

Jarrettown Action Plan

Upper Dublin, Pennsylvania

A Planning Strategy for creating the
Jarrettown Village District



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Introduction

Founded in the late 1700's, Jarrettown has retained the character and village scale of its colonial heritage. Situated in this picturesque village, the Jarrettown Inn forms the centerpiece of the historic core of a relatively dense grouping of residential and retail buildings.

The Georgian style Inn is a focal point at the major intersection in town, and continues to function as a restaurant and tavern as it has for 157 years.

Appreciating the value of this establishment to the community and recognizing it's potential to serve broader needs, a business partnership approached the Township Planning Committee with a vision for its future almost a year ago.

Acknowledging that the Inn and its property has been used for commercial uses throughout its history, the new vision proposed to restore the building and offer other desirable retail uses such as high-end boutiques, life-style and personal services such as a spa, hair salon, professional offices and exclusive apartments.

The character and scale of the renovated, new and expanded buildings would complement the qualities of the surrounding neighborhood.

The Township Commissioners were extremely enthusiastic about revitalizing this popular site and offering much needed amenities to the community.

The proposed renovation would also improve reinvestment opportunities in the village. However, the Commissioners felt it was important to understand the impact of the development on the surrounding neighbors and asked the Jarrettown Preservation Partners to prepare an assessment of the area surrounding the Inn.

Wells Appel Land Strategies and their consultants were retained to assess the existing area surrounding the Inn and prepare an Action Plan for Jarrettown.

The study area for assessment includes the properties between Broad Street and Mundock Road, no greater than one lot deep as shown on the Location Plan, Figure #1.

The character and scale of the renovated, new and expanded buildings would complement the qualities of the surrounding neighborhood. The results of this assessment form the basis of the planning strategies proposed in this Action Plan. The strategies will achieve the objective of reinvesting in Jarrettown, by enhancing property values, retaining its historical character and making a sustainable village for the future.

As described in the 'Vision for the Future', it was concluded that the area between Broad Street and Rapp Run Creek (southeast of the Jarrettown Inn) along Limekiln Pike and Jarrettown Roads (as indicated on Figure #8) should be designated an overlay zoning district, creating the proposed *Jarrettown Village District*. This area is proposed for several reasons:

1. It comprises the majority of the historic structures in the village that give it its unique character.
2. It encompasses the Inn which has functioned with mixed commercial/retail uses through time and remains the major village attraction.

3. The topography and road alignment offer a sense of continuity through this portion of the corridor. The roadway curves sharply at the stream crossing, the terrain becomes steeper and the character of the area becomes less village-like as it continues toward Mundock Road
4. It provides suitable opportunities to provide pedestrian access.

The Action Plan proposes strategies to implement the Jarrettown Village District overlay, including traffic improvements, design standards, future land use, parking and streetscape elements. The goal is to obtain municipal endorsement, adopt this Plan, and subsequently develop appropriate ordinances to facilitate implementation.

Transportation Setting

The Jarrettown district is centered on the intersection of Limekiln Pike and Jarrettown Road. The limits of the area extend from Broad Street to Mundock Road (see Figure #3). The main thoroughfare in the area is Limekiln Pike (PA Route 152). Limekiln Pike is part of the State highway system and traverses in a north-south direction from Philadelphia to Chalfont. Limekiln Pike through the Jarrettown area is one single lane in each direction, with separate left-turn lanes at Jarrettown Road and at Broad Street. The intersection of Limekiln Pike and Jarrettown Road is regulated by a semi-actuated traffic control signal.

Access to Jarrettown Inn situated at the central crossroads, is provided opposite the Jarrettown Road leg of the intersection. Broad Street, Jarrettown Road, and Mundock Road are all local roads. Limekiln Pike is generally 36 feet in width from Broad Street through Jarrettown Road before narrowing south of the intersection to approximately 26 feet in width. Broad Street is a local road with one lane in each direction on a cartway width of 20 feet. Jarrettown Road runs one lane in each direction on a curb-to-curb cartway width of 27-30 feet. Mundock Road is a local road

with one lane of traffic in each direction on a cartway width of 26 feet.

Traffic flow through the area has improved recently with the widening of Limekiln Pike to provide separate left-turn lanes at Broad Street and at Jarrettown Road, and installation of a traffic signal at the Jarrettown Road intersection. Vehicular queues occasionally develop on Jarrettown Road and on Broad Street during the morning and/or afternoon peak hours because of higher volumes of traffic; however, general traffic flow in the area is moderate.

Improvements to the area to consider include the following: along the Limekiln Pike corridor (see Figure #3), consideration should be given to expanding the cartway for curbs and sidewalks on both sides of the roadway to interconnect the land parcels along both roadways. Other considerations would be consolidation of access driveways through the various parcels and rear access connections between parcels to facilitate flows between the parking areas of potential development parcels without affecting traffic flow on Limekiln Pike.

This recommendation could be implemented in the future, possibly through an ordinance that would encourage, but not make mandatory, such consolidation.



Southwest View of Broad Street



Northwest View of Limekiln Pike



Southeast View of Limekiln Pike

Market Assessment



Northwest View of the Intersection of Limekiln Pike and Jarrettown Road



1446 Limekiln Pike

The proposed Jarrettown district incorporates approximately (22) parcels of land all of which are improved with some type of structure. They presently include some limited retail, offices, professional and institutional uses, but are predominantly residential in character, as shown on Figures #6 and #7.

It is anticipated that the existing improvements can be adapted without substantial change or alteration to serve as a “community center” for this historic, well-established area.

A number of these properties are presently available for sale or lease and the area is presently a “mixed use” area without specific limitations. The adaptive reuse of existing structures should be encouraged. This will serve to preserve the existing historical character and support the economic revitalization of Jarrettown.

Contemplated improvements will allow for improved access from one parcel to another with the installation of walkways, and parking that will be accessible for shoppers and patrons of the

small neighborhood businesses that will populate the area. It is contemplated that most of these facilities will be small retail and personal service establishments that will serve the existing residents of surrounding neighborhoods.

It is not anticipated that there will be one large facility which could dominate this area, although it is expected that an upscale neighborhood restaurant in a renovated, historic building, will continue to serve as an attraction.

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There should not be a limitation on new construction which may be an addition or a replacement for a functionally and economically outdated improvement, but the emphasis should be on utilizing the exterior structure of what presently exists except in a few isolated cases.

The existing parcels as presently situated lend themselves exceedingly well to an overall village-type development without substantial structural alterations.

If these buildings were to be demolished under the existing Zoning Code of the Township there would be considerable changes necessary as a result of setbacks, side yards, rear yards, parking and removal of existing trees.

The advantages of utilizing what presently exists as part of the overall plan would be a tremendous asset to the Township and the existing neighborhood - encouraging



1417 Limekiln Pike

financial investment & sustainability. The Village concept anticipates using structures that are in place and where possible having parking areas that serve more than one property.

The whole concept anticipates “user friendliness and accessibility” without destroying the character and integrity of the existing neighborhood.

One of the ways in which this can be done is through an overlay concept which has been utilized by contiguous Townships. The proposed

overlay districts are discussed in the section of this report. The configuration of the immediate neighborhood with the road pattern does not require any substantial road changes. It will simply incorporate and enlarge the types of uses to which the existing structures can be readily adapted.

A traffic study indicates that the roads serving this area, mainly Limekiln Pike (State Route 152), Jarrettown Road and Broad Street are not traffic problems in spite of intensive residential development surrounding this area.

JARRETTOWN

Environmental Assessment

Jarrettown is located in the northern central portion of Upper Dublin Township in a primarily relatively low-density residential community. The surrounding topography consists of gently sloping terrain, without significant steep slopes. The Rap Run stream crosses Jarrettown and Limekiln Pike just south of their intersection and a corridor of vegetation straddles the water course (see Figure #4).

The 100-year floodplain follows the stream as indicated on the Environmental Analysis Map.

The majority of the Township lies on the Stockton geologic formation which is one of the best aquifers in the county and used as a source of public water for surrounding areas.

Currently, public sewer is available on Jarrettown Road east of the intersection of Limekiln Pike. It picks up on Limekiln Pike to south of the intersection with Jarrettown Road but is not available on

Limekiln Pike north of the intersection.

Bucks County Water and Sewer Company now operates public sewers rather than the Township.

Public water is available on Limekiln Pike from Mundock Road heading north to just below Rapp Run where it cuts across private property to avoid the stream. It meets Jarrettown Road east of the intersection with Limekiln and continues east along Jarrettown Road.



Creek behind 1515 Limekiln Pike



Culvert at creek adjacent to Jarrettown Inn

Land Use and Zoning Assessment

The Jarrettown district is a primarily low-density residential village with some mixed uses and a small commercial core at its major intersection.

Land uses include retail (restaurant, gift shop), institutional (two churches, a synagogue, an elementary school), mixed use, and open space.

Mixed uses are comprised of professional services combined with residential (notary public, contractor). There are a few multifamily residents where single family homes have been converted into apartments.

A high-density residential townhouse development, Dresher Estates, and a large public park, Mondauk Common, are located just north of the village.

As indicated on the Existing Land Use Plan, the mix of uses based upon observation is approximately as follows:

Use	#Bldgs.
Single Family Residential	25
Multi-Family Residential	4
Mixed Use	1
Commercial/Retail	3
Institutional	2

Based upon these findings, 25% of the existing land uses in the district are non-residential or mixed use.

The entire village area is zoned A – Residential District. The dimensional requirements of the district have contributed to the physical development of the crossroads.

Reg's & Req's - 'A' District

Setbacks

Min. Lot area	26,000 sq. ft.
Min. width @ bldg. line	120 ft.
Min. front yard	50 ft.
Min. side yard	25 ft.
Min. rear yard	50 ft.
Max. bldg. ht.	
Principle	35 ft.
Accessory	20 ft.
Max. bldg. cov.	15% of Lot Area

A 50-foot minimum front yard setback allows for parking between the roads and buildings.

Additionally, low permitted building coverage percentages limit the intensity of uses in Upper Dublin Township.

Existing structures in the village are primarily residential with the Jarrettown Inn being the major commercial establishment at its center. Many of the buildings date back to the mid-1800's with the Inn being built in 1847.

The buildings vary in their setbacks from the roadway, the Inn being closest to the street approximately 30 feet from the road edge. A large parking area extends behind and to the north of the Inn as well and a small lot is located in front of the existing gift shop.

Recent development in the vicinity includes a few new homes in the development west of and contiguous to the Jarrettown Inn the Dresher Estates townhouse development north of the village.

JARRETTOWN

Building Assessment

Jarrettown village was founded in the late 1700's and is located at the intersection of Limekiln Pike and Jarrettown Roads. Limekiln Pike was constructed in 1693 to haul limestone from the kilns in Fitzwatertown through this farming community on its journey to Philadelphia for processing.

Jarrettown is fortunate to have retained a portion of its historic character and village scale. The Jarrettown Inn forms the centerpiece of the remaining two block historic core of a relatively dense grouping of historic residential and commercial buildings. 19th and early 20th century structures extend north and south along the original roadways with less concentration and larger lots typical of suburban density.



Property near the intersection of Limekiln Pike and Mundock Road



The Jarrettown Inn (intersection of Limekiln Pike and Jarrettown Road)

JARRETTOWN

Many of the buildings inside and immediately adjacent to the village are remarkably intact and exhibit a range of 18th and 19th century architectural styles: simple two story stone and wood colonial houses, many with wood porches and dormers, front directly on the roadway; the Georgian style Jarretton Inn, built in 1847, made of red brick, painted trim and (later) wraparound porches, continues to function as a restaurant and bar, as it has for 157 years; the adjacent colonial period stone horse barn with its stucco walks and shed roof; the Victorian style brownstone and slate-roofed Presbyterian and Methodist churches with bell towers.



1407 Limekiln Pike



A mix of 20th century stucco residential, commercial and institutional buildings in fill available space, but do not dominate Jarrettown's scale or character until well clear of the historic village center.

Intersection of Limekiln Pike and Mundock Road; adjacent to Jarrettown United Methodist church.

JARRETTOWN



1515 Limekiln Pike



1404 Limekiln Pike



1461 Limekiln Pike



1407 Limekiln Pike

JARRETTOWN

Landscape Assessment

The landscape of Jarrettown reflects its residential “village” character. It is comprised primarily of planting associated with private residential properties that extend to the streets.

The few commercial establishments, located in historic buildings at the crossroads of Jarrettown and Limekiln roads, such as the Jarrettown Inn, are not identifiable by a change in scale

or character of the landscape or streetscape features. The only coordinated streetscape improvements within the district are decorative traffic signal/sign poles at the intersection of Limekiln Pike & Jarrettown Road. Other than these poles and the Jarrettown Inn, the site lacks features that identify the arrival to this historic village or reinforce its sense of place.

There are no sidewalks along Limekiln Pike to provide access

to the commercial establishments at the crossroads or to Mondauk Common from the surrounding residential community. Concrete walks are located along Jarrettown Road, which is residential in nature.

The village also lacks street trees, with the exception of three young trees planted along the gravel lot adjacent to the Jarrettown Inn. A constraint limiting the implementation of street trees is the low overhead utility lines on the east side of Limekiln Pike. However, smaller understory trees could be planted that would not interfere with the overhead wires.

Street trees could be planted along the west side of Limekiln Pike and Jarrettown Road, assuming there aren’t conflicts with underground utilities. The width of the street public right-of-ways would need to be confirmed to determine the availability of adequate space for planting and sidewalks.



1404 Limekiln Pike (Amberside)



East view of Broad Street

JARRETTOWN



Jarrettown Inn

Currently, there is a stockade fence and vegetation surrounding the Jarrettown Inn and gravel lot, partially screening the property from adjacent neighbors. Additional buffering may be considered if the property is to be developed in the future.

There is no vehicular or pedestrian lighting at the village crossroads or throughout the district. Signage is limited to

traffic signs and the few commercial establishments.

The signs are inconsistent in character, such as the colonial style wood signs on the Inn site and makeshift signs for the adjacent gift shop and water ice store.

Most of the historical buildings (residences, Inn and preschool) are consistent in scale, material and color and have compatible

architectural integrity.

Many structures are stone, clapboard or stucco, painted browns and earth tones with shingle (cedar) roofs. Other streetscape elements, such as awnings, signs and building color vary in nature, for example, the green awnings on the Hotel and purple windows and door on the adjacent gift shop.



North side of Limekiln Pike between Broad Street and Jarrettown Road

Jarrettown: Vision for the Future

As part of William Penn's original land grant, Jarrettown's history plays an important role in the evolution of Upper Dublin Township. Jarrettown continues to retain its historic character and village scale as development pressures increase. This quality is reflected in its rich collection of remarkably intact buildings that exhibit a range of 18th and 19th century architectural styles.

Jarrettown's existing character is primarily a residential village mixed with small-scale professional services, religious and educational institutions, and commercial establishments such as the Jarrettown Inn. The goal for Jarrettown should be to enhance these assets and opportunities to thrive in the future.

In an effort to both support and encourage the economic revitalization of the village and retain its historical character, strategies can be implemented to encourage both reinvestment and future growth while retaining its valuable historic assets. Design guidelines could be developed that would serve to encourage renovation and expansion of existing buildings while retaining their historical character. Adaptive reuse of existing buildings for mixed uses, such as residential

uses, professional services, small-scale, high-end shops, specialty services, galleries, cafes and restaurants would promote revitalization of the town and retain its unique character. Jarrettown is striving to establish a level of quality that is consistent with its market aspirations; therefore the establishment of design criteria is essential.

One strategy to achieve these goals is the creation of an overlay zoning district that would designate a portion of the town as the "Jarrettown Village District" as indicated on Fig. #8. The Village District (a small district with the Assessment Area*) would include the historic Jarrettown Inn, both sides of Limekiln Pike and would extend from Rapp Run Creek to Broad Street.

The small-scale, high quality services, retail and dining establishments would be encouraged within the same guidelines for adaptive reuse of buildings to preserve existing historical features.

Established guidelines would ensure that new development and adaptive reuse of existing buildings would preserve and complement the scale, materials, style and architectural integrity

currently found with Jarrettown. A strategy such as this achieves the objective of reinvesting in Jarrettown, by enhancing the value of properties, retaining its historical character and making Jarrettown sustainable into the future.

Through collaboration between the businesses, community organizations, and government agencies, the village district can be enhanced to retain an attractive residential neighborhood and provide high quality services, shops and restaurants for the surrounding community.

By establishing a future plan for circulation, parking, landscaping and streetscape enhancements, private and public initiatives for upgrading, expansions, new development and road improvements can be implemented to create a vitalized Jarrettown.

Jarrettown Village District can maintain and enhance its character as an attractive community with a diverse mix of higher-end retail and personal services as a source of quality goods and services for its residents. Large-scale retail stores are inappropriate and a wider variety of small-scaled, high-end retail, restaurants and professional and personal service establishments sought. New establishments in

the village district should provide only benefits to the existing community of mixed uses.

A more distinctive, cohesive and attractive streetscape will create a stronger sense of identity and encourage use. Road improvements should establish a uniform roadway edge and uninterrupted stretches of sidewalk, lined with street trees, decorative lighting, signage and furnishings.

As buildings are renovated and new development occurs, they should be brought closer to the street to reinforce the edge. On- street, parallel parking should be provided where feasible. Concurrently, parking lots should be moved behind buildings and consolidated into shared and linked parking lots, with fewer access points onto the roadway.

Existing garages and other accessory buildings on residential properties should be considered candidates for small retail or professional service shops and expanded with established design guidelines. This will reinforce the quality and density that gives the Jarrettown its village charm.

Jarrettown should become a walkable village, encouraging pedestrian access from the surrounding residential community. Providing sidewalks along the streets that extend through residential areas and facilitating access from one parcel to the adjacent, patrons can park once and walk throughout the district.

* Having completed a comprehensive assessment of a larger study area, the quantity and quality of historic buildings, along with the spatial quality, geometry of Limekiln Pike and the opportunities for pedestrian access suggest a Village District that is somewhat smaller than the Assessment Area.

Traffic Improvements

While traffic flow through Jarrettown is generally satisfactory, a variety of public and private improvements are recommended to facilitate traffic movement, parking, access and pedestrian connections. Proposed improvements to the area include the following:

Provide sidewalks through the Village District, connecting Jarrettown Road to Broad Street. Providing a safe means of pedestrian access along all roads is critical. Sidewalks leading to the entrances of all existing and future businesses will encourage more people to walk from their homes to restaurants, shops and offices within the District and to public parks and playgrounds, especially nearby Mondauk Park.

The addition of sidewalks also supports the top three goals of the Upper Dublin Township Open Space and Environmental Resource Protection Action Plan, 1994 (currently being updated):

1. Every resident should be able to walk safely, within a half-mile radius, to at least one neighborhood playground or school playground.
2. Every resident should be able to walk safely, within a half-mile radius, to at least one neighborhood or community park to satisfy both active and passive recreational needs.
3. Sidewalks and crosswalks should be installed where high-volume streets make pedestrian access to parks and playgrounds difficult or dangerous.

Expansion of the Limekiln Pike cartway for installation of curbs and sidewalks on both sides of the roadway should be considered a priority. The addition of crosswalks at the intersections on Limekiln Pike and Jarrettown Road and at Broad Street should also be considered.

Consolidate multiple access driveways and minimize curb cuts through the various parcels within the Village District. These encourage too many turning motions across heavy traffic, resulting in traffic backups.

Provide rear access connections between the parking areas of potential development parcels without affecting traffic flow on Limekiln Pike. As retail or service establishments develop, properties along Limekiln Pike should

consider developing interconnected parking to the sides and rear. This will facilitate flows between parking areas and allow patrons to visit more than one business without affecting traffic flow.

Design Standards

Goals for creating the Overlay District:

- Promote the retention of historical integrity in the context of proposed land uses and/or structural changes. The proposed uses include the following:
- High-end / boutique, specialty, life-style and personal service type commercial retail uses – spa, hair salons, accessories, apparel, gifts, etc.
- Promote gourmet type restaurants.
- Promote professional office uses: lawyers, accountants, real estate, etc.
- Promote luxury apartments: large units with amenities.
- Provide incentives for the continued use of historic resources and to facilitate their appropriate reuse.
- Promote economic investment in Jarrettown, enhance property values, and promote future viability and sustainability.
- Encourage the conservation of historic settings and landscapes.
- Discourage the unnecessary demolition of *historic resources*.

Criteria for evaluating adaptive reuse and new construction in the proposed Jarrettown Village District:

BUILDING CRITERIA:

1. **Form Relationships**

- a. Height: The height of buildings or alterations are to be considered in relation to the average height of adjacent existing buildings, and the building being constructed or altered.
- b. Proportion: (1) The relationship between the width and height of the front elevations of adjacent buildings is to be considered in the construction or alteration of a building; (2) The relationship of width to height of windows and doors of adjacent buildings is to be considered in the construction or alteration of a building.
- c. Direction of Front Façade: Structural shape, placement of openings and architectural features give a predominantly vertical, horizontal or angular character to the building's front façade and are to be considered in the

construction or alteration of a building

- d. Roof Type: The similarity or compatibility of roof types in the immediate area shall be considered in the construction or alteration of a building. New roof materials should match existing roof materials. All buildings should have pitched roofs compatible with surrounding buildings, with either overhangs or cornices to give visual interest. Variety in roof lines is a compatible characteristic; variety in ridge heights, cupolas, skylights and monitors, and dormers (where real) are examples of this design intention.

2. **Visual Appearance**

- a. Pattern: (1) Alternating solids and openings (wall to windows and doors) in the front façade of a building create rhythm observable to viewers. This pattern of solids and openings in the front façade is to be considered in the construction or alteration of a building;

- (2) Variation of spacing between buildings in the immediate area is to be considered in the construction or alteration of a building.
- b. Materials, Texture and Color: Materials for new construction should be similar to the types and textures of materials used within the District. Renovations, restorations and maintenance work should make every effort to match existing materials and textures. The range of colors should fall within the range established by a new advisory group - Design Review Committee. A building or alteration shall be considered to be compatible if the building materials used are appropriate in the context of other buildings in the immediate area.
- c. Architectural Features: Architectural features, including but not limited to, cornices, windows, shutters, entablature, prevailing in the immediate area, shall be considered in the construction or

alteration of a building. It is not intended that the details of old buildings be duplicated precisely, but they should be regarded as suggestive of the extent, nature and scale of details that would be appropriate on new buildings or alterations. Details should be consistent with the period and style of the architecture involved and should harmoniously relate to adjacent buildings.

- d. Continuity: Physical elements such as fences, vegetation, or building facades may combine to form lines of continuity (i.e. a “street wall”) along a street. These elements should relate from one site to another to provide overall visual continuity.

SITE CRITERIA:

1. **Spatial Relationships**
- a. Setbacks: The front, side and rear setbacks shall be considered in relation to the prevailing setback existing in the immediate area. In Jarrettown’s “Retail Core”, buildings should be located at (or very near) the new sidewalk

line or the same distance from the road edge as the existing Jarrettown Inn, 25 to 30 feet from the edge. Other than small setbacks and small open spaces for variety, no large open spaces and especially no parking lots should be located along the retail center streets, except if it possible to create on-street parallel parking This applies particularly to Limekiln Pike and Jarrettown Road.

- b. Site Organization: The organization of buildings, drives, parking areas, walks, service areas and other site components should have a functional, safe, and harmonious interrelationship, and be compatible with existing site features and adjacent buildings.
- c. Building Alignment: Alignment or directionality of the major axis of a building should be related to the prevailing orientation of adjacent buildings.

2. Visual Appearance

- a. Preservation of Existing Features: Important site features such as stone walls, street trees, shrubs, and other features of the townscape should be preserved.
- b. Site Structures: New site structures should be of appropriate materials and scale, and be appropriately located in relationship with the site and streetscape.
- c. Planting: Use of plant materials should be encouraged to provide an overall setting within the streetscape. Planting composition should be complementary to the scale and style of the buildings.
- d. Screening: Storage areas, service areas, trash receptacles, parking areas and similar accessory structures and uses should be screened from street views and adjoining properties with planting, fences or walls.
- e. Paving Materials: Choice of paving materials should consider the need to delineate pedestrian and vehicular areas while maintaining consistency throughout the district.
- f. Signs: Design and placement of signs on buildings should:
 - Be limited to the number and amount of information per building,
 - Relate size to pedestrian scale;
 - Relate proportion and location to complement the building's composition and architectural details;
 - Consist of materials and be limited to colors which are appropriate to the façade design and materials;
 - Use lettering styles, sizes and composition which relate to pedestrian scale architectural style within the district;
 - Be illuminated externally.
- g. Awnings: Design and placement of awnings on buildings should:
 - Fit within the structural frame of the building.
 - Not cover any of the elements of the building façade.
 - Give shelter to the sidewalk.
 - May include words and symbols, but they must fit on the vertical face.
 - Colors should complement and enrich the façade. Color studies, in keeping with those for signs and buildings, are needed.
- h. Sidewalk Signs (sandwich boards), outdoor café furniture, outdoor retail displays and planters should:
 - Be designed to complement the buildings and the street.
 - Include a presentation of possible design choices to give helpful guidance to retailers and the community

GENERAL CRITERIA

1. Building and property owners should be encouraged to add mixed uses such as small retail and personal service offices in the district. Blank facades are not acceptable along the pedestrian way.
2. Buildings should be made of forms that have some use; false elements, such as empty dormers or blank windows, are not acceptable.

Future Land Use

On the whole, the existing character and land use of Jarrettown will remain the same and be enhanced. A major proposal for improving and enriching the community would be the establishment of the Jarrettown Village District. This will encourage the restoration and adaptive reuse of existing buildings while retaining their historic qualities; promote the development of high-end specialty retail and service establishments, gourmet type restaurants, professional office uses and luxury apartments; encourage reinvestment and revitalization of the Town; encourage limited expansion of the commercial area in Jarrettown within design standards compatible with the existing character and enhance the streetscape to provide a safe, attractive and accessible community.

The redevelopment of the Jarrettown Inn and barn into a gourmet restaurant, high-end retail uses such as boutiques, spa, salon, gift and apparel shops. The plan envisions the restoration of the Inn, partial reuse of the existing barn, and the addition of a new commercial

building along Limekiln Pike with first floor retail with residential above.

The expansion/renovation of existing accessory buildings on residential properties for professional office use, artist studios, real estate offices and other compatible uses. The addition/expansion of exiting homes to provide the above services and amenities.

The installment of sidewalks, street trees, crosswalks, curbs, lighting, signage, benches, planters, banners, bike racks and other streetscape elements. The addition and relocation of parking lots behind existing and proposed buildings. The consolidation of access drives and curb cuts.

The proposed future plan for Jarrettown Village District indicates the introduction of several new buildings along the Limekiln Pike corridor and intersection with Jarrettown Road. These include adaptive reuse, additions and expansions of existing structures to increase opportunities within the retail center.

Many of these structures are intended to create a more continuous facade along the streetscape. This continuous facade will serve to distinguish

this portion of the roadway from the surrounding residential area, giving more of an identity and sense of place to Jarrettown.

The visual stimuli of buildings close to the street combined with streetscape improvements will cause drivers to slow down as they pass through the area take note of their surroundings. A continuous row of facades also encourages pedestrian activity as they walk past storefronts and window-shop.

Parking

A significant change in thinking regarding the design for parking within Jarrettown District is proposed. The change is intended to achieve the compatible goals of reducing turning motions long the arterial roads and encouraging and supporting pedestrian access. Parking should be located to the rear and sides of buildings wherever possible, so a continuous building façade can be maintained along the street.

Implementation

Zoning

As described in the Vision for the Future, to implement the Jarrettown Village District concept, we recommend the creation of an overlay district defined to facilitate this development (outlined in *Figure #8*). The details of the ordinances would be drafted for review and adoption by the Township Commissioners. Wells Appel Land Strategies and their consultants would assist the Township in developing the ordinances.

Funding Improvements

Primary funding for planned road improvements and sidewalk construction in the Jarrettown Village District could come from PennDOT's county road fund pool. Some funding may be available from the (TEA-21) transportation program, which includes funding for a wide range of transportation improvements and enhancement projects, including those geared toward pedestrian travel. PennDOT distributes all federal highway and TEA-21 Funds and all state road improvement funds. In Montgomery County, eligible activities are designated by the County and the Delaware Valley Regional Planning Commission.

Other improvements undertaken in the Jarrettown Village District should be coordinated with any already planned roadway improvements to assure that project elements are financed economically. For example, water and sewer installation, sidewalk installation and landscape enhancements should all be coordinated to avoid placing features that will soon need to be disturbed for other improvements.

Streetscape Improvements

Many of the streetscape improvements recommended for the Jarrettown Village District will require the expenditure of public money. Appropriate sources of these funds include the federal government - through PennDOT and HUD programs - the Commonwealth of Pennsylvania, Montgomery County, and Upper Dublin Townships. Efforts should be made through the State Representative's office to identify commercial district streetscape improvements to be given priority for Penn DOT and TEA-21 financing and for inclusion in the PA and Montgomery Redevelopment Assistance Program.

Funds for special redevelopment projects are considered by the State legislature for inclusion in the programs of the State Department of Community and Economic Development (DCED) or for larger investments in the PA Capital Budget Redevelopment Assistance Program every 3-4 years. Typically, up to 50 percent of funding may be provided.

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The cost of some Jarrettown streetscape improvements may be significantly lessened if completed with township road crews and equipment. However, because many of the recommended streetscape improvements exceed the level of improvement typically made by public agencies, or require the use of better quality materials than those funded publicly, some transference of these costs to beneficiary private owners may be appropriate. Special assessments might be established to finance improvements such as sidewalks, landscaping, pedestrian crossings, etc. Through this mechanism, Upper Dublin Township would issue a bond to cover the costs of certain infrastructure improvements that benefit Jarrettown Village District property owners. Property owners whose properties were directly affected by the benefit would pay an additional assessment as part of their property taxes to pay off the bond over a ten-year period.

Many of the recommended physical improvements - banners, street trees and plantings, benches, etc.- are relatively inexpensive items that can be financed by individual

participants or project sponsors. Local service clubs are typically very successful in organizing fund-raising efforts for comparatively inexpensive and highly visible community projects. Individual businesses may also sponsor these types of improvements, which serve as an effective additional form of advertising within their area.

The coordination of shared parking is recommended as a means to reduce vehicular congestion and facilitate pedestrian travel to multiple businesses within Jarrettown Village District. These types of arrangements require the joint participation of several property owners and the determination of how any improvement costs are to be distributed. In some cases, township participation may be required to finance necessary improvements. Local financial institutions should be approached to determine their interest in developing a special loan program for such shared cost projects.

By creating a vehicle through which financing for a particular project is underwritten as a single loan to multiple property owners - with each participant responsible of his proportionate share of the project's cost - local banks can help expedite the process which would, typically, require each participant to individually seek his share of project financing. Additionally, this packaged lending approach may meet Community Reinvestment Act requirements, especially if offered a slightly discounted interest rates.

Acknowledgements

Project Team

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Ward 5

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William J. Bryers,

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Appendices

I. The History of Jarrettown

II. Jarrettown Village District Historic Properties

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Jarrettown Village District Historic Properties

Note: Following properties are taken from Upper Dublin Township and are found within the proposed Jarrettown Village District.

1. Francis T. Prendergast
1407 N Limekiln Pike
2. Joseph F. Manero
1417 N Limekiln Pike
3. Giuseppe Randazzo
1425 N Limekiln Pike
4. James B. Geppert
1422 N Limekiln Pike
5. Mark & Amy Mackey
1404 N Limekiln Pike
6. Charles & Mary Winslow
1410 N Limekiln Pike
7. Mark & Lynne Dunn
1515 Jarrettown Road