

BERNARDON

A DIVISION OF CORE STATES GROUP

ARCHITECTURE

INTERIOR DESIGN

LANDSCAPE ARCHITECTURE

DESIGN NARRATIVE SUPPLEMENT

Project Name: 330 West Market (Mitch’s Gym Redevelopment)
Project No.: 2300.00-22
Date of Issue: August 22, 2023
Prepared by: Doug Lawton, AIA | Project Manager
Phone No. (610) 765-4856 E-Mail: dlawton@bernardon.com

The following outlines the applicable and relevant design standards set forth in the HARB Design Guidelines and the HO-60 Supplementary Design Guidelines and describes the manner in which the project, 330 West Market successfully complies to the intent of the standards.

HARB Design Guidelines for West Chester

Chapter I: Introduction

Page 6: “This document is not to be used as a strict and rigid rule book”

Bernardon: Per Chapter I of the HARB design guidelines, the document provides guiding principles, not a set of strict rules.

Chapter IV Design Guidelines, Section C, Guidelines for New Construction

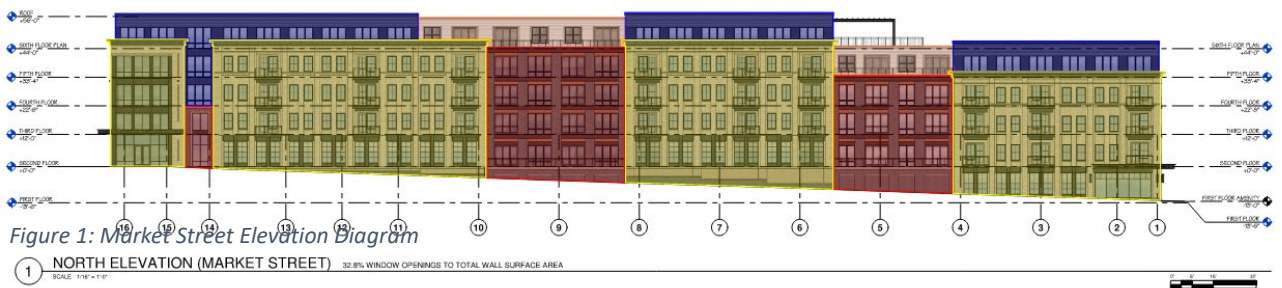
1. Visual Relationship Between the Old and New:
 - a. A new building should relate visually to neighboring contributing historic buildings.
 - b. The most successful new buildings in historic districts are ones that are clearly modern in design but compatible with and sensitive to the character of the Historic District.

Bernardon: The proposed building is not within the HARB district and the neighboring buildings. However, the design utilizes many of the guiding principles encouraged in the HARB Design Guidelines. The architectural style of the building has building elements that are traditional and building elements that are more modern, both of which are compatible with and sensitive to the character of historic West Chester, as encouraged by the design guidelines.

2. Scale and Massing of Large Buildings:
 - a. Large buildings should be designed as a series of masses or building elements compatible with the immediate streetscape.
 - b. Where a large building in the Historic District is unavoidable, the mass of the proposed structure can be broken down into traditional building blocks that relate to the scale of the streetscape, thereby blending into its context.



Bernardon: *The diagram below illustrates how the overall massing of the building façade is broken down by a series of smaller masses. These smaller masses are broken down further by building elements, such as pilasters, window fenestration, inset balconies, and intermediate cornices to relate to the scale of the streetscape.*



3. Replicating Historic Buildings:

- a. The design of a new building should not be an exact replica of any existing building within the district. However, a new structure's design may be inspired by historic building designs and features and may be traditional in form and detailing.

Bernardon: *The proposed design draws inspiration from The Loutrel Hotel, which is an upscale luxury hotel in the historic district of Charlestown, SC. This architectural style also compliments buildings in West Chester and incorporates many of the traditional details found throughout the Borough including brick soldier courses, corbeled brick patterns, accent bands, cast stone window sills, and wall copings.*



Figure 2: The Hotel Loutrel



Figure 3 corbeled brick pattern



Figure 4: brick soldier course



Figure 5: horizontal accent band

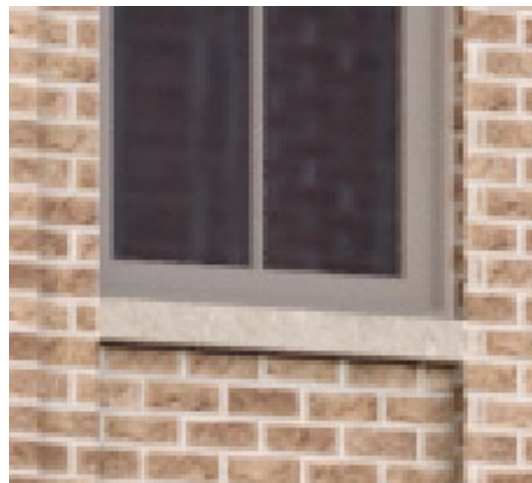


Figure 6: cast stone window sill

4. Relationship of Additions to Historic Buildings (not applicable)

5. Building Placement and Setbacks

5.1 New Construction

- a. New construction in the district should follow the precedent of adjacent lots.

Bernardon: The setback of the adjacent buildings along the 300 block of West Market Street is atypical of the borough of West Chester. The proposed building aligns with the build-to-line on West Market Street and follows the precedent of existing buildings on the 200 and 400 blocks of West Market Street.

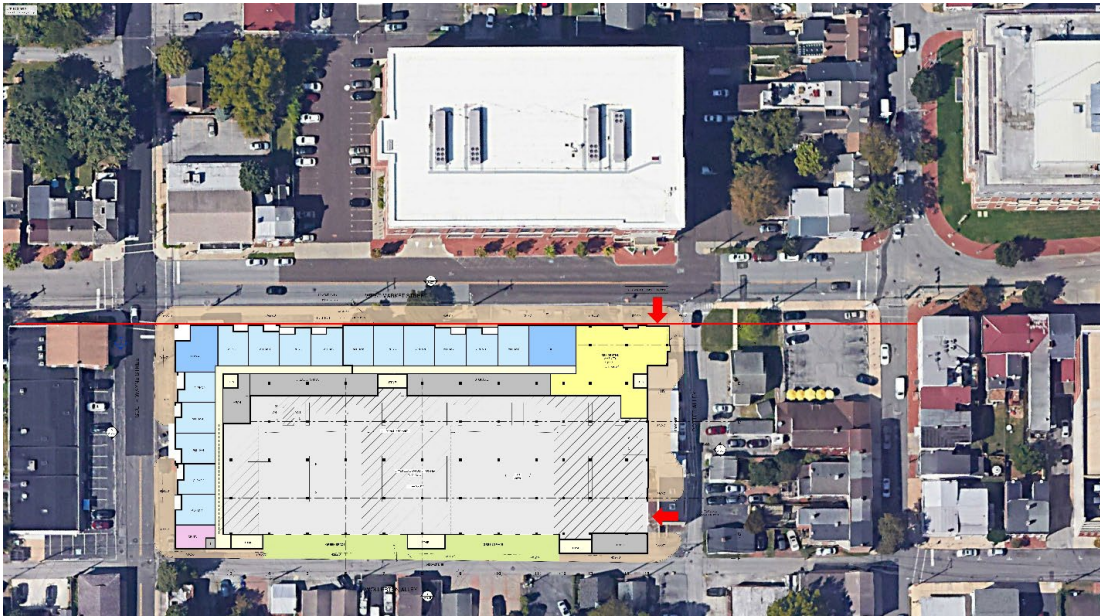


Figure 7: Site Plan showing building placement and setback

5.2 Additions (not applicable, the proposed building is not an addition)

6. Building Height and Form

6.1 Additions (not applicable, the proposed building is not an addition)

6.2 New Construction:

- a. The eave and ridgeline of a proposed new principal structure should not exceed the height of the eave and ridgeline of flanking historic structures.

Bernardon: The proposed building complies with the HO-60 building height requirements. It is not within the HARB district. The proposed parapets are consistent with the neighboring office building (313 West Market Street) and County buildings on the 200 block of West Market Street.

7. Building Width and Rhythm:

- a. Additions and new buildings should repeat the pattern of filling most of the street frontage of a single lot.

Bernardon: The proposed building will reestablish a continuous street frontage along the entire block of West Market Street.



Figure 8: A rendering showing continuous street frontage along West Market Street

8. Relationship of the Façade Parts to the Whole:
 - a. All parts of a new building façade should be visually integrated as a composition, which should relate to adjacent buildings. The size and proportion of façade elements such as doors, windows, cornices, and water tables emphasize the vertical and horizontal dimensions of a façade.

Bernardon: Brick pilasters, vertically oriented window, and door fenestrations, and recessed balconies accentuate the vertical bays of the façade elements helping to reduce the perceived length of the façade. A cornice above the fourth floor adds a horizontal dimension which enables the upper floor to visually recede and reduce the perceived height of the massing. Raised planters along the streetscape add further depth to the façade and provide visual interest to enhance the pedestrian experience.



Figure 9: A rendering of the proposed West Market Street façade showing the composition, size, and proportion of façade elements used to highlight the vertical and horizontal dimensions of the facade



9. Roof Form, Materials, and Features (not applicable, proposed building has a flat roof).

9.1 Materials.

- a. Membrane roofing is acceptable on flat roofs.

Bernardon: The proposed building will have a membrane roof, which is an acceptable roofing material on flat roofs per the HARB Design Guidelines.

9.2 Features - Dormers and skylights (not applicable, the proposed building has a flat roof)

10. Exterior Wall Materials

10.1 Additions (not applicable, the proposed building is not an addition).

10.2 New Construction:

- a. The use of historic exterior wall materials such as brick cut stone, or wood siding and their related details are strongly encouraged for new construction. Cement/fiber synthetic clapboard siding that is manufactured with a smooth surface and field painted is also acceptable on primary facades.

Bernardon: The primary facades of the proposed building are clad with brick and horizontal siding, which are acceptable exterior wall materials per the HARB Design Guidelines.



Figure 10: Beige Brick

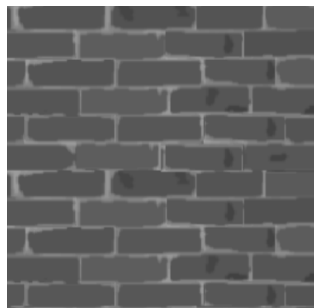


Figure 7: Grey Brick



Figure 8: Horizontal Gray Color Siding

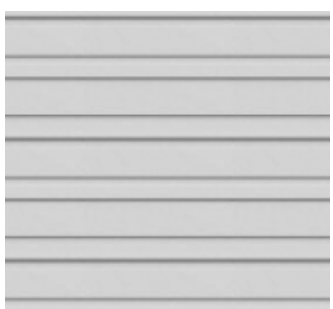


Figure 9: Horizontal Cream Color Siding



Figure 10: Horizontal Tan Siding



11. Windows and Doors

11.1 Additions (not applicable, the proposed building is not an addition)

11.2 New Construction:

- a. It is recommended that vertically proportioned windows be placed in three, four, or five-bay configurations be installed on principal facades.
- b. The percentage of window openings to the total wall surface on a principal façade should not exceed 33 percent (one-third) of the total wall area.
- c. The use of double-hung sash windows is encouraged.

Bernardon: Vertically proportioned casement and single-hung windows are proposed throughout the project. Single-hung windows are visually similar to the encouraged double-hung sash windows.



Figure 11: Examples of window types found throughout the project.

The proposed window openings to the total wall surface area on principal (street) facades is less than 33%. The West Market Street elevation is 32.8% window opening to total wall surface area and the Wayne Street elevation is 31.5% window opening to total wall surface area.

12. Shutters and Blinds:

- a. Shutters and blinds are generally discouraged on additions and on new buildings.

Bernardon: Shutters and Interior blinds will be provided by the Landlord (not the resident) for consistency on all residential windows. are not being proposed.

13. Porches and Stoops”

- a. New porches and stoops are encouraged on streets where porches and stoops are common.

Bernardon: Porches and stoops are not common along the 200 block and the 300 block of West Market Street and are not being proposed.

14. Building Accessibility

14.1 Additions (not applicable, the proposed building is not an addition)

14.2 New Construction:

- a. All new buildings except private homes and churches are required by law to be accessible to persons with disabilities.



Bernardon: The proposed building will be fully accessible and comply with the following codes:

- **2018 IBC (International Building Code with Amendments), Chapter 11 Accessibility**
- **ICC A117.1-2009 (Accessible and Usable Buildings and Facilities)**
- **2010 Standards for Accessible Design**
- **1998 FHA Guidelines (Fair Housing Act Design Guidelines)**

15. Hardware, Mechanical, and Electrical Devices:

- a. The mounting of small louvers, registers, exhaust fans, alarm devices, cable boxes, utility meters, communications equipment, and other mechanical and/or electrical devices should be avoided on principle facades.

Bernardon: Small vents which serve the residential units are required on all facades. These vents will be strategically placed and color-coordinated to blend with the façade material where they occur. Larger mechanical louvers, utility meters, and other mechanical/electrical equipment will not be located on principal (street) facades.

16. Lighting

The exterior lighting of additional and new buildings should be simple and in scale with the building.

Bernardon: The exterior lighting design will be simple, in scale with the building, and consistent with 313 West Market Street.

17. Relationship of New Outbuildings to Their Historic Context (not applicable, the proposed building is not an outbuilding)

End of Section



HO-60 Supplementary Design Guidelines

Building Scale and Size



Figure 11: Examples of successful 4-story & 5-story buildings from the HO-60 Supplementary Guidelines

Larger: 4 and 5 stories, Wider than 100 feet

- Vertical accentuation
- Massing tamed by solar-oriented recess
- Just taller than a mature street tree canopy

Bernardon: The proposed building uses many of the design strategies outlined in the HO-60 Supplementary Guidelines to reduce the perceived mass of the building. Some of these strategies include; vertically accentuated bay structures and south-facing solar-oriented recesses (elevated amenity courtyards) to help tame the horizontal mass.



Figure 12: A rendering of the Wollerton Alley façade showing the solar-oriented recesses (amenity courtyards) used to tame the massing.



Supplementary Provisions

1. Utilize a simplified composition of materials and colors.
Bernardon: *The proposed material pallet is a simple composition with two colors of brick veneer and three colors of horizontal siding.*
2. Emulate the proportion, fenestration, and predominantly vertical bay structure of traditional 2 to 4-story buildings.
Bernardon: *The vertical bay structure of the proposed design ends at an intermediate cornice below the upper floor and allows the top floor above to visually recede. This design strategy allows the building to replicate the proportion of a smaller 4-story building.*
3. Except for ground floor retail with up to 100% windows, provide preliminary vertical fenestration (vs. horizontal or square), with a minimum of 20% and a maximum of 60% wall openings.
Bernardon: *The proposed design incorporated approximately 32% window-to-wall area, which is the maximum encouraged by the HARB Design Guidelines.*
4. Vary the façade of medium-sized and larger buildings, with recessed projections, using piers, pilasters, colonnades, porticoes, bay windows, turrets, balconies, etc.
Bernardon: *Façade articulation with offsets up to 2' has been incorporated into the design between massing elements. Pilasters, window fenestration, recessed balconies, and intermediate cornices further break down the façade.*
5. Vary roof lines of larger buildings to promote a diversity of building form.
Bernardon: *The parapet of the proposed building steps 1'-6" and the building steps down a full story at the mid-point creating diversity in the building form.*
6. Extend piers and pilasters to form full vertical units for 2 to 5-story buildings
Bernardon: *Pilasters extend 4 stories vertically to a cornice above the 4th floor.*
7. Achieve at least a 2-story building height at the street wall line.
Bernardon: *the proposed building will exceed 2 stories at the street wall line.*
8. Minimize mid-block curb cuts for vehicular ingress-egress, in order to reduce gaps in facades
Bernardon: *There will be no curb cuts along West Market Street. A curb cut will occur along South Wayne Street and Potter Alley at the entrances to the parking garage.*
9. Minimize the use of bright colors (especially white), as such colors reflect light and may induce glare.
Bernardon: *Bright colors are not incorporated into the color scheme.*
10. Minimize the use of bright colors at the base of buildings, especially those that induce an expansive horizontality to a building.
Bernardon: *Bright colors are not incorporated into the color scheme.*



Detailing:

- Simple use of materials
- Vertical fenestration tames horizontal mass
- Bay windows accentuate vertical bays



Figure 13: Strong Examples of detailing on large buildings from the HO-60 Supplementary Design Guidelines



Figure 14: Rendering at the corner of South Wayne and West Market Streets



Bernardon: The renderings above illustrate how the proposed design incorporates the principles outlined in the HO-60 Supplementary Design Guidelines. The building utilizes a simple material pallet of brick and horizontal siding, recessed balconies accentuate the vertical bays, and vertically oriented window fenestration tames the horizontal mass.

End of Section



Examples of other large buildings in West Chester



Figure 15: 44 West



Figure 16: Chestnut Square





Figure 17: Justice Center



Figure 18: 313 West Market Street



Figure 19: 158 West Gay Street



Figure 20: 121 North Walnut Street