



Butler Downtown Main Street Revitalization

The City of Butler in its Main Street District combines personalized service with significant resources and self-sufficiency as well as access to a wide range of goods, services, shopping, and entertainment.

The **Butler Downtown** organization works to build a healthier and more vibrant Main Street District by contributing to an enhanced visual streetscape, highlighting and respecting the district's historic character, facilitating the increase of services and activities for city residents, and encouraging economic growth to create a destination that is ...

- A tourism and shopping center, promoting independently-owned business offerings, dining experiences, and cultural events, attracting increasing numbers of both local and regional residents.
- An economic center, nurturing a better business environment by helping to develop new employment and investment opportunities for current residents, area graduates, and newcomers, making downtown the center of the County's healthcare, commercial, service, and technological sectors.
- A neighborhood center, facilitating development and showcasing the current distinctive housing and restoring attractive, downtown living quarters in upper floors for the area's young professionals while encouraging the preservation of the district's historical significance.
- Private and public groups and individuals are committed to a partnership to make the vision of downtown Butler a reality.

As a unique preservation-based economic development tool, the Main Street Four-Point Approach® is the foundation for local initiatives to revitalize their districts by leveraging local assets—from cultural or architectural heritage to local enterprises and community pride.

The four points of the Main Street approach, as adapted by Butler Downtown, work together to build a sustainable and complete community revitalization effort.

- Organization and Public Relations
- Main Street Promotion
- Economic Restructuring
- Design

It is through the work of the DESIGN COMMITTEE with input from the City of Butler Shade Tree Commission that this STREETScape DESIGN has been developed.

City of Butler Streetscape Plan

For over 200 years, the City of Butler, Pennsylvania was home to thousands of residents and housed a thriving business community in a vibrant Main Street area. Like so many other cities and towns, this business district suffered and shrank through downturns in the economy and the migration of businesses and residents out of the city into the suburbs and other areas. In spite of these conditions and events, there remains in Butler a rich historic character and a hometown feel to that Main Street/Downtown area. Concerned residents have come together to take steps to revitalize this area and, in turn, the city at large.

To accomplish this, the business community and residents of the city are attempting to re-conceptualize what the downtown area is and can be. Small town, locally owned businesses may find it difficult to compete with larger, national, chains. Instead, these businesses must present an *alternative* to those large corporations. The relationship between business and leisure activity in downtown Butler is integral and dynamic. It is both self-evident and sound urban planning that increased consumer traffic in a downtown area translates into greater commerce and vice versa.

By examining these efforts in larger cities, paths toward and solutions for success present themselves clearly. Residents and visitors coming to an event at a civic center, a street performance area or park, or a restored theater will avail themselves of restaurants and stores in the immediate vicinity. A single event in the downtown area becomes an entire day of relaxation, shopping, dining, and late night entertainment, appealing to young professionals, families and visitors to the town.

Cultural offerings, parks and greenescapes, history and education, entertainment and recreation must grow and come together to create a “rising tide” which benefits all stakeholders in this community. Through careful design, promotion, and cooperation between government, resident, and business owner, a true and deep revitalization of the downtown Butler area can become a reality.

The efforts are shadowed by a cohesive, concerted STREETSCAPE or visual plan for the downtown area.

The overall look of this streetscape design pays homage to the city’s days of prosperity in the early 1900’s and uses a palette taken from the Early American home town styling of that era. The design attempts to achieve Early American charm and feel of streets flanked by brick paved sidewalks, decorative street lights and benches reflecting Early American style detailing and color palettes. Our vision also looks towards having healthy vegetation and shade trees wherever possible. We want to see consistency in materials, material use and detailing.

Streetscape Vision

Our vision for the downtown has a clearly delineated main street corridor with a consistent and rhythmic detailing of greenery, pavers, and street lighting .

Sidewalks:

A 49” strip of brick pavers is placed along the street side of the sidewalk, measured from the inside of curb. This strip provides access to maintain/upgrade underground utilities and lighting infrastructure. 5’0” of open aisle way made of concrete comprises the main area of the sidewalk and utilized to make any necessary grade transitions for building access.

Paving Materials:

The color and design of the existing decorative concrete pavers within the downtown should be matched and existing pavers may be utilized when possible (providing they appear to be intact and have a substantial remaining service life). When adjacent to street trees, new pavers should be installed that are pervious interlocking concrete pavers (or a pervious paver type installation), They are placed on either side of the tree within a the area of decorative concrete pavers be colored to match the adjacent pavers.

Benches:

The preferred design for benches is the Keystone Ridge Designs “Lamplighter” series. The Keystone Ridge Designs “Pullman” series may also be used.

Trash Receptacles:

Trash receptacles should be of the same style currently utilized in the downtown area which is the Keystone Ridge Midtown Litter Receptacle.

Street Lights:

The high fixture/low fixture configuration that has been recently used and coordinated with the city should be continued. The detailing of the streetlights should be an Early American style, including a fluted light post and decorative base etc. Accommodations should be made on each pole for the attachment of banners, flags, flower baskets etc.

Color:

It is our recommendation that all benches, trash receptacles, bollards, and streetlights be painted or powder coated black in color.

Tree Planting and Vegetation:

Tree plantings and vegetation should be in appropriate locations which have been prepared and constructed with adequate area and pervious surfaces locations required to sustain plant growth and health. The City of Butler Shade Tree Commission should be consulted in all planting decisions in the Main Street corridor.

Signage:

Signage within the downtown should be maroon in color with white lettering and a white perimeter outline.

Downtown Streetscape Furnishings



www.keystoneridgedesigns.com



Lamplighter Bench With Back

(IN BLACK PWDERCOAT FINISH)



Lamplighter Flat Bench

(IN BLACK PWDERCOAT FINISH)



Davenport Lighted Bollard

(IN BLACK PWDERCOAT FINISH)



Midtown Litter Receptacle

(IN BLACK PWDERCOAT FINISH)

Downtown Streetscape Light Fixtures



Street side Fixture Style
(IN BLACK PWDERCOAT FINISH)



Storefront /Building Fixture

Downtown Streetscape Plantings and Specifications

Pavers

With permeable pavers, water is circumvented around the paver and a filtering process begins between the pavers in the void space filled with select aggregate. A compacted stone aggregate layer should be installed beneath the surface to accept the storm water and create a “reservoir” prior to the water percolating into the sub-grade. This storm water conveyance process is referenced by some paver manufacturers as the “paver system”.

- Pavers should be installed in the 4 foot strip running along the street side of the sidewalk.
- Existing pavers may be removed and reused if they are unbroken and in generally good condition.
- Replacement pavers should be of the same size, quality, color, and shape as the existing Adjacent to the tree on the north and south sides should be a four feet area of PERMEABLE PAVERS.

Trees

While many trees from the list below may be used anywhere, none of the trees in this category may be planted directly under utility lines.

- Acer rubrum ‘Franksred’ - Red Sunset Red Maple
- Ginkgo biloba – (Any male variety) – Ginkgo
- Tilia tomentosa – Silver Linden

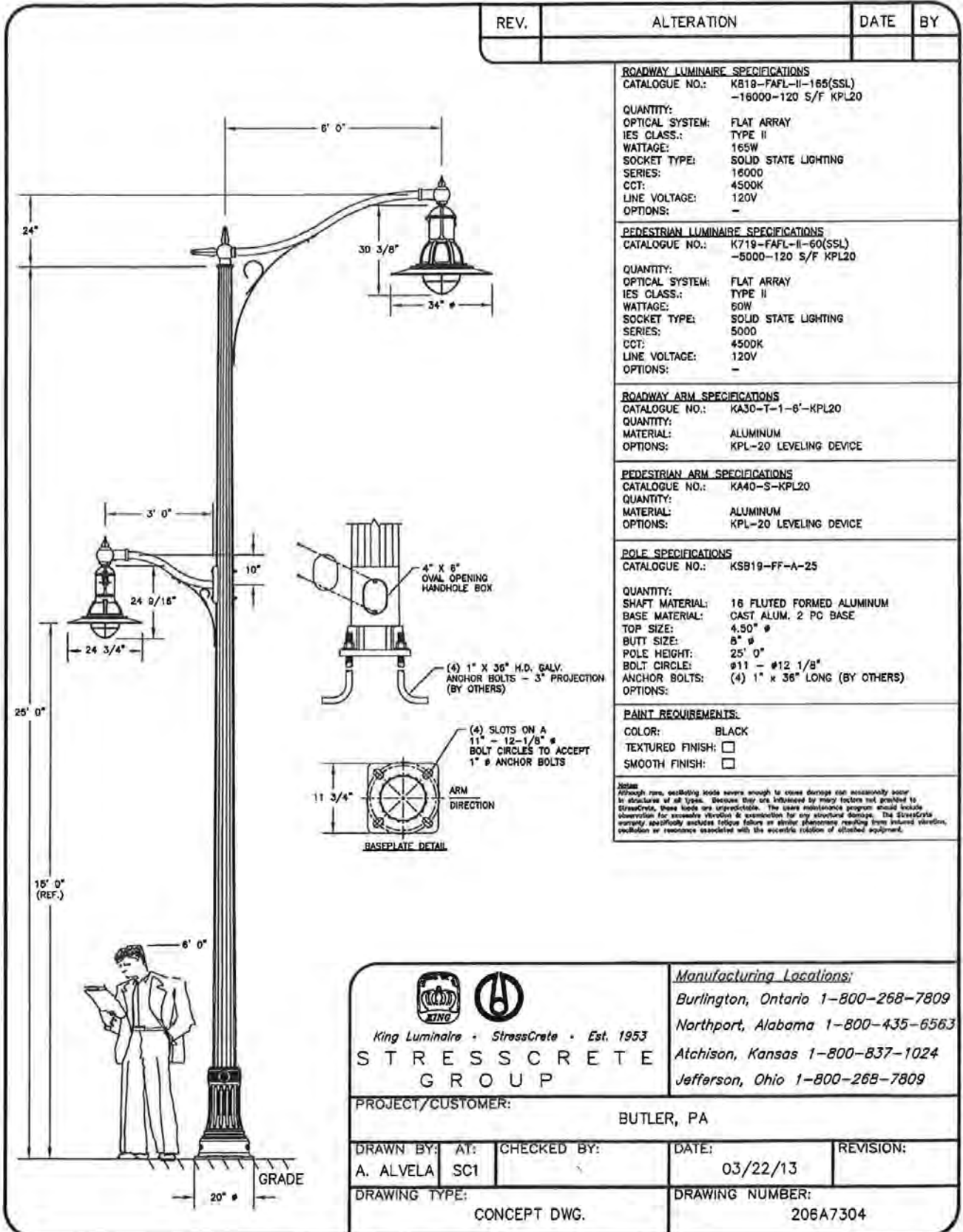
The list below applies to plantings under utility lines

- Crataegus laevigata ‘Superba’ - Crimson Cloud hawthorn (tree form)
- Carpinus Caroliniana – American Hornbeam
- Prunus virginiana – ‘Shubert’ – Shubert Chokecherry

Trees should be planted in a four foot soil pit.

All trees should be balled and burlapped with a 2 ½ ” or greater caliper
For all tree planting projects, it is strongly recommended that the City of Butler Shade Tree Commission be consulted for more specific recommendations and specifications.

Downtown Streetscape Light Fixtures



Street side Fixture Specifications

Downtown Streetscape Light Fixtures

CAST ALUM TOP & RINGS

INTERNAL WHITE GLASS GLOBE

CAST ALUM BASE

TO RELAMP REMOVE FLANGED WING NUTS INSIDE BASE & LIFT OFF TOP SECTION.

ELECTRONIC BALLAST WITH QUICK DISCONNECT INSIDE BASE. 10 GA. LEADS PROVIDED FOR SERVICE.

2'-11 3/4"

Ø1'-4 1/2"
FOUNDATION WITHIN MUST BE LEVEL

SPECIFICATIONS:
LAMP 70W MH ANSI M98 (BY OTHERS)
CASTINGS A319 ALUMINUM
MISC ALUMINUM 6061, 6063
HARDWARE STN STL AISI 300 SERIES 18-8
ANCHOR BOLTS ASTM F1554 FULL GALV
ANCHOR BOLT NUTS ASTM A563 GRA
FINISH POWDER COATED, COLOR PER SALES ORDER

5'X8'X9" NOM DOOR OPENING
1/2" GROUND PROVIDED IN BOTTOM PLATE.

(4) 3/4" X 26' X 4" LG. GALV'D. ANCHOR BOLTS (2 1/2" PROJ.)
W/ (1) GALV'D. HEX NUT,
(1) 2.0" O.D. X .148" THK 3/4" GALV'D. FLAT WASHER ON 12" B.C.
(8 1/2" CENTERS)

180°
90° 270°
0°

ANCHOR BOLTS ON 45° CENTERLINES

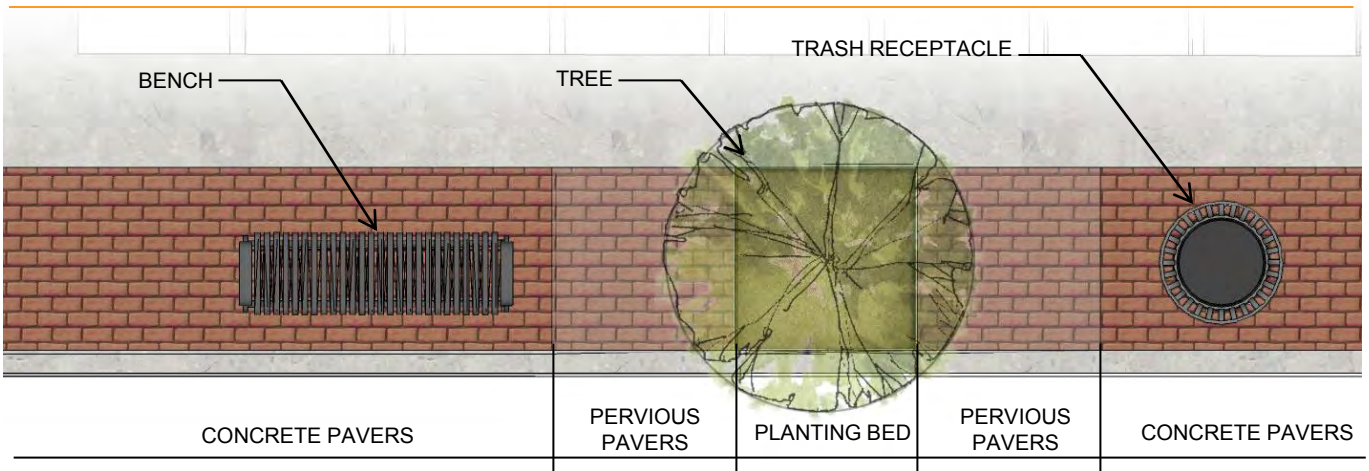
TOP VIEW ORIENTATION

STATE:	REQ# / SO# : NWW21700	REV	DESCRIPTION	DATE	REV BY	CHK BY
PROJECT NAME:		REVISIONS				
ORNAMENTAL LIGHTED BOLLARD DESIGN NUMBER NBOL-70-A41-Y1 70 WATT 120 VOLT METAL HALIDE, MEDIUM BASE LAMPHOLDER						
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Downtown Streetscape Sidewalk Detailing



Typical Sidewalk Detail
(ALONG MAINSTREET CORRIDOR)

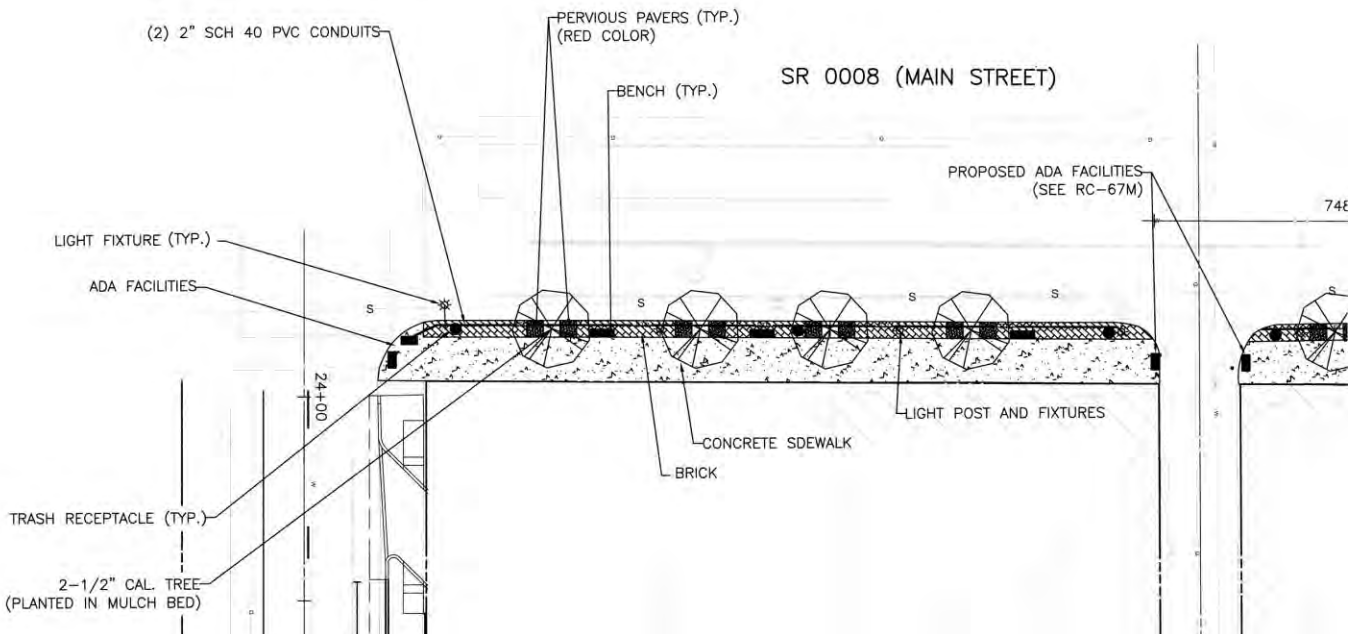


Typical Sidewalk Detail
(PLAN VIEW)

Downtown Streetscape Sidewalk Detailing



Typical Sidewalk Detail
(PERSPECTIVE VIEW)



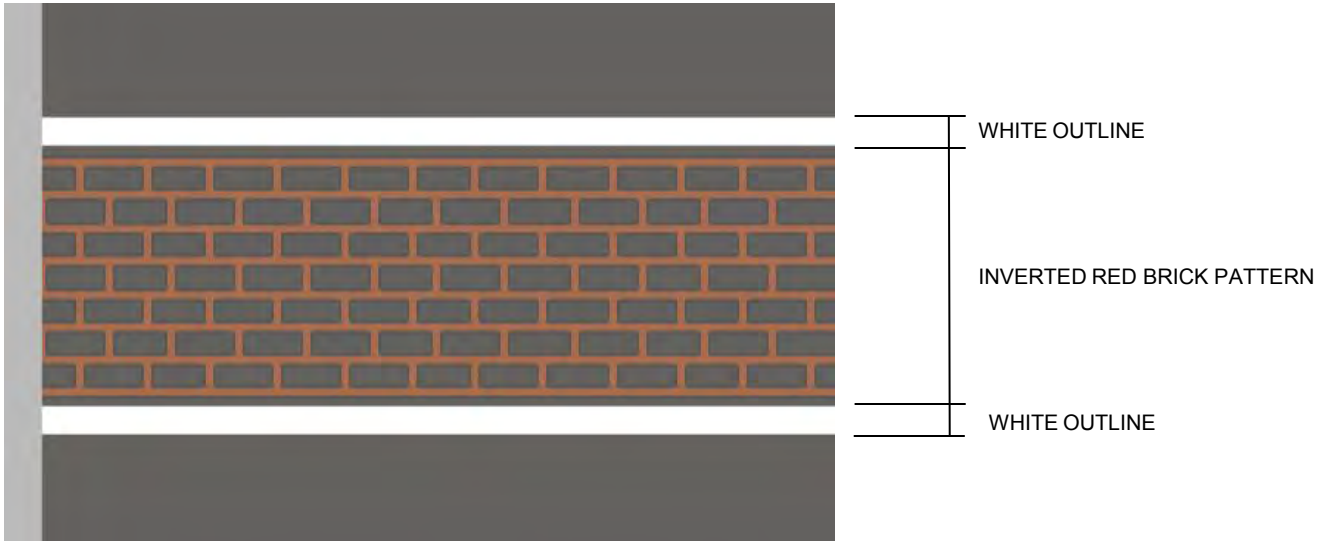
Typical Sidewalk Layout
(PLAN VIEW)

Downtown Streetscape Signage



Typical Signage

Downtown Crosswalks



RECOMMENDED CROSSWALK PATTERN

(PAINTED TO MATCH SIDEWALK PAVERS)



Environmental Impact of Greenspaces and Plantings



The City of Butler Shade Tree Commission is committed to the beautification and revitalization of the city through the implementation of a comprehensive landscape design plan, to include the installation, replacement, and maintenance of large street trees, plantings, and related amenities throughout the city.

The Western PA Conservancy has been working to test and demonstrate a variety of greening strategies that can be used in any urban setting. Increasingly this work has begun to focus on green infrastructure that not only looks better but provides important environmental services and benefits such as temperature modulation, wind protection, storm water absorption and noise abatement. Research is also showing other positive benefits from greenery in populated areas including social, psychological and economic impacts.

Approximately 80% of the U.S. population lives in cities. As a result, more and more people are disconnected from natural areas such as forests and are unable to reap the daily benefits they provide. This makes urban trees extremely important for providing shade, removing air pollutants, reducing storm water runoff, and providing recreational and aesthetic benefits.

The documented and multi-faceted values of green include:

- Positive Environmental Impacts such as
 - Modulation of temperatures and related energy savings
 - Reduced storm water runoff and pollution
 - Improved air quality
 - Increased habitat and biodiversity even in the most unlikely places
 - Population is retained in communities with attractive landscapes and green spaces
 - Property values can be increased by up to 30% by trees and other greenery
 - Strengthens social capital and community interactions
 - Properly placed trees can reduce heating and cooling costs by 10-20% on average within 10-15 years after planting.
 - Sales prices of homes with trees increased by 3.5% to 4.5% over similar properties without trees.
 - Consumer ratings of retail establishments were up to 80% higher for business districts with street trees and other landscaping.
 - Recuperation rates were faster for patients whose windows offered views of a wooded landscape.
 - Less violence occurred in public housing where there were trees.
 - Trees reduce surface asphalt temperatures by up to 36° F and vehicle cabin temperatures by 47° F.
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Additional Downtown Detailing

There are numerous other options and areas of focus when considering a change or upgrade to streetscape components and the façade of a building. In addition to considering cost, the historical architecture of the building, the neighboring buildings, and the existing streetscape must be reflected in the improvements and changes being contemplated.



Planters



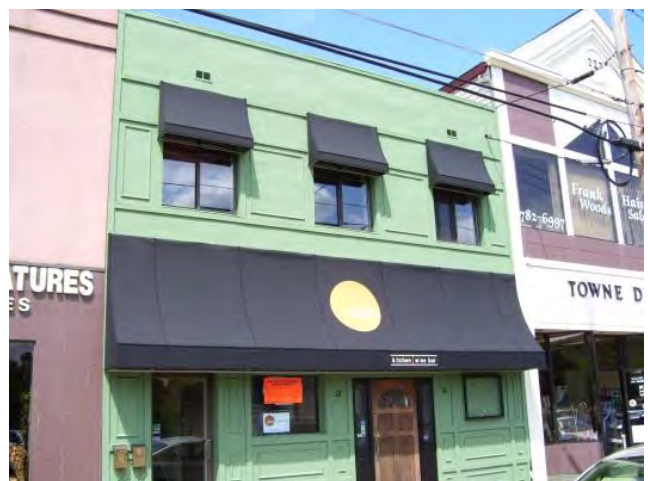
Post Mounted Decorative Banners and Hanging Baskets



Retractable Awning



Traffic Light Base Covers



Fixed Style Awning

Manhole Covers



Some cities hold occasional “Art in the Street” competitions during long summer days, where boulevards are closed off and chalk artists of all ages come out to play. Functional and longer-lasting heavy metal art doesn’t usually share the same space in the streets, unless at some time a street department employee felt strongly about the benefits of creatively designed manhole covers.

More and more municipalities are choosing to beautify their streets by using decorative manhole covers, grates and rings to draw attention to their infrastructure and highlight local artists’ designs.

Wastewater, stormwater, utility, meter covers, etc., will have different designs, all within the same city.



This manhole cover was produced for the city of Miami, Fla.

ACKNOWLEDGEMENTS

Since its inception as an organization, Butler Downtown has discussed the value, criteria, and implementation of this Streetscape Plan.

Numerous organizations through their volunteers have contributed to this document. These organizations and individuals include but are not limited to...

Butler Downtown Design Committee

Stephen Newcaster

Bob Dandoy

Dean Selfridge

Kate Gougeon

Ed Wadding

Chris Ziegler

Jonathan Dreher

Jill Kraus

Eileen Stroup

Jonathan Hudson

Marissa Marsh

Alva Hill

Butler Shade Tree Commission

Julie Dandoy

Butler Downtown Past Main Street Managers

Chelynn Curci

Becky Smith

Joe Gray, **City of Butler Engineer**

William May, **Butler City Council**

Adam Benjamin, **Keystone Ridge Designs**

Butler Downtown Board of Directors
