STREETLIGHT	Pole-Mounted Double Luminares	Art Deco Theme	1	\$5,300
09	STREETLIGHT	Wall-Mounted Luminaire	Art Deco Theme	1	\$4,600
10	STREETLIGHT	Pole-Mounted Single Luminaire	Art Deco Theme	2	\$4,000
11	STREETLIGHT	Pole-Mounted Double Luminares	Art Deco Theme	3	\$4,200
12	STREETLIGHT	Wall-Mounted Luminaire	Art Deco Theme	2	\$4,700
13	STREETLIGHT	Pole-Mounted Single Luminaire	Art Deco Theme	4	
14	STREETLIGHT	Pole-Mounted Single Luminaire	Colonial Village Theme	1	
15	STREETLIGHT	Pole-Mounted Single Luminaire	Colonial Village Theme	2	\$3,500
16	STREETLIGHT	Pole-Mounted Single Luminaire	1900's Railroad Theme	1	\$4,600
17	STREETLIGHT	Wall-Mounted Luminaire	1900's Railroad Theme	1	\$3,000
18	STREETLIGHT	Pole-Mounted Single Luminaire	1900's Railroad Theme	2	
19	STREETLIGHT	Wall-Mounted Luminaire	1900's Railroad Theme	2	
20	TRASH RECEPTACLE		Art Deco / 1900's Themes	1	\$750
21	TRASH RECEPTACLE		Art Deco Theme	2	\$950
22	TRASH RECEPTACLE		Village Themes	3	\$950
23	TRASH RECEPTACLE		Art Deco Theme	4	\$825
24	TRASH RECEPTACLE		Arts & Crafts Theme	5	
25	BENCH		Art Deco / 1900's Themes	1	\$1,250
26	BENCH		Arts & Crafts Theme	6	
27	BENCH		1900's / Railroad Themes	4	
28	BENCH		Art Deco Theme	5	
29	BENCH		1900's / Railroad Themes	2	\$950
30	BENCH		Colonial Village Theme	3	\$700
31	BOLLARD			1	\$1,200
32	BOLLARD			3	\$1,200
33	BOLLARD			2	\$1,200
34	HANGING BASKETS		Township-wide Standard	1	\$200
35	HANGING BASKETS		Township-wide Standard	2	\$150
36	HANGING BASKETS		Township-wide Standard	1	\$75
37	TRAFFIC SIGNS		Township-wide Standard	1	\$500
38	DISTRICT SIGNS		District Standard	1	\$1,400
39	WAY FINDING SIGNS		Township-wide Standard	1	\$900
40	TOWNSHIP SIGNS		Township-wide Standard	1	\$3,800
41	TOWNSHIP PIERS		Township-wide Standard	1	\$10,000
42	TOWNSHIP PIERS		Township-wide Standard	2	\$10,000
43	TOWNSHIP PIERS		Township-wide Standard	3	\$10,000
44	BANNERS AT LIGHTS		District Theme	1	\$1,000
45	BUS SHELTERS		District Theme	1	\$21,000
46	KIOSK	Typically at district centers	Township Standard	1	\$8,000
47	GAZEBO	Typically along Tookany Creek	Township Standard	1	\$12,000
48	GATEWAY IRONWORK		District Theme	1	\$15,000

STREETSCAPE DESIGN ELEMENTS
