



CAPE COD
COMMISSION

NOVEMBER 2011



**2011
ORLEANS
VILLAGE CENTER
STREETScape
PLAN**



Portrait of Orleans, 1950 by Edward Hopper



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**PLANNING
PROCESS**

Study Area Delineation

A study area for this focused effort was established in consultation with the Town. The boundaries of the study area were determined by looking within the Village Center zoning and including areas that are within a comfortable walking distance for most people of Main Street (between 1/4 and 1/2 mile walking distances - illustrated below (left)). The study area resulting from this analysis is shown below (right), and the plan's focus is in this area. However, even though the recommendations contained within this plan are specific to this study area, many may be applied beyond its boundaries, especially in areas that immediately abut, or continue outside, the area.



Village Center Zoning and walking radii



Study area

Subcommittee Recommendations

In 2010, Fine Point Associates completed a market study that identified 56 recommendations for improvements to the Orleans Village Center. Following this study, six working groups comprising approximately 40 residents were created to prioritize the recommendations.

In April of 2011, these Village Center subcommittees presented their initial recommendations at a Orleans Citizens Forum. These recommendations are summarized on the following page.

Village Center Subcommittee Contacts:

Aesthetics

Todd Bowman Ash, Chair

Infrastructure

David Lyttle, Chair

Marketing

Mike Donovan, Chair

Public Safety

Andrea Shaw Reed, Chair

Business Development

Todd Thayer, Chair

Long Range Vision

Ken Taber, Chair



Subcommittee Priorities

Create attractive streetscape, encourage strong sense of place through wayfinding, defined gateways, and increased transparency of shops.

Aesthetics

Site frequent bike racks, establish connection between Main St. and Cove road, pursue purchase of land for parking, site wayfinding kiosks, pursue design guidelines, and replace trees.

Infrastructure

Start branding: **"It's all in Orleans"**. Pursue magnet use, create strong Village Center identity, promote annual events, and wayfinding.

Marketing

Move people of all capacities through village center with a pleasing, thematic design, high and low level cues, and dark sky compliant nightscaping.

Public Safety

Take advantage of the environment as a resource, encourage 'buy local' mentality, create comfort and organization downtown.

Business

Establish public/private partnership, pursue 'magnet use', promote creative artwork and architectural features.

Long Range Vision Planning

Design Charette

The Cape Cod Commission's design process began with a public design charette conducted at the Orleans Council on Aging on May 26, 2010. The purpose of the charette was to get broad agreement on the direction of the design process and ideas and input from stakeholders and participants.



Presentation

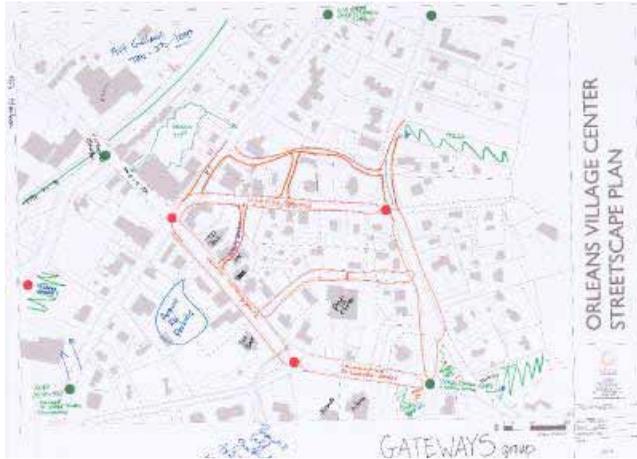
Cape Cod Commission staff presented an overview of the historic patterns in the area and the existing conditions, and options for the participants to explore at the charette.



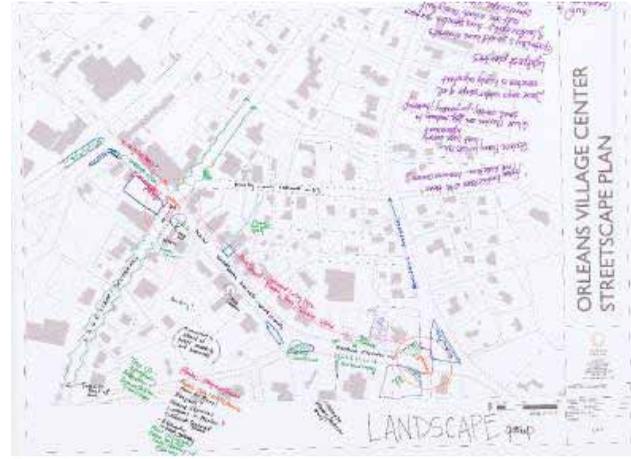
Group Exercise

The attendees participated in two group exercises. Firstly, the entire group was asked to identify the primary and secondary gateway locations in and around the Village Center by placing colored dots on a map of the area. The purpose of this exercise was to identify the boundaries of the district and identify focus areas for the plan. Secondly, the participants were divided into five working groups, each charged with exploring an element of the street design more thoroughly. These five groups undertook an hour long workshop session led by CCC staff. The results of this exercise are shown on the following page, and were displayed at the end of the charette for broad agreement.

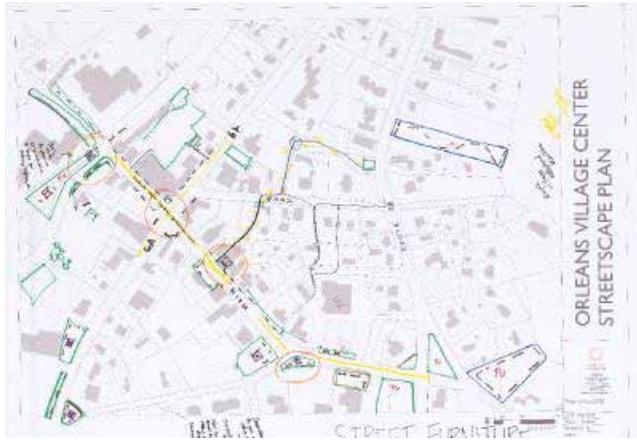




Gateways group illustration



Landscaping group illustration



Street furniture group illustration



Bikeways/pedestrian group illustration



Wayfinding group illustration



Gateway identification illustration

5 Groups engaged in a public design charette, and identified the following priorities:

Primary gateways:

Signage and directional cues

- Landscaping key for traffic calming
- Creating thematic treatments in core
- Lighting/paving theme in these areas
- Rail trail gateway: has its own theme /reflects history and bicycle use
- Signage to link to Rock Harbor
- Visitor oriented kiosks
- Establish gateways to East of Rt 28/Town Cove:
- Academy place/war memorial

Wayfinding:

Small historic seaside village, simple approach

- Pedestrian routes established by sidewalk paving, consistent trees
- Avoid a lot of signs to avoid visual clutter
- Main Street directional signage to orient people
- Web access for wayfinding, QR codes and other high tech approaches

Bikeways:

- Rail trail
- New routes: 28 to 6A behind Cape Cod Five, Chamber building to town parking/cove road, Chocolate Sparrow/Farmers Market to 6A
- Parallel Main street between 6A and Brewster Cross
- Bike racks could go almost anywhere
- Traffic narrowing: Reduce conflicts cars/bikes
- Narrow road approaches to slow traffic at rail trail

Street Furniture

- Significant public places kick start furniture program
- Start along Main Street, Improve designated areas as catalyst
- Private street furniture would match public theme
- Design family: Simple "classic", historic tradition.
- Consistent style that doesn't detract from buildings
- Lit bollards on major pedestrian ways
- Public art at Brewster Cross/Main St intersection
- Benches and art that connect visually and stylistically

Landscape

- Main Street: Replace trees with variety to avoid disease
- Seasonal variety
- Planters between trees
- Trees frame businesses
- Screen Mobil Station, Route 6A
- Needs trees/plantings – wasteland now
- Tie in planters with gateways theme
- Arboretum/walking tour with tree theme



**SITE
ASSESSMENT**



Drainage

Several locations throughout the Orleans Village Center have the potential for Low Impact Development (LID) landscaping techniques. This would replace simple storm drains with vegetated swales that naturally filter and treat stormwater before it flows downstream. LID has been known to improve the aesthetics of a street, air quality, and downstream water quality.



Trees and Plantings

The Village Center employs good quality landscaping in several locations, including the island at 28/Main; next to the bus shelter on 6A, in front of the community center along main street and in front of Snow library. The opportunity lies in building off these locations and creating a cohesive planting scheme. Some of the existing street trees have become diseased and weak, underlining the potential for a new street treatment and appropriately sited street trees. Space in the right-of-way for street trees or planting beds is limited, particularly on the east side of the street where utility wires limit the height and placement of trees.



Paving Treatments

There are a variety of paving treatments throughout the village center, creating an incohesive mix of brick, cobblestone, concrete slabs, stamped concrete and painted stripes. This streetscape plan proposes to unify the look of paving treatments with less variety and improved quality.



Circulation

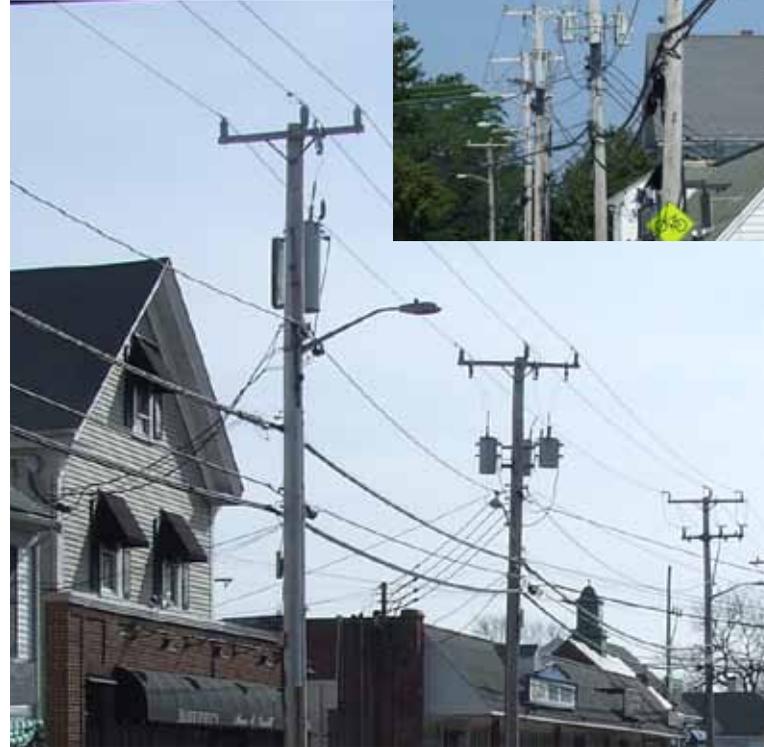
Pedestrian circulation throughout the Village Center has a high potential for improvement to increase comfort and style of pathways and crosswalks. At key intersections, long waiting times and wide crossings can be uncomfortable and confusing. Pedestrian connectivity is limited between the primary roads in the district (Route 6A, Main Street and Old Colony) and is poorly defined between Main Street and secondary streets, such as Cove Road. Bicycles are drawn into the district via the rail trail but there are limited amenities and directional signage to encourage travel into the Village Center and a lack of a comfortable travel route.

Parking

The district includes several public parking lots, on-street parking, and private parking lots that are often used informally as shared spaces for the center. However, signage to direct automobiles to the public parking lots is poor and unclear. Some on-street parking areas may also be used inefficiently and in some cases may be confused with shoulder areas where individual bays are not identified.

Signage

There are a variety of signage types, styles and colors used in the district. Directional signage aimed at automobile users is generally standard state highway signage at the major intersections. Additional signage appears throughout the district to identify other points of interest. Directional signage for pedestrian and bicyclists is limited and inconsistent, with a variety of styles and colors used.



Identity

The town of Orleans has long associated itself with the windmill, a theme that bears the potential for conceptual interpretation in thematic elements to better unify the streetscape. Maritime elements can also be incorporated to underscore the Town's 'coast to coast' attributes.

Lighting

Lighting along the Main Street and Route 6A corridors comes from street lights mounted high above the roadway on utility poles and from small entry lights on individual businesses. There is little pedestrian scaled lighting present in the district.

Street Furniture

Benches are provided in several locations in the study area, but mostly clustered around the Community Center, Cape Cod Rail Trail crossing and around the graveyard on Main Street. Many businesses place benches and planters in front of their stores as an amenity that greatly improves the aesthetic appeal of the area. There is no common theme to the style of benches, giving an eclectic appearance to the overall streetscape. Solar compactor trash receptacles are located at the bus stop, Community Center and Depot Square, but few trash receptacles are provided elsewhere.



Building Patterns

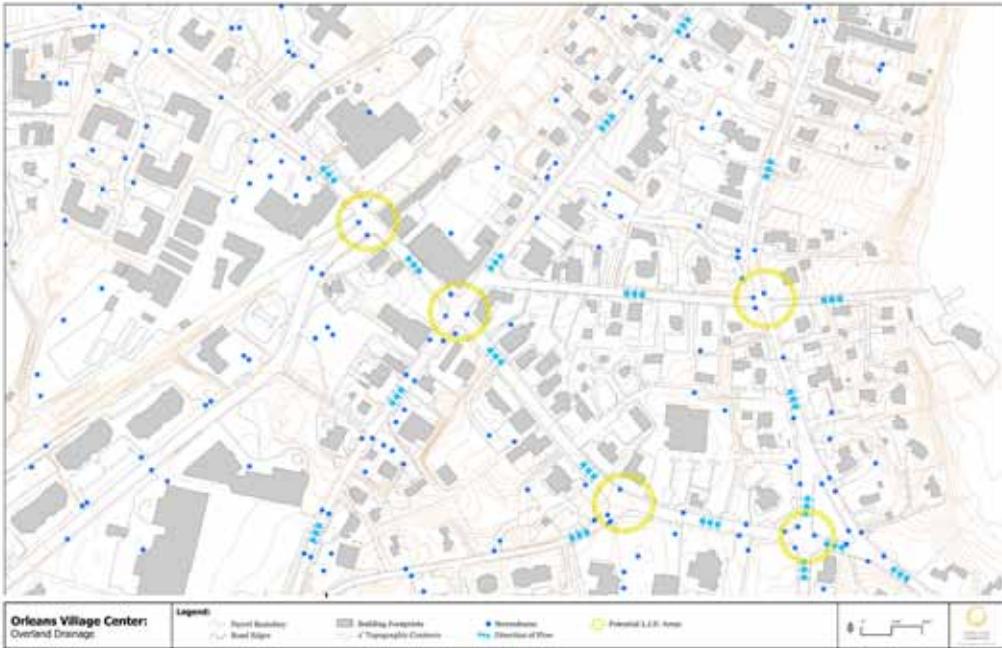
The Main Street area has several different building setback patterns. There are buildings that front directly on the sidewalk (top), buildings with modest setbacks defined by small front yard areas (middle), and buildings with large setbacks and paved parking areas in front (bottom). Some buildings are set back away from the sidewalk but the street edge is clearly defined by either fencing or landscaping. However, in several locations this strong pattern is broken, particularly where parking is located between the sidewalk and the adjacent buildings. Along Route 6A, the lack of a strong street edge and numerous curbcuts makes for an uncomfortable pedestrian space.

Building Height

Building heights range from 1 story to 2 ½ stories, and building scale/footprints range from small detached structures to connected storefronts, to larger building masses.

Historic Pattern

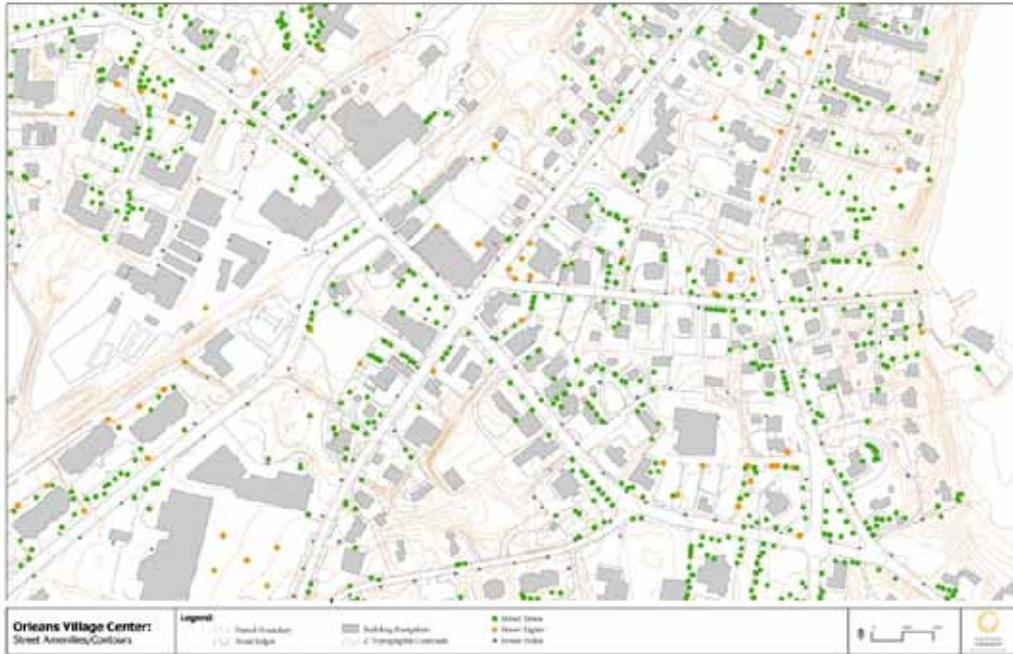
The Main Street area also includes a mix of historic structures and more recent construction. Historic structures have been previously inventoried in the Town by the Historical Commission. Most historic buildings are sited close to the street edge, with a prominent entry and pedestrian scaled architectural details.



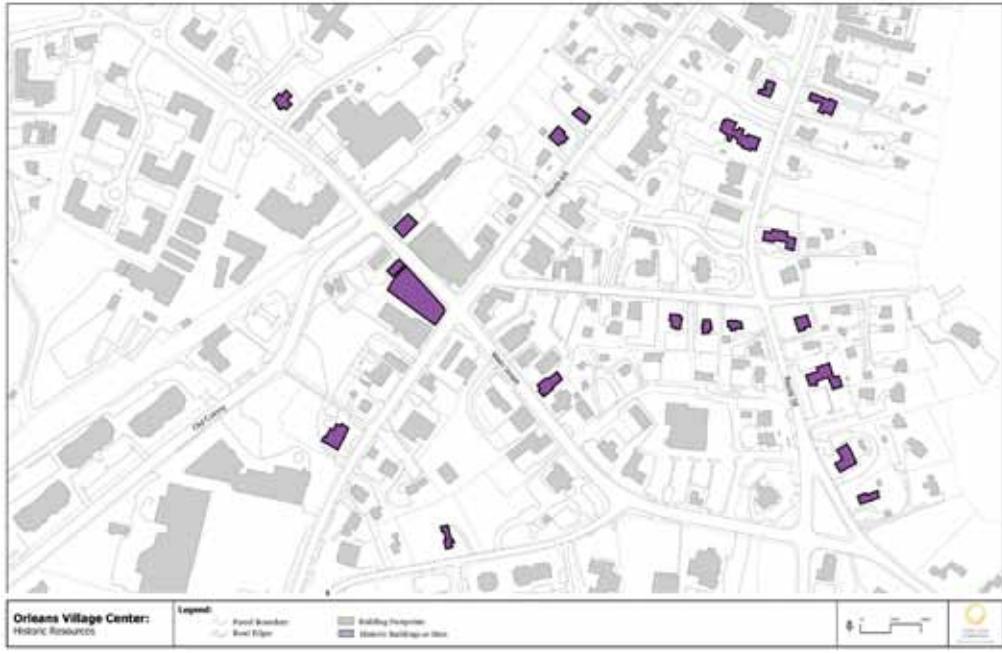
Overland Drainage and prime LID locations



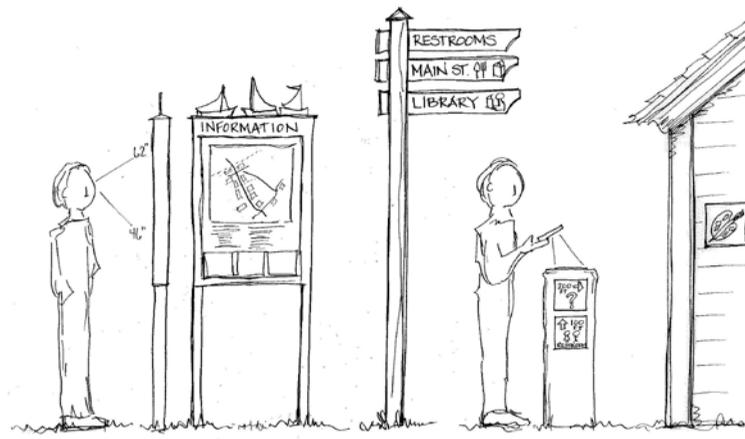
Parking



Street Amenities and Contours



Historic Resources

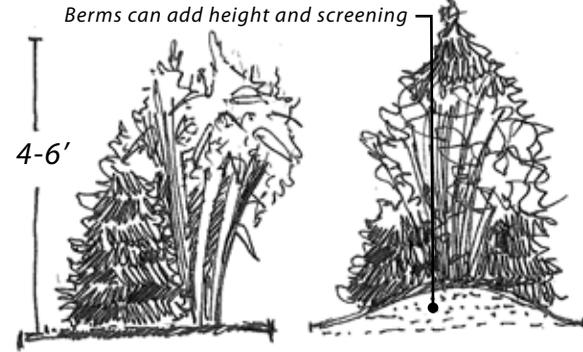


**STREETSCAPE
ELEMENTS**

Landscaping: Plantings

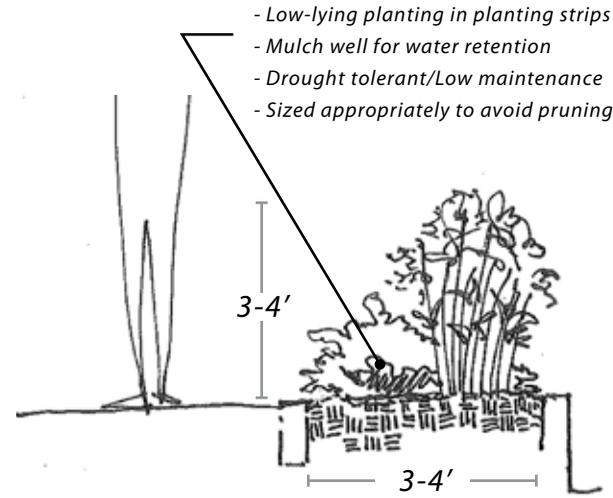
The overall landscaping concept for Orleans Center is to use plantings and landscape features to improve the visual character of the area, provide additional pedestrian comforts, and increase environmental sustainability. Recommended plants were selected to provide distinctive character and color to the area, in some cases building off the town's blue and white logo colors, and for their limited maintenance needs. Deciduous street trees are proposed along much of Main Street as a signature element that will help to tie the area together. The plan suggests the use of twinkle lights on street trees in the Main Street commercial core as a way to encourage evening activities and strolling.

A combination of in-ground plantings and seat walls are proposed to define gateway intersections and areas where there is little definition of the road frontage. In locations where stormwater is collected, the plan recommends Low Impact Design (LID) plantings and rain gardens to capture and improve stormwater quality. Where space between buildings and the street is limited, the plan suggests using planters, window boxes, and hanging baskets to add definition and color. These are also suggested along a casual pathway that could connect Main Street and Route 28 in the future.



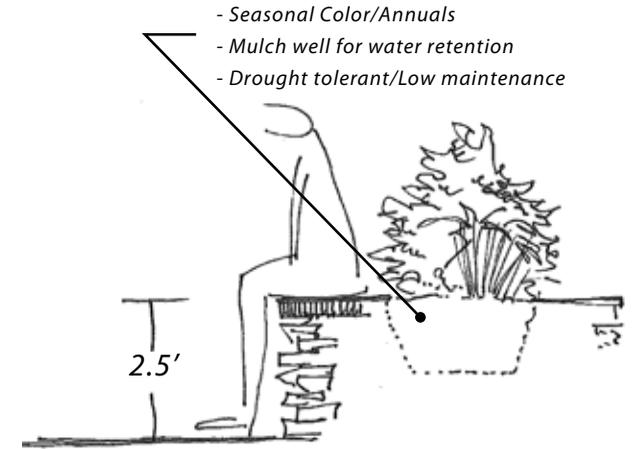
Screening Plantings

- Thickly foliated/closely planted or bermed
- Tall Ornamental Grasses: Fountain Grass, Sea Oats
- Evergreens: Arborvitae, Cypress



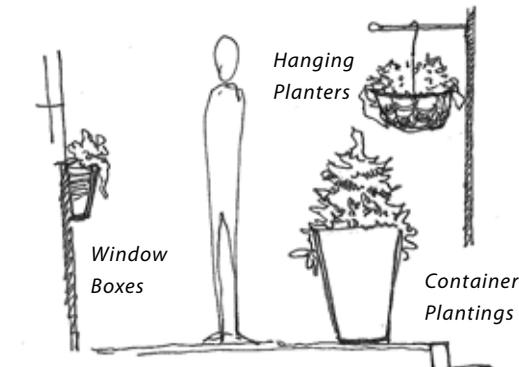
In-Ground Planting Improvements

- Seasonal Bulbs (Daffodils, Tulips, Iris, Lilies)
- Dry-tolerant perennials: Hostas, Lavendar, Heuchera (Coral Bells), Sedum 'Autumn joy', Catmint, Hydrangea, Daisy, fescues.



Seatwall Plantings

- Seasonal Bulbs (Daffodils, Tulips, Iris, Lilies)
- Low ornamental annuals if guaranteed maintenance
- Dwarf evergreens (juniper, arborvitae, boxwood)



Pots and Planter Boxes

- Easily changed, temporary or permanent accents
- Dwarf evergreen conifers
- Seasonal bulbs (Daffodils, Tulips)
- Herbs, trailing vines



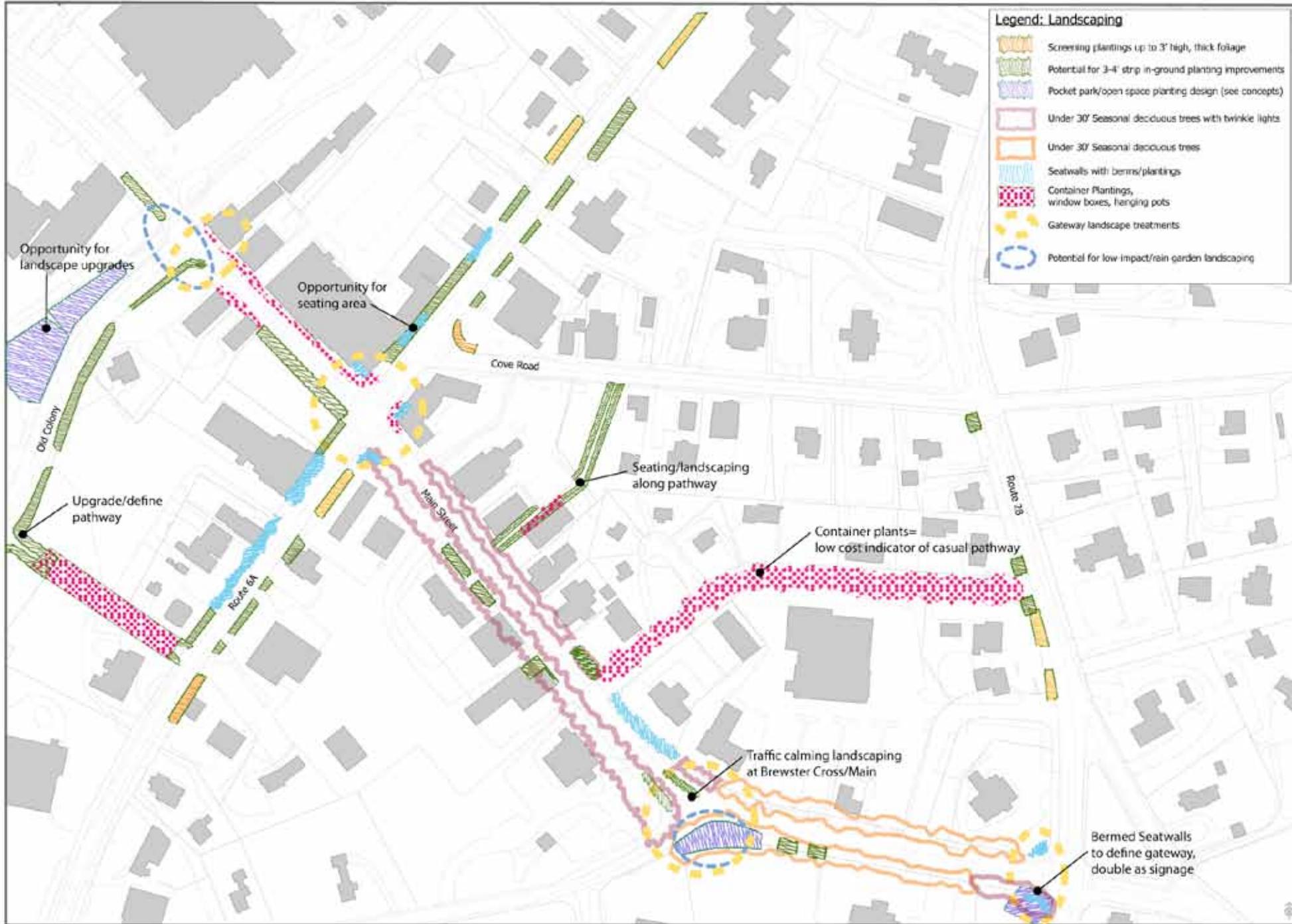
Gateway Plantings

- Tall ornamental grasses
- Showy deciduous trees
- Stone seatwalls
- Annual color



Low Impact Design/Rain gardens

- Integration of permeable paving and plantings at stormwater catch points
- Demonstration of 'green' community commitment can incorporate signage
- Grasses with Deep roots, wildflower mix
- Drought tolerant/Low maintenance
- Sized appropriately to avoid pruning



Legend: Landscaping

- Screening plantings up to 3' high, thick foliage
- Potential for 3-4' strip in-ground planting improvements
- Pocket park/open space planting design (see concepts)
- Under 30' Seasonal deciduous trees with twinkie lights
- Under 30' Seasonal deciduous trees
- Seatwalls with berms/plantings
- Container Plantings, window boxes, hanging pots
- Gateway landscape treatments
- Potential for low impact/rain garden landscaping

**ORLEANS VILLAGE CENTER
STREETSCAPE PLAN | LANDSCAPING**

ORLEANS VILLAGE CENTER
 STREETScape PLAN | LANDSCAPING
 PREPARED BY: [unreadable]
 DATE: [unreadable]

Bermed Seatwalls to define gateway, double as signage

Traffic calming landscaping at Brewster Cross/Main

Container plants = low cost indicator of casual pathway

Seating/landscaping along pathway

Opportunity for seating area

Opportunity for landscape upgrades

Upgrade/define pathway

Landscaping: Trees



Showy Deciduous Trees

The following is a list derived from several sources, including the Town of Orleans and Barnstable tree wardens; recommended listings from the State of New York; a listing of recommended plantings for under power lines; Cape Cod Commission recommendations and Barnstable County extension listings.

Along Main Street between Route 28 and 6A, it is recommended to replace any dead or dying trees with any of the following small trees for street sides, after a thorough engineering site survey is completed. These trees are recommended in the Main Street core to highlight the heart of the walking area, but may also be appropriate in other areas. Tree boxes with proper root expansion areas are recommended:

1. Paperbark Maple (*Acer griseum*)

- Specimen tree
- Showy leaves in Fall
- Typically 20' to 25'

2. Trident Maple (*Acer buergerianum*)

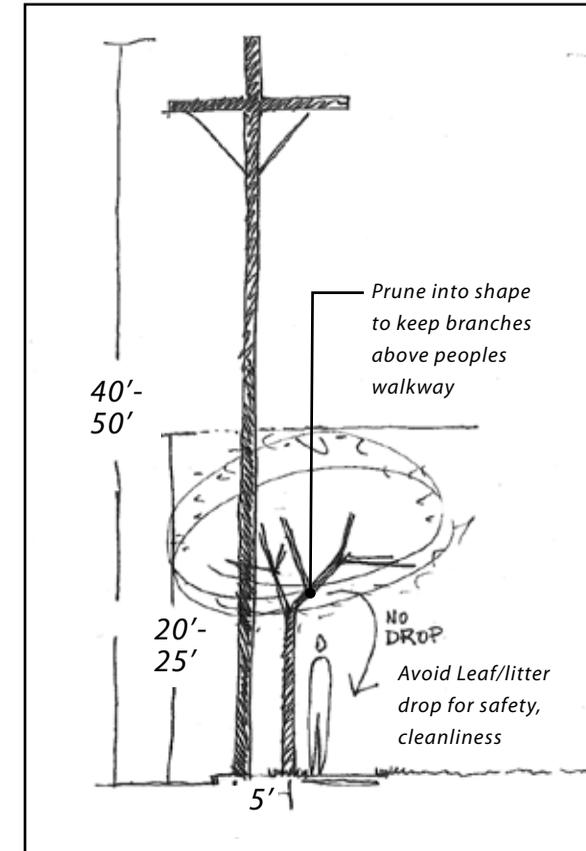
- Oval to rounded small tree
- Showy leaves in Fall
- Typically 20' to 25'

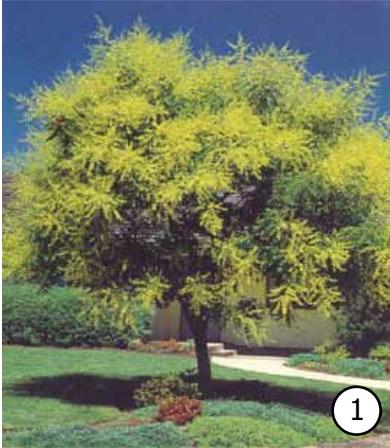
3. Japanese Red Maple (*Acer palmatum*)

- Small tree 15' to 25'
- Showy leaves
- Growth rate is slow

4. Japanese Tree Lilac (*Syringa reticulata*)

- Height: 20' to 25'
- Showy in Spring
- Form: round to ovate
- Medium growth rate





1



2



3



4

Medium/Large Trees

In open space areas, small parks and lawns, the following medium to large trees are appropriate:

1. Golden Rain Tree (*Koelreuteria paniculata*)

- Height: 25-40 feet
- Spread: 25-40 feet
- Form: rounded, broad
- Fall color: Yellow

2. Red Oak (*Quercus rubra*)

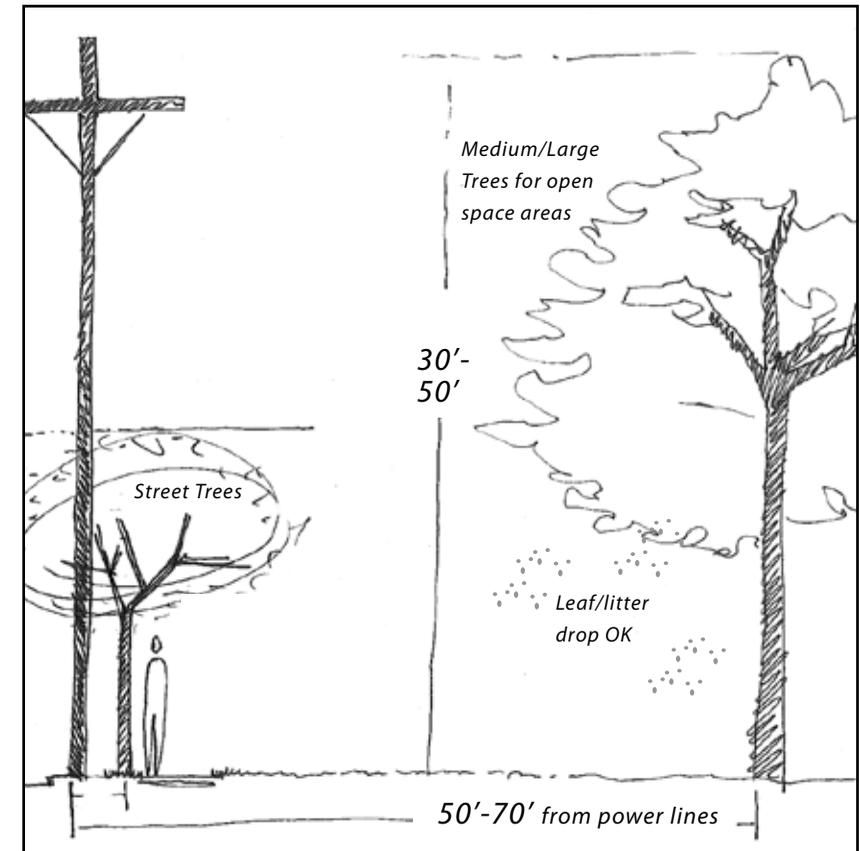
- To 75' tall
- Rounded outline
- Upright spreading branches
- Long lived

3. Ginkgo (Male only)

- 40' to 80' tall by 30' to 40' wide
- Medium texture, rather coarse in winter
- Conical form when young, spreading lateral branches with age

4. Kousa Dogwood (*Cornus kousa*):

- Showy, with fruits
- Reaching about 30' tall
- Width equal to or greater than height



Circulation

The overall concept for circulation through Orleans Center is to emphasize pedestrian and bicycle movement over automobiles. The plan encourages a ride-park-walk philosophy by providing improved parking facilities for bicyclists as well as improved signage to amenities. The plan recommends improving bicycle safety on existing roads through the use of lane markings where right-of-way allows, and share-the-road policies in more constrained areas. Share-the-road markings should be incorporated into the road layout on Main Street, Route 6A, Route 28 and Cove Road. Locating designated bike lanes along these streets would require either street widening or removal of parking and/or travel lanes, which is not recommended at this time. Designated bike lanes are recommended along Old Colony Way, where the street cross section is wide and bike lanes can be accommodated through re-stripping alone.

Additional pedestrian connections and sidewalks are proposed to facilitate movement between blocks in the center, particularly on Route 6A. Pedestrian safety is improved by incorporating landscaped bump-outs to narrow the crossing distance at intersections and in areas with on-street parking, and by increasing crosswalk visibility with consistent pavement materials and pedestrian symbols on roadway approaches. The plan proposes maintaining the distinctive brick sidewalks on Main Street and recommends a simpler but related design for Route 6A that combines brick and concrete. In secondary areas that are more residential in nature, the plan suggests asphalt sidewalks with granite curbing.



Share the road signage and markings



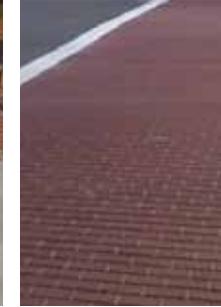
Improved bicycle/pedestrian facilities, such as concentrated bike parking similar to the existing rail trail, and smaller 2-4 bike racks.

Bike Circulation

- Share the road markings on Main Street, Route 6A, Route 28, and Cove Road
- Bike Lane markings on Old Colony Way
- Bike parks with large racks for cyclists to safely leave bikes and walk to Center:
 1. Depot Square
 2. Community Center/Town Parking Lot
 3. Snow Library
 4. At pathway behind Cape Cup
 5. At pathway behind Moppet Shop
- Smaller bike racks at locations along Main Street that would not block pedestrian movement



Model typologies for secondary pathways



Primary Brick Sidewalk Treatment Along Main Street

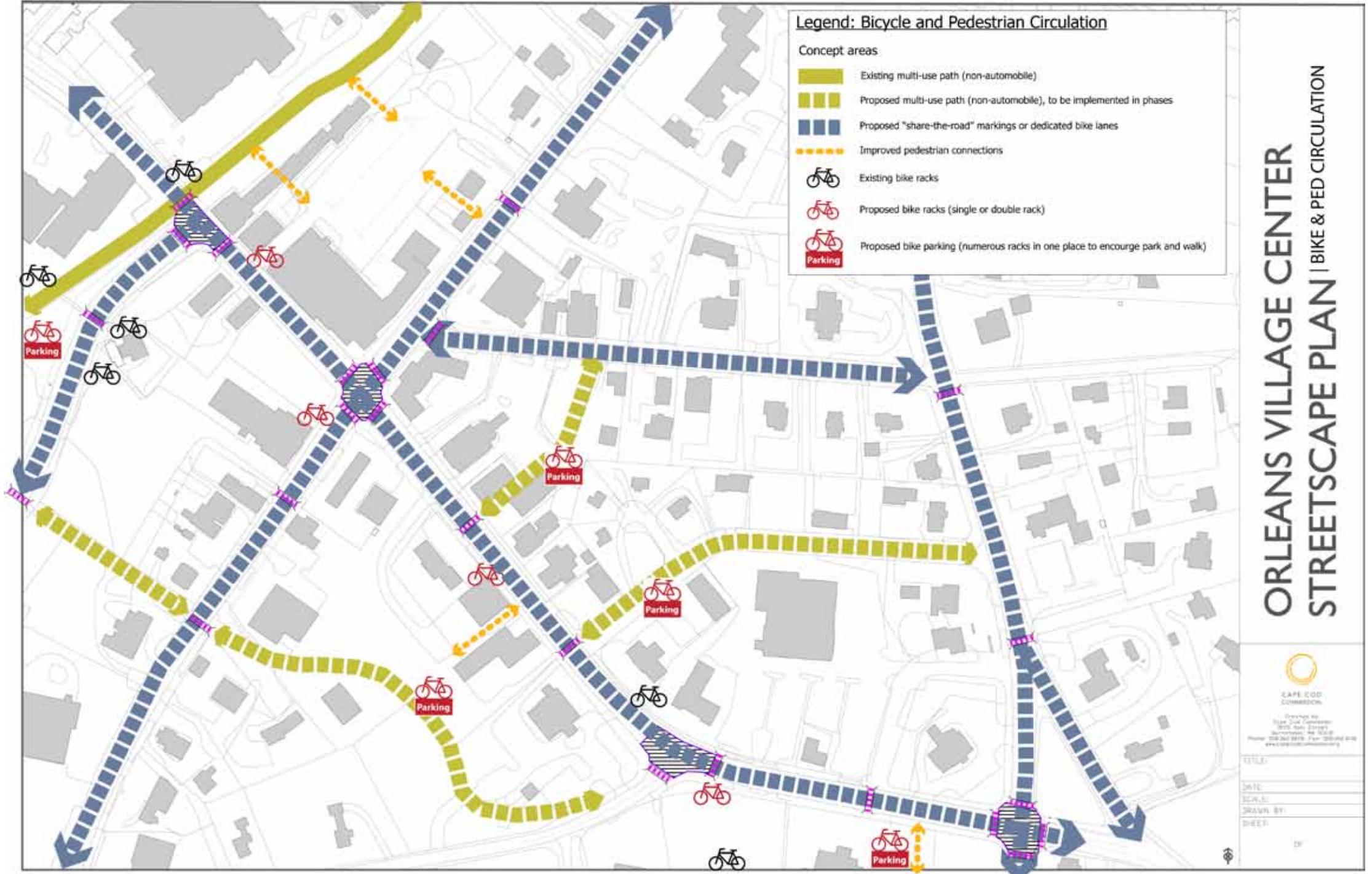
Secondary Sidewalk Treatment

Primary Crosswalk Treatment

Secondary Pathway Wayfinding

Pedestrian circulation

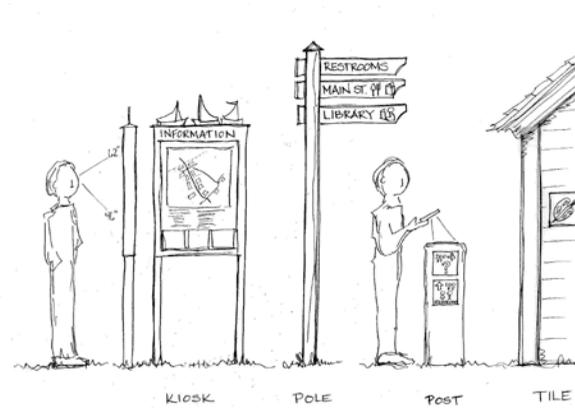
- Pedestrian and bicycle pathways between blocks to facilitate travel through Orleans Center, between:
 1. Main Street and Cove Road at Community Center
 2. Old Colony Way and Route 6A at Farmer's Market/Dry Cleaner
 3. Route 6A and Brewster Cross Rd at Cumberland Farms/Sovereign Bank
 4. Main Street and Route 28 along Cummings Road/Yardarm
- Sidewalk and Pathway paving treatments
 1. Main Street – maintain brick sidewalk with granite cobble curb cuts
 2. Route 6A – concrete sidewalk with brick detailing
 3. Route 28, Cove Road, Secondary areas – asphalt sidewalk with granite curb
 4. Pedestrian pathways – combination of brick, granite block, river rock or other stone materials
- Crosswalk improvements
 1. Additional crosswalks at locations on Route 6A and Route 28
 2. Enhance visibility of crosswalks with distinctive materials and pedestrian symbol on pavement



Wayfinding

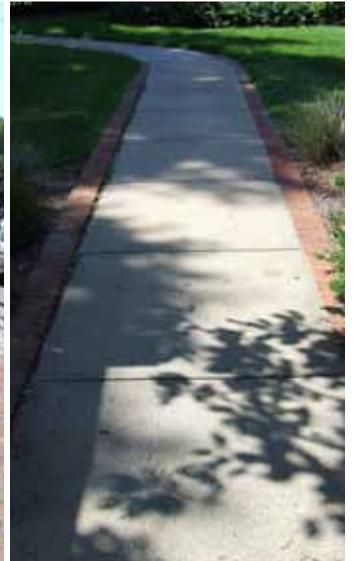
The plan recommends a combination of signage and distinctive design features to improve wayfinding in Orleans Center. A hierarchy of signage directs various users (cars, pedestrians, bicyclists) to goods and services in the area. Informational kiosks with maps and detailed information about businesses and activities nearby are proposed at high activity locations. Directional/distance signs on posts or poles direct pedestrians and bicyclists to general services and destinations, encouraging them to walk further and explore around corners. Pole signs are already in use in the center, and post signs with inset informational tiles reference hitching posts in old photos and stone posts surrounding the burial ground. Both post signs and kiosks can include QR codes, using technology to provide more detailed information about area businesses. Informational tiles may also be affixed to existing buildings to mark tour networks and thematic destinations. As noted in the parking section, the plan also recommends improved signage directing motorists to public parking.

Unique design features throughout the center will help to create a more cohesive identity. The plan suggests alternative roadway paving materials such as colored asphalt or lighter aggregates for Main Street, and unique paving treatments or designs at gateway intersections. Thematic elements evoking windmills or maritime history could signal entry to the village center. Brick and granite sidewalk paving materials should continue to be used along Main Street, and complementary designs are suggested for Route 6A and other areas. Use of low, white picket fencing to define front yards on Main Street is recommended, along with consistent street furnishings and landscaping. Use of similar fencing, seat-walls and landscaping will be especially useful in separating pedestrian areas from parking in front of buildings.



Wayfinding Signage

- Informational Kiosks at key pedestrian activity areas
 1. Snow Library; 2. Depot Square; 3. Community Center
- Directional/Distance signs on posts or poles to indicate services at:
 1. Rail Trail at Main St. (add sign for food/shopping/Rock Harbor/Nauset Beach to existing sign, both sides)
 2. Depot Sq. (add sign for farmer's market to existing sign)
 3. Entrances to Main St. and Cove Rd. pathway (add sign for food/shopping to existing sign, OR replace with post sign visible to pedestrians)
 4. Route 6A at RTA bus stops (add post sign for restrooms/food/shopping)
 5. Brewster Cross Rd. at Main St. (add sign for library/food/shopping/restrooms)
 6. Route 28 at Cove Rd. (add sign for food/shopping/parking/Meadow on Cove)
 7. Village Green (add sign for Ballfield/Playground, Library, Window on Cove, food, shopping)
 8. Entrances to Route 6A and Old Colony pathway [if developed] (add signs for farmer's market, Depot Sq. at Route 6A; add signs for food, shopping, Route 6A at Old Colony)
 9. Entrances to Main St. and Route 28 pathway [if developed] (add signs for Main St. businesses; sign for Route 6A businesses)
- Tile Signage
 1. Place directly on buildings or posts to identify destinations or networks such as gallery walks or historic buildings



Wayfinding Design Features

- Unique paving treatment for roadway and gateway intersections
- Consistent treatment of sidewalk materials on Main Street, Route 6A, and secondary areas
- Low, white picket fencing to define front yards along Main Street
- Seat walls, stone walls, hedges and landscaping to define frontages along Route 6A
- Consistent street furnishings
- Consistent landscape treatments, including street trees

ORLEANS VILLAGE CENTER STREETSCAPE PLAN | WAYFINDING

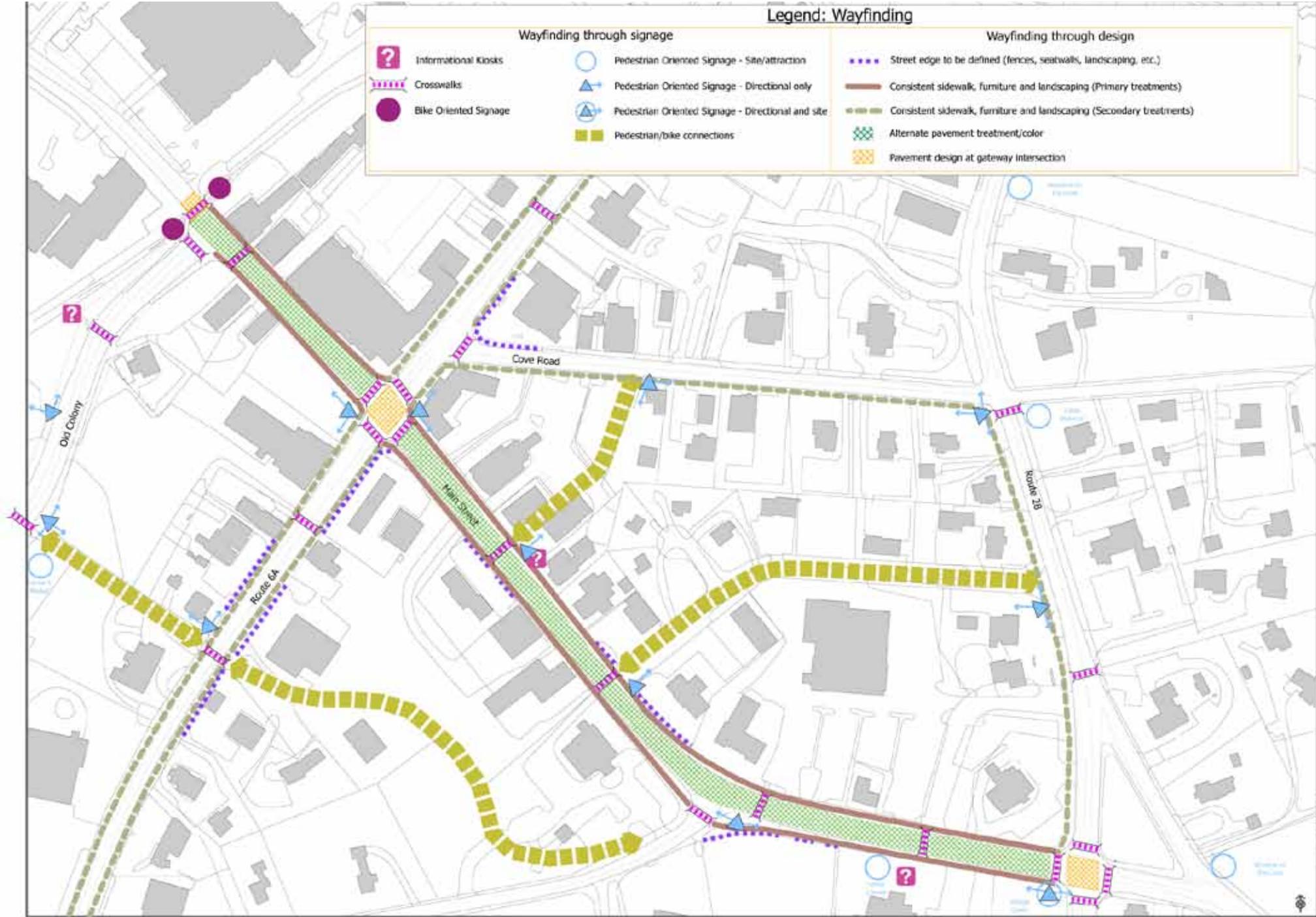


Prepared by:
State and Community
Development
Department of State
Planning and Economic
Development

TITLE:
DATE:
SCALE:
DRAWN BY:
SHEET:

Legend: Wayfinding

Wayfinding through signage		Wayfinding through design	
	Informational kiosks		Street edge to be defined (fences, seatwalks, landscaping, etc.)
	Crosswalks		Consistent sidewalk, furniture and landscaping (Primary treatments)
	Bike Oriented Signage		Consistent sidewalk, furniture and landscaping (Secondary treatments)
	Pedestrian Oriented Signage - Site/attraction		Alternate pavement treatment/color
	Pedestrian Oriented Signage - Directional only		Pavement design at gateway intersection
	Pedestrian Oriented Signage - Directional and site		
	Pedestrian/bike connections		



Street Furniture

Adding street furnishings that follow a consistent style will make the center appear more cohesive and encourage greater use by pedestrians and bicyclists. A 'classic' black iron aesthetic is carried through the furniture, bicycle racks, and lighting treatments. This aesthetic plays off what currently exists in the village center and unifies the treatment for a cleaner look. Recommended bench styles all have a simple form, but may incorporate black-coated metal to subtly reference maritime features, wood surfaces to be consistent with traditional building materials, or recycled materials to support sustainability. Seatwalls clad with real stone provide an alternative way of providing seating in some locations.

Lighting is proposed to create an attractive and pedestrian-friendly nightscape, but is used sparingly to comply with 'dark sky' initiatives. Street lights are placed at key gateway intersections and at limited locations in between. Bollard lights are proposed for pedestrian pathways off the main sidewalks. Twinkle lights are suggested only in the Main Street core on select trees to draw attention to this area, but their use could be expanded in the future.

Given the large number of cyclists coming through the village center (CCC bike and pedestrian counts on peak days in 2009-2010 indicate over 800 cyclists per day), the plan accommodates larger groups through bike parking areas with multiple racks, and individuals through single or double use racks. A streamlined look of black powder coated steel/aluminum is recommended to create a harmonious aesthetic with the other street furniture.



Lighting

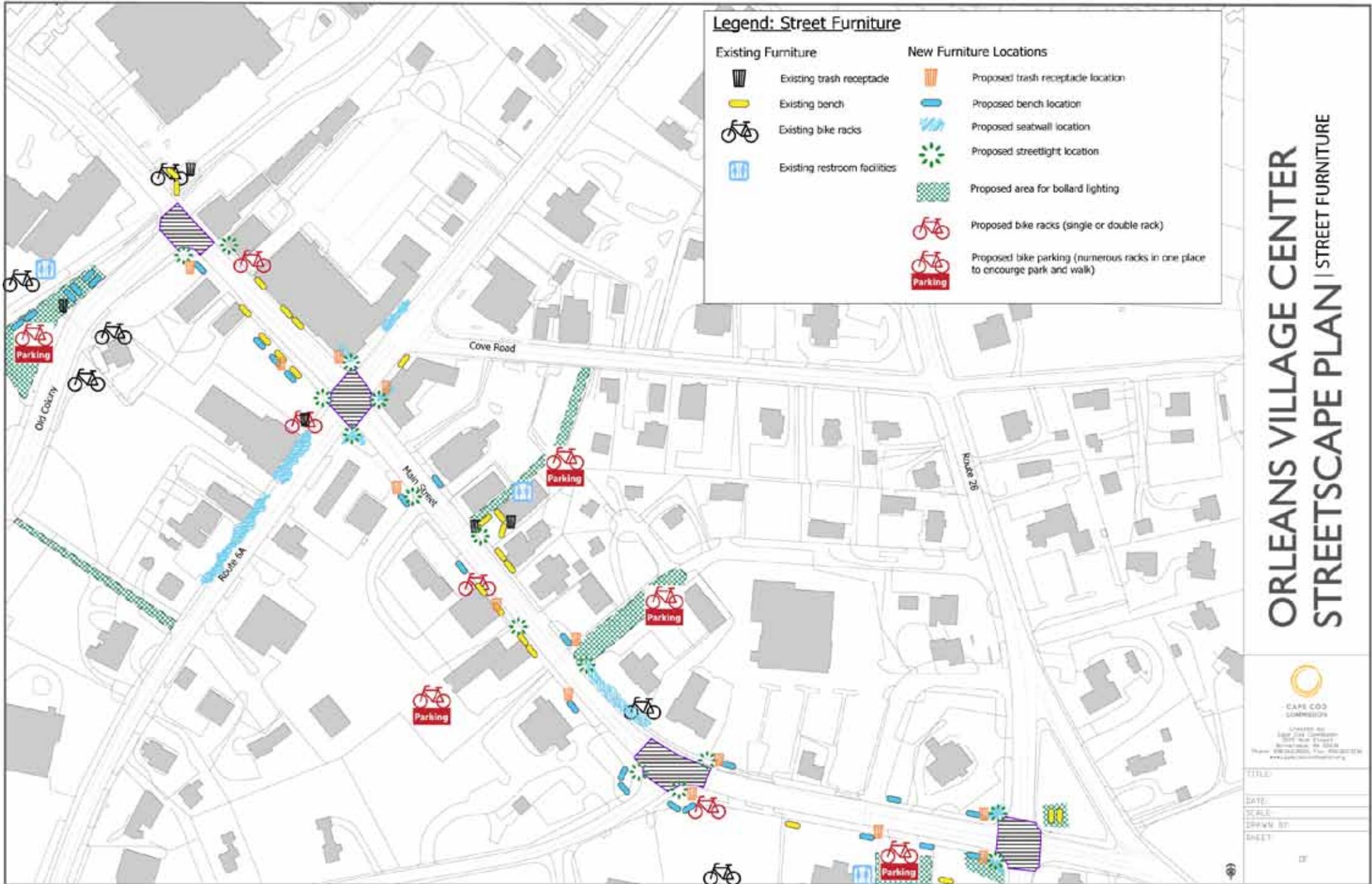
- Street lights (with full light cut-off above 90 degrees) at key gateway intersections and sparingly along Main Street.
- Bollard lights at pedestrian pathways that branch off of primary sidewalks for low level lighting cues.
- Twinkle lights on select street trees in Main Street core only

Seating and Amenities

- Benches at key intersections and in areas where pedestrians gather, such as Depot Square and in front of pedestrian-oriented businesses along Main Street
- Seatwalls in specific locations along Main Street and Route 6A where landscape improvements are needed and where existing parking needs to be clearly separated from pedestrian walkways
- Trash cans of a consistent style should be provided at pedestrian gathering areas to discourage litter.

Bike Accommodations

- Multiple racks accommodate bicycle parking at areas such as Depot Square, Snow Library, and the Community Center
- Single or double racks may be placed in front of businesses and restaurants to serve individual cyclists



Parking

A study of Orleans village center conducted in 2004 by Judith Nitsch Engineering looked at traffic volumes, circulation and parking within the center. Many of the recommendations from this report remain valid today. This plan focuses on using existing parking areas more efficiently and pursuing public/private partnerships. The plan recommends using pavement markings to delineate on-street parking spaces along Main Street and Old Colony Way to maximize efficient use of the space and to ensure that parking spaces are not confused with wide shoulders. The proposed re-striping of Old Colony Way to allow parking on both sides of the street will create additional spaces for parking, and existing 'No Parking' signage should be removed from the area to avoid confusion. The plan suggests re-designing the public parking lot at Cove Road to improve its function and safety and to accommodate a new pedestrian/bicycle pathway. Because there is currently a very wide travel aisle in this lot, re-design is not expected to reduce the number of available parking spaces. It may even be possible to create additional spaces with a more efficient layout.

Modest but clear signage is recommended to direct drivers to public parking from key intersections and entrances to the village center. Parking sign style could be either a green 'P' on white background (as recommended in the 2004 study), or a white 'P' on blue background, matching the color scheme used in other Orleans Center signage. Parking signs should be large enough for motorists to read easily, so should utilize larger letters than on the current pole signs, but could be integrated with the existing pole signage. The public lot at Main Street and Old Colony Way should be better signed so that it is not mistaken for a private parking lot.

The village center has a lot of available parking, but much of it is privately owned and serves specific businesses. The town should approach the owners of some of the larger private lots in the center, especially those that are often not at capacity, with a view to specifically allow public parking in designated areas. Designating public parking in some portions of these lots may encourage greater pass-by traffic and patronage for those businesses.



Public parking on Cove Road



On-street parking used more efficiently with marked spaces



Clearer signage and re-striping for on-street parking



Improve existing parking stock

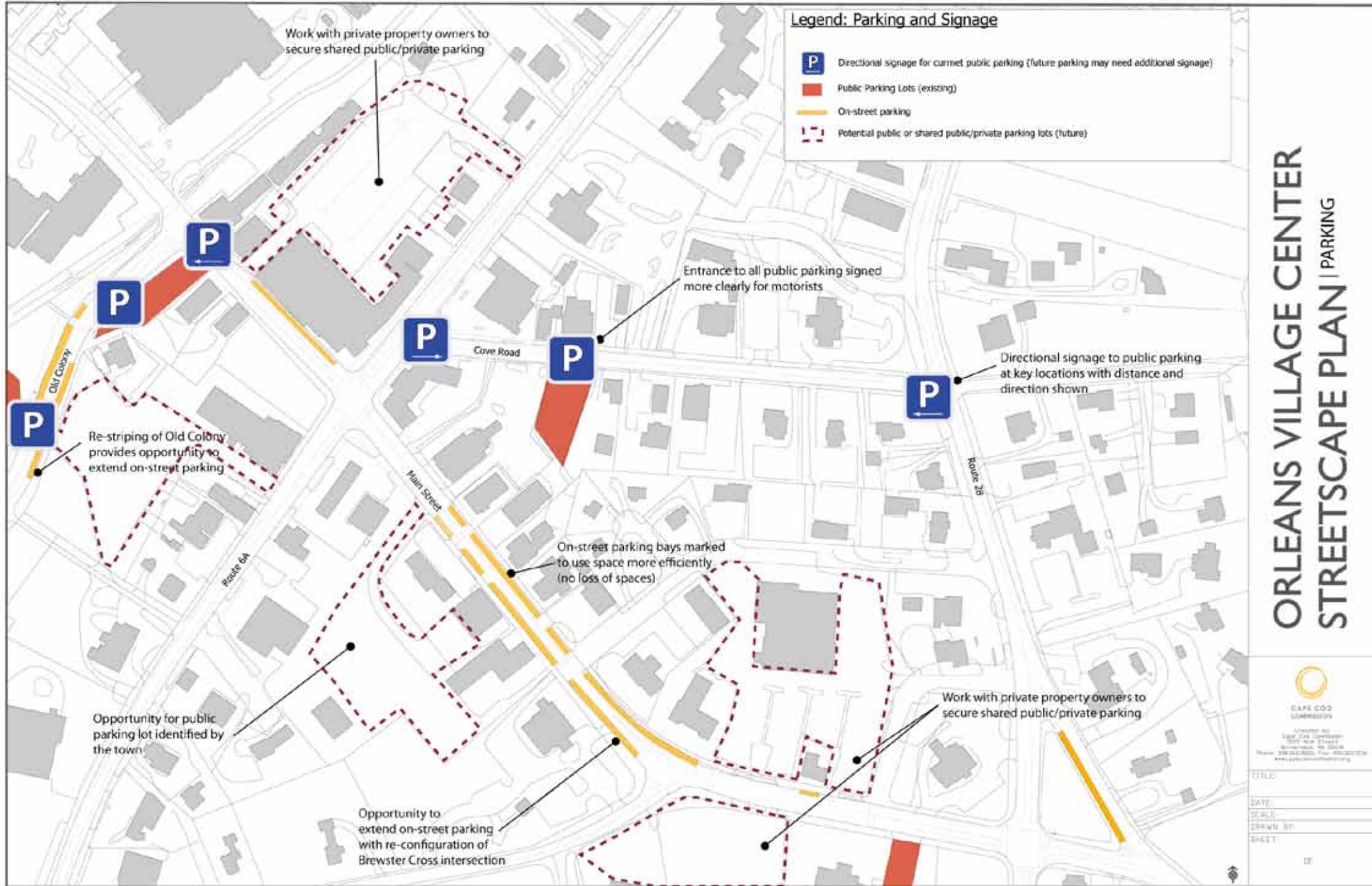
- Delineate on-street parking spaces along Main Street and Old Colony Way
- Re-stripe Old Colony Way to allow parking on both sides in extended areas
- Remove unnecessary 'No Parking' signage along Old Colony Way
- Redesign public parking lot at Cove Road for improved function and safety

Improve Parking Signage

- Employ signs with green 'P' on white background (recommended by Neitche Engineering) or white 'P' on blue background (consistent with the Orleans Center color scheme).
- Add clear parking symbol to current pole sign locations
 1. At Cove Road (directing into public lot)
 2. At Old Colony Way (directing into depot square public lot)
- Add new pole signs with clear parking symbol
 1. At Route 28/Cove Road (directing to public lot behind bank)
 2. At Route 6A/Cove Road (directing to public lot behind bank)
 3. At Main Street/Old Colony Way (directing to depot square parking, public lot in front of Idle Times lot, and on-street parking)

Pursue public/private partnerships to allow public parking

- Main Street Square parking lot (access from Main Street and Route 6A)
- Post Office Square parking lot (access from Main Street and Route 28)
- CVS lot (access from Route 6A and Old Colony Way)
- Friends Market parking lot (access from Main Street and Brewster Cross Road)
- Old Laundry parking lot behind Cape Cup (access from Main Street)
- Dirt parking area behind Honey Candle and Moppet Shop (access from Main Street)



Sustainability

Sustainable development, defined most popularly as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Bruntland, 1987) has become an important planning focus as new development places greater pressure on our region's fragile resources. In this plan, sustainability is addressed in the typical triple-bottom-line approach promoted by LEED. From an environmental standpoint, the plan promotes pedestrian and bicycle travel and accommodates alternative transportation to decrease automobile trips. That means fewer short distance car trips, producing less carbon emissions, as well as decreased traffic. In all proposed landscaping, native and drought-tolerant species were chosen for their limited water needs and carbon-mitigating abilities. Increased tree canopy through replanting of street trees will also support clean air and microclimate cooling. Where stormwater is collected, the plan proposes Low Impact Design (LID) landscape solutions in the place of stormdrains to improve stormwater quality.

Dark sky principles were heavily considered in the planning for streetlights, as well as energy efficiency through solar and LED light sources. Proposed street lights along Main Street would replace existing street lighting with more energy efficient and dark sky-compliant models. The proposed twinkle lights in a targeted area in the evening could also utilize LED lights, keeping energy consumption low.

The proposed plan promotes connectivity to and increased awareness of local businesses through better wayfinding, stimulating local retail sales. It promotes economic sustainability through public-private partnership opportunities and increases public investment in the Village Center. The proposed streetscape plan encourages improvements to multi-modal connectivity and bus access, which gives those without a car more access to the village center. Additionally, pathway upgrades have been made with ADA accessibility in mind.



Highlights from the plan that are sustainable

- Reduced vehicle trips by promoting pedestrian travel and alternative transportation
- Low Impact Design (LID) plantings and pervious paving limits disruption of natural hydrology by capturing and treating stormwater at its source.
- Landscape plantings emphasize native and adaptive vegetation to reduce maintenance and need for water, pesticides and fertilizers.
- Solar Lighting/LED options for street lighting and bollards reduces energy consumption.
- Street furniture includes potential use of recycled materials.
- Focus on efficient use of existing parking areas reduces the need for pavement, and reduces heat islands.
- Increased accessibility through ADA compliant pathways, accessibility to bus stops and updateable technology to convey information through QR codes.



CONCEPTUAL DESIGNS

Overall Concept

The Plan breaks the Village Center District into a series of sub-areas described below. These areas share themes that are common to the Village Center as a whole, but subtle changes in their design features will reinforce their unique identities and complement their unique functions. Recommendations for all areas are shown in the Overall Concept Plan on the next page. Each section of the plan is then enlarged for easier viewing on the following pages. While the Plan provides recommendations for a defined study area, many of the ideas presented could be employed throughout the Village Center and in abutting areas.



Depot Square Area

Working off the theme of the historic train depot at the current rail trail crossing, this district could focus on thematic elements that evoke the history of the rail depot and the businesses that relied upon it, as well as current bicycle users.

- Reference rail crossing and bicycling thematic elements in pavement changes, mast arms, and other gateway design features
- Use planters and window boxes to accentuate architectural features close to the sidewalk
- Provide plentiful seating opportunities to enjoy ice cream and open space
- Maximize on farmer's market activities
- Focus on bike and pedestrian accommodations, including potential pathway to Route 6A
- Re-stripe Old Colony Way to expand on-street parking and accommodate bike lanes



Main Street Core

Along the central portion of Main Street, the Core district is the hub of activity in Orleans. This area should build on its pedestrian-oriented pattern of buildings set close to the street, and accentuate elements that evoke a traditional Cape Cod maritime feel.

- Invite nightscaping and twinkle tree lighting to encourage evening dining and strolling
- Improve wayfinding through singular showy tree species and simple pedestrian scale signage
- Provide outdoor resting and seating areas for dining and gathering surrounded by low-maintenance plantings
- Use ornamental white picket fencing to consistently define the street edge
- Continue the established pattern of brick sidewalks, granite curbs and granite block driveway entries
- Inlay patterns to highlight new pedestrian pathways connecting Main Street with adjacent areas



Municipal Events Area

At the eastern end of the Village Center, this district reflects the quieter, events-driven side of the village. As a reflection of this, thematic elements in this area are pared down to essential improvements.

- Clearly define gateway intersections with iconic elements and landscaping
- Highlight open spaces
- Use lighting at gateway areas only, to allow for unique treatment during special events
- Provide directional information to guide users to various parks and downtown destinations
- Encourage pedestrian movement in transition areas with better landscaping and seating opportunities



Route 6A

This primary travel corridor is less comfortable for pedestrians and bicyclists than Main Street due to the dominance of automobiles. Cars move at a higher speed, and there is no on-street parking to buffer pedestrians from the roadway. Slowing travel and providing pedestrian comforts to encourage walking are important in this area.

- Narrow the road pavement where possible to calm traffic
- Add landscaped strips between the road and the sidewalk to separate pedestrians from the roadway
- Improve the sidewalk character through consistent use of materials
- Separate pedestrians from adjacent parking areas with landscaping and seat walls

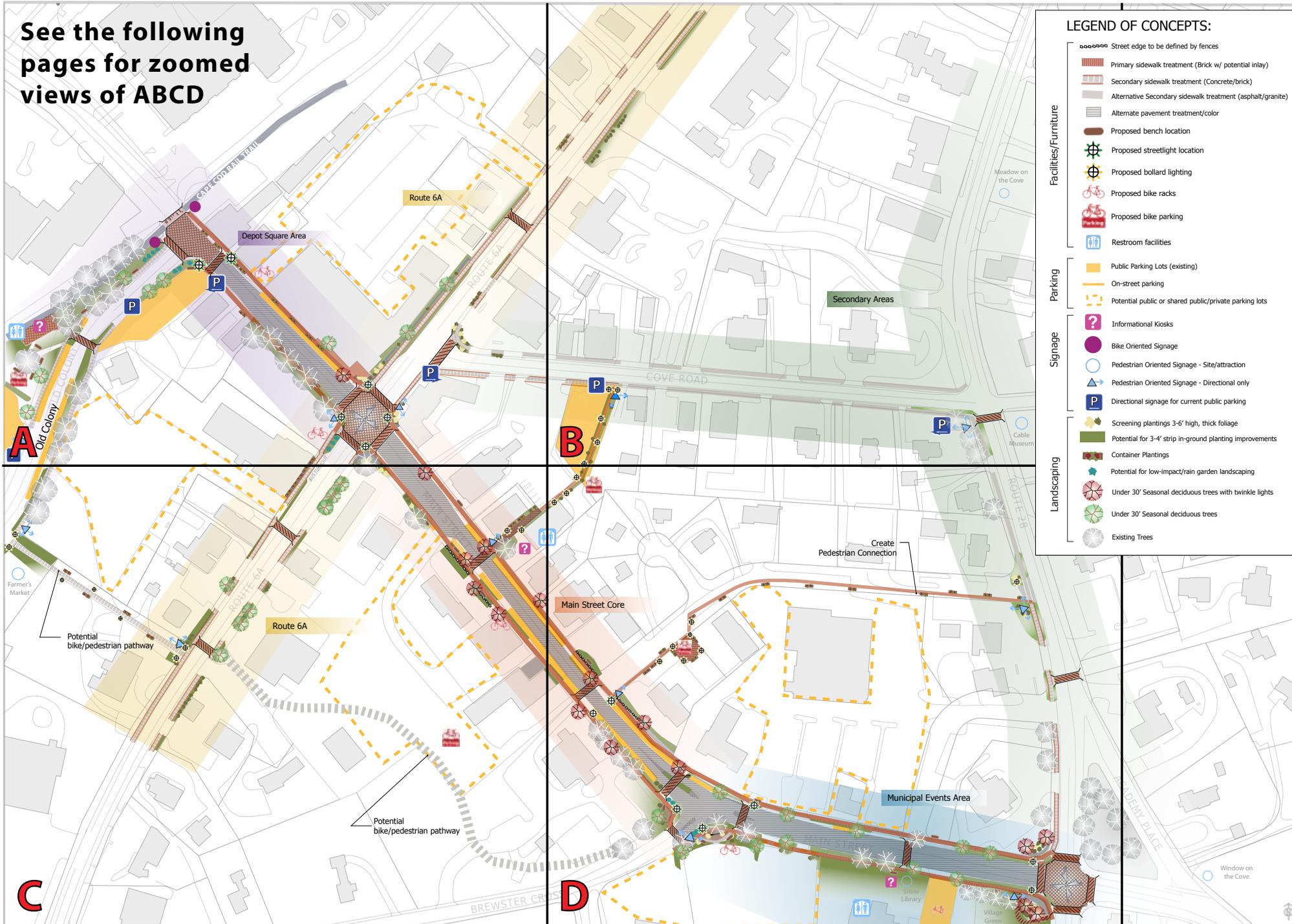


Route 28 and Secondary Roads (i.e. Cove Road, Brewster Cross Road)

More informal design elements and low level lighting cues visitors that these areas transition away from the core village center. Pedestrian accessibility and a more residential feel should be maintained.

- Maintain grassy sidewalk edges
- Provide continuous sidewalks, with materials appropriate for secondary roads
- Encourage shade trees and informal plantings adjacent to road frontage
- Maintain existing building setbacks with parking to side and rear

See the following pages for zoomed views of ABCD

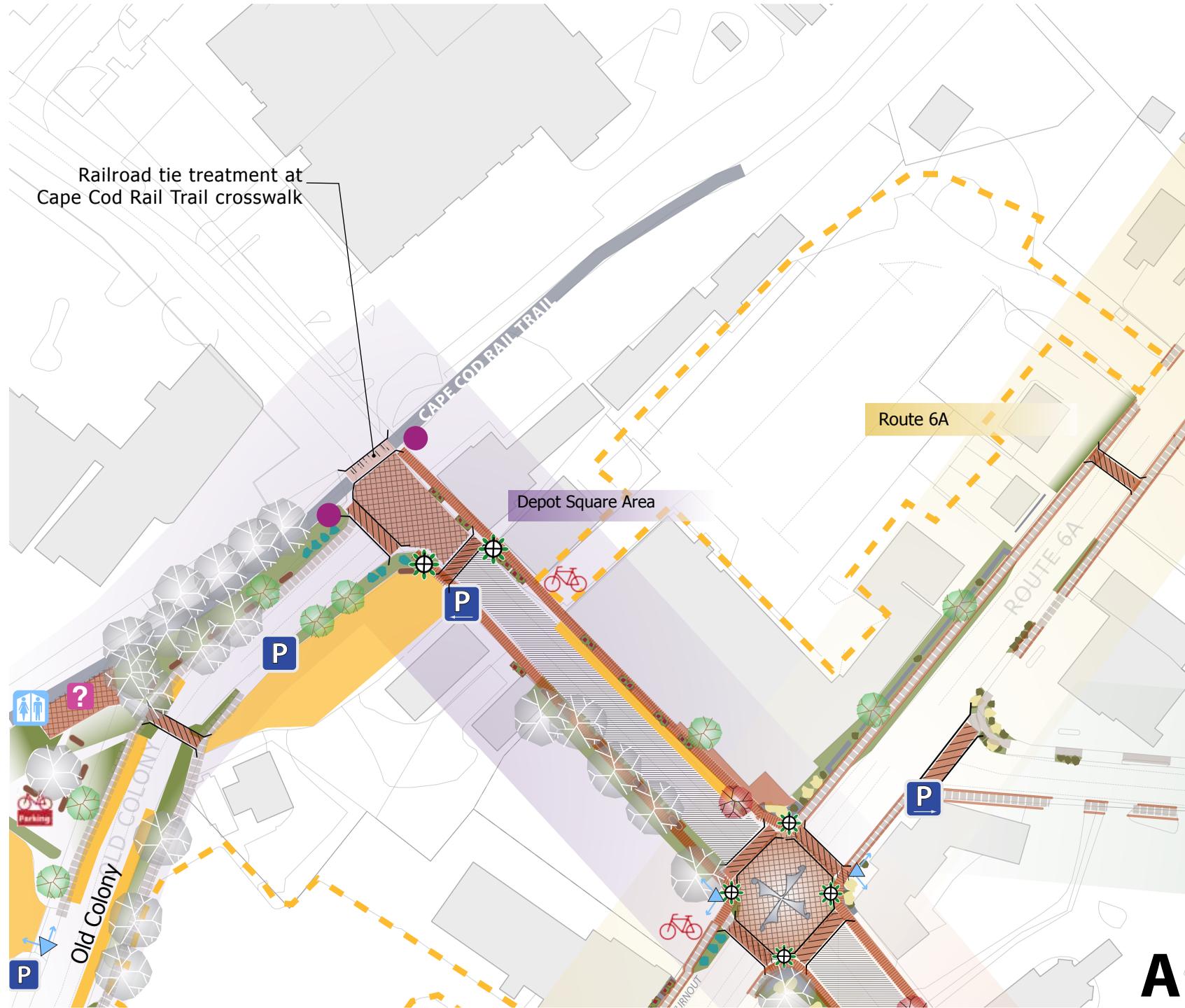


ORLEANS VILLAGE CENTER STREETSCAPE PLAN

*Concept plan not shown to scale



Created by TH for:
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 www.capecodcommission.org
 Using:
 GIS/CAD/Adobe Illustrator



LEGEND OF CONCEPTS:

- Street edge to be defined by fences
- Primary sidewalk treatment (Brick w/ potential inlay)
- Secondary sidewalk treatment (Concrete/brick)
- Alternative Secondary sidewalk treatment (asphalt/granite)
- Alternate pavement treatment/color
- Proposed bench location
- Proposed streetlight location
- Proposed bollard lighting
- Proposed bike racks
- Proposed bike parking
- Restroom facilities
- Public Parking Lots (existing)
- On-street parking
- Potential public or shared public/private parking lots
- Informational Kiosks
- Bike Oriented Signage
- Pedestrian Oriented Signage - Site/attraction
- Pedestrian Oriented Signage - Directional only
- Directional signage for current public parking
- Screening plantings 3-6' high, thick foliage
- Potential for 3-4' strip in-ground planting improvements
- Container Plantings
- Potential for low-impact/rain garden landscaping
- Under 30' Seasonal deciduous trees with twinkle lights
- Under 30' Seasonal deciduous trees
- Existing Trees

A



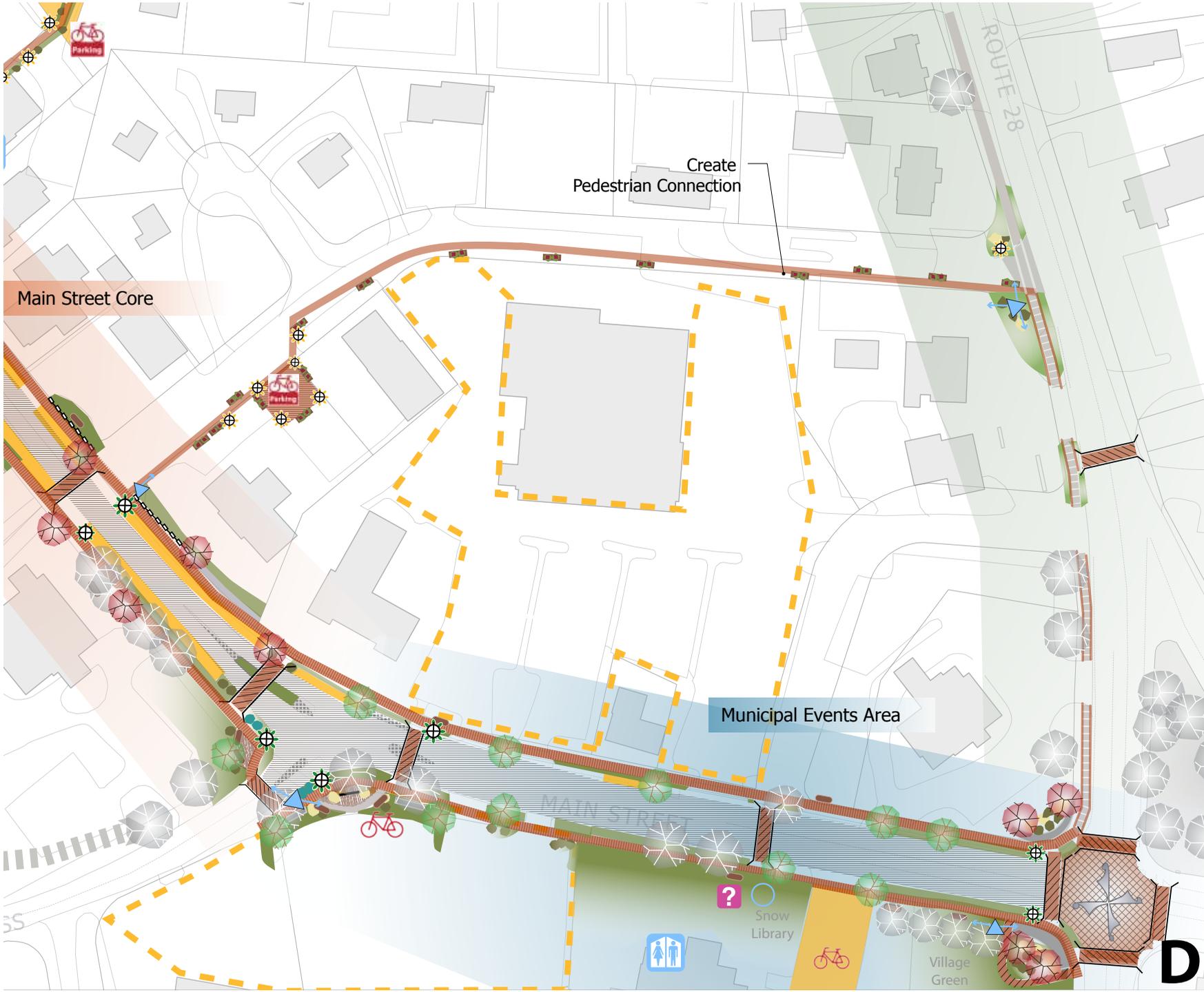
LEGEND OF CONCEPTS:

- Facilities/Furniture**
 - Street edge to be defined by fences
 - Primary sidewalk treatment (Brick w/ potential inlay)
 - Secondary sidewalk treatment (Concrete/brick)
 - Alternative Secondary sidewalk treatment (asphalt/granite)
 - Alternate pavement treatment/color
 - Proposed bench location
 - Proposed streetlight location
 - Proposed bollard lighting
 - Proposed bike racks
 - Proposed bike parking
 - Restroom facilities
- Parking**
 - Public Parking Lots (existing)
 - On-street parking
 - Potential public or shared public/private parking lots
- Signage**
 - Informational Kiosks
 - Bike Oriented Signage
 - Pedestrian Oriented Signage - Site/attraction
 - Pedestrian Oriented Signage - Directional only
 - Directional signage for current public parking
- Landscaping**
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 - Container Plantings
 - Potential for low-impact/rain garden landscaping
 - Under 30' Seasonal deciduous trees with twinkle lights
 - Under 30' Seasonal deciduous trees
 - Existing Trees



LEGEND OF CONCEPTS:

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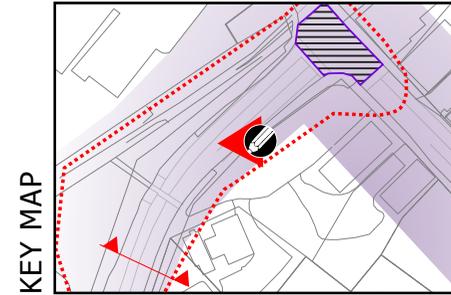
Depot Square Area

Historically, this area was the center of activity because of its location close to the railroad depot. A number of historic commercial and residential buildings survive in this area, typically set very close to the sidewalk. Beyond Snow's and Mid-Cape, the area quickly takes on a more residential feel with green lawns and buildings set further back from the roadway.

Depot Square Park Improvements

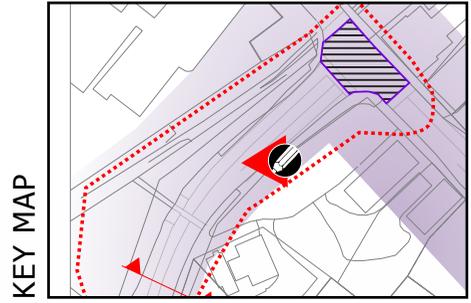
Given the momentum in town around a potential relocation of the visitor center, these plans for Depot Square present two development scenarios. The first, on the bottom left, shows the more developed plan with the relocated visitor center in the Southern corner across from the Farmers Market as well as an area of extensive bike parking atop a gravel (or seashell) paved square.

The second plan (on the right) depicts landscaping improvements that could occur in the shorter term, such as improved pavement areas, seating opportunities, additional bike parking at the northern end, and landscaped bump-outs at the Sparrow crossing to calm traffic for the numerous pedestrian visitors.





Existing: View South at Depot Square



KEY MAP



Expanded brick resting and picnic area

Expanded bike parking area and pathway improvements

Potential for relocated visitor center and restrooms

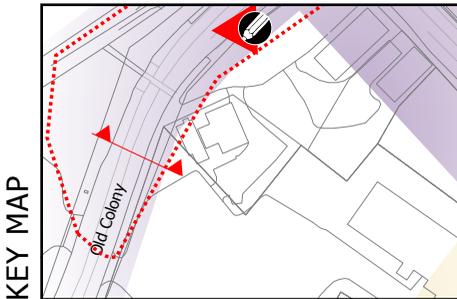
Landscaping and crosswalk improvements for traffic calming and aesthetic upgrade

Depot Square Area

Old Colony Way

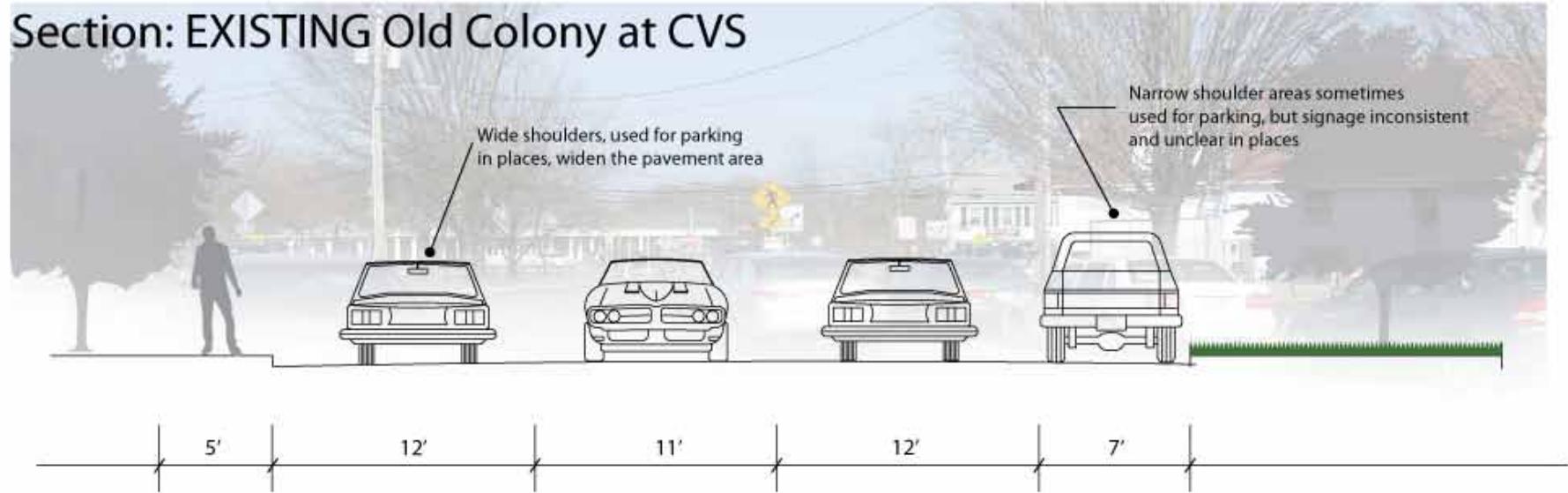
This cross-section highlights the possible re-striping of Old Colony Way. The existing roadway is very wide, with a generous shoulder on the west side of the street that is used as parking. On the opposite side of the street, a narrower shoulder exists that is used as on-street parking in places with other parts marked with "no parking" signs. Old Colony terminates at Main Street and is frequently used by cyclists making their way to the rail trail and other Village Center destinations.

The proposed cross-section shows how re-striping can be used to create a dedicated bike lane in both directions while providing evenly dimensioned on-street parking on both sides of the street. Landscaping and bumpouts could be added at new or proposed crosswalks to shorten the distance across the street and protect pedestrian connections.

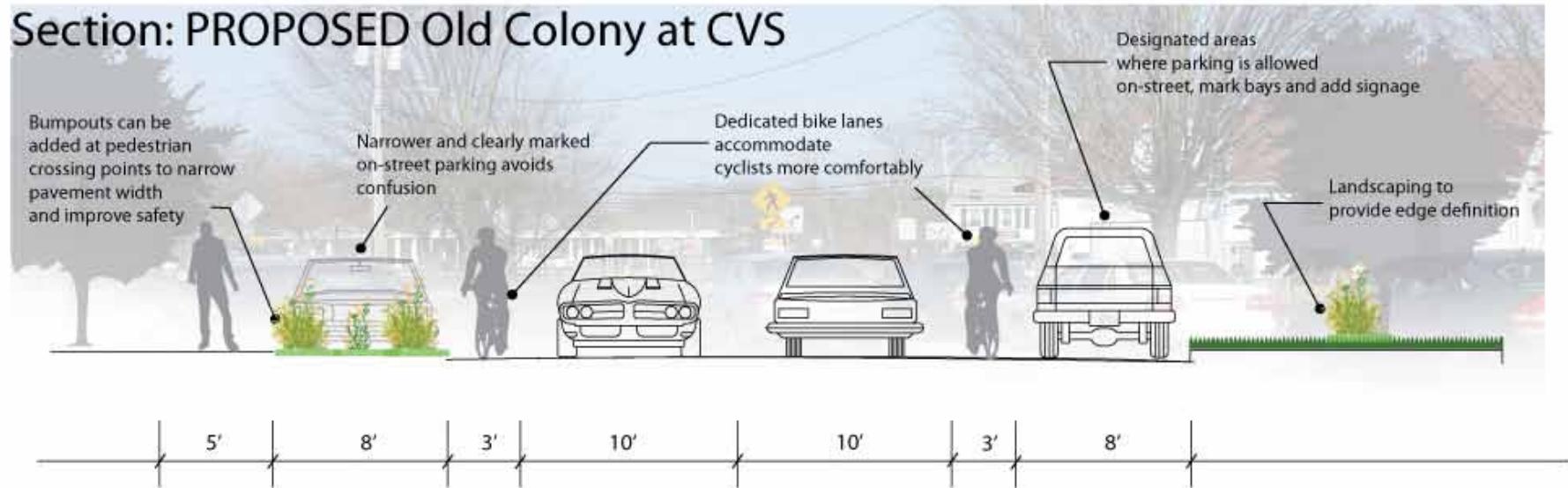


KEY MAP

Section: EXISTING Old Colony at CVS

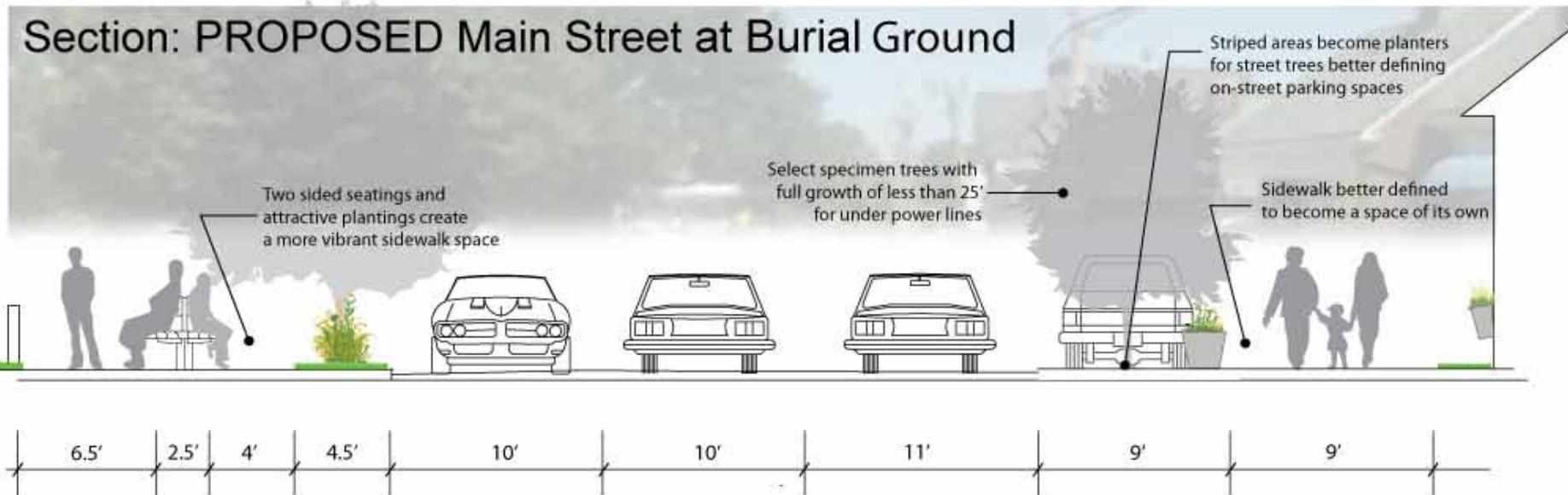
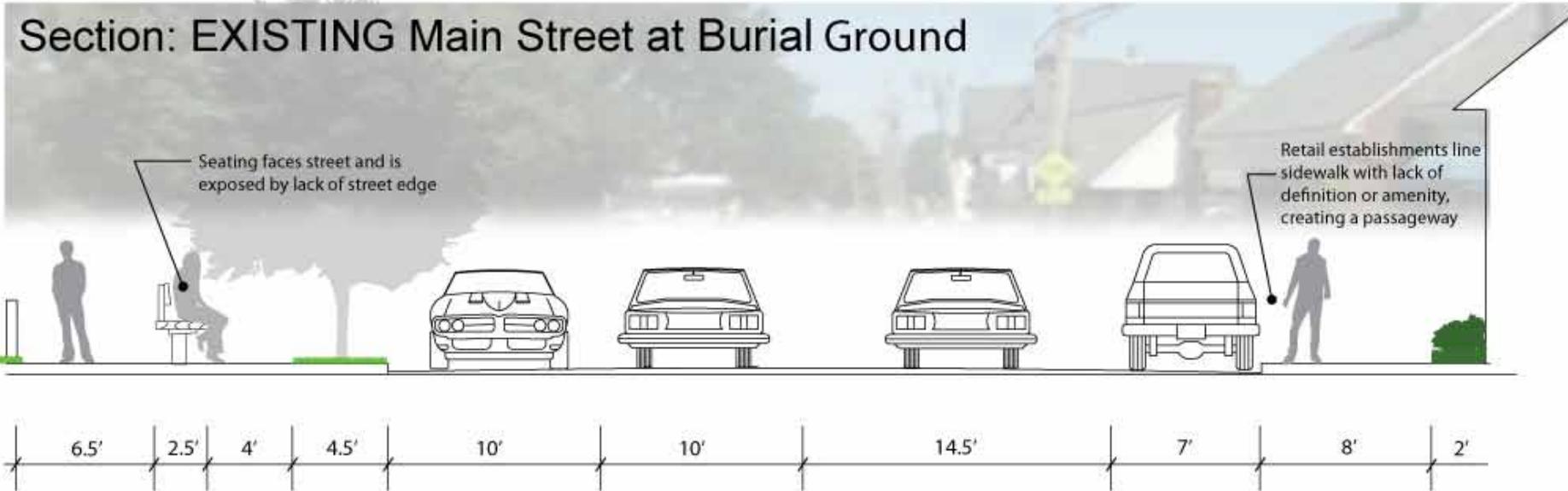


Section: PROPOSED Old Colony at CVS



Main Street at burial ground/ Watsons

This cross-section highlights the transition along Main Street into the Depot Square area, where landscaping would give a visual cue to the transition with moveable planters and window boxes, and seating and pedestrian elements can be enhanced by narrowing a wide travel lane.



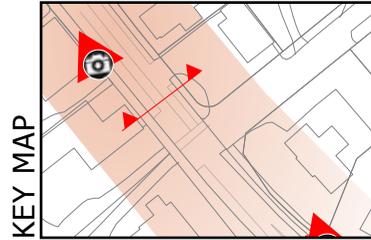
KEY MAP

Main Street Core

The commercial buildings in this area are mostly from the 20th century, though some early structures survive, notably the Whole Food Store building. This section of the study area feels densely developed, with buildings sited close to each other. The core portion of Main Street is where most pedestrian activity takes place. Much of the street is appropriately enclosed by buildings on both sides of the street, with wide sidewalks, fencing, benches, street trees and on-street parking providing a comfortable environment for pedestrians.

Sidewalk Plantings and Edge Definition

In several places, buildings are set back away from the sidewalk and the space between is clearly defined by either fencing or landscaping. However, there are some locations in the Main Street core where this strong pattern is broken, particularly where parking is located between the sidewalk and the adjacent buildings. Where parking lots are immediately adjacent to the street, fencing (preferably white picket similar to existing fences) or landscaping should be provided to define the sidewalk edge. This illustration shows how fencing can separate a small parking area from the pedestrian path and continue the building line along the street. It also shows how areas with wide sidewalks can be improved with low planting beds adjacent to the street, incorporating ample breaks to allow people to exit parked cars.



Existing: Moppet Shop Looking West

Trash receptacle &/or space for bike racks (2-4 spaces)

Drought-tolerant low maintenance plantings can be incorporated to add aesthetic appeal and strengthen street edge

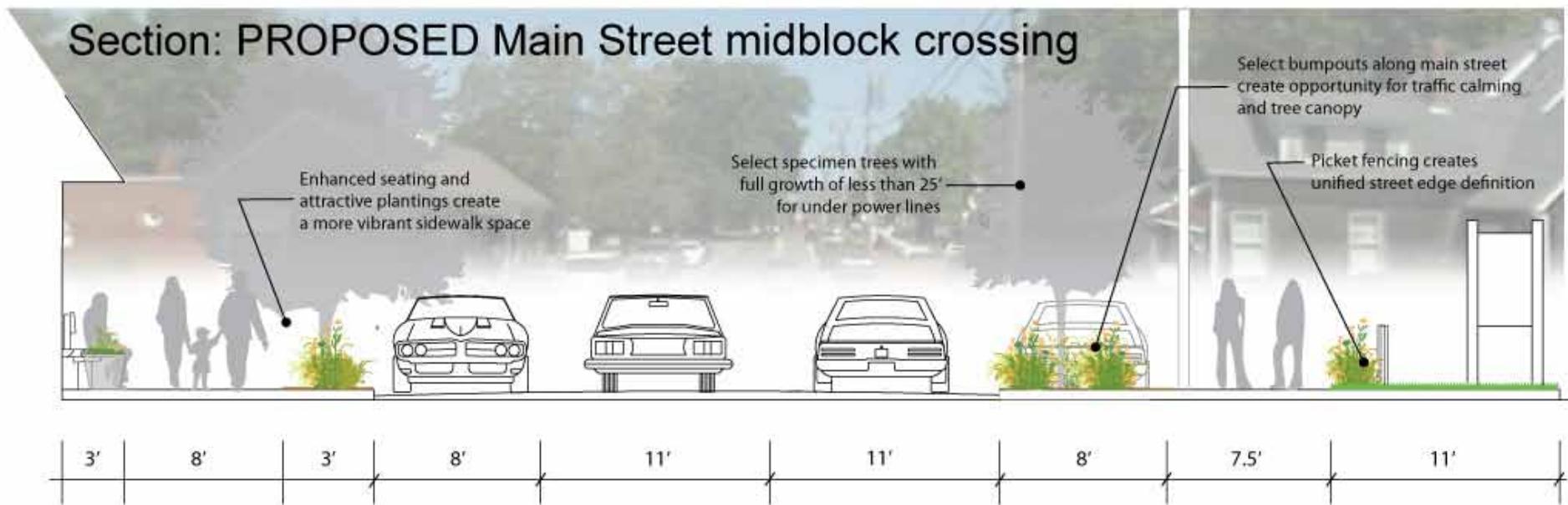
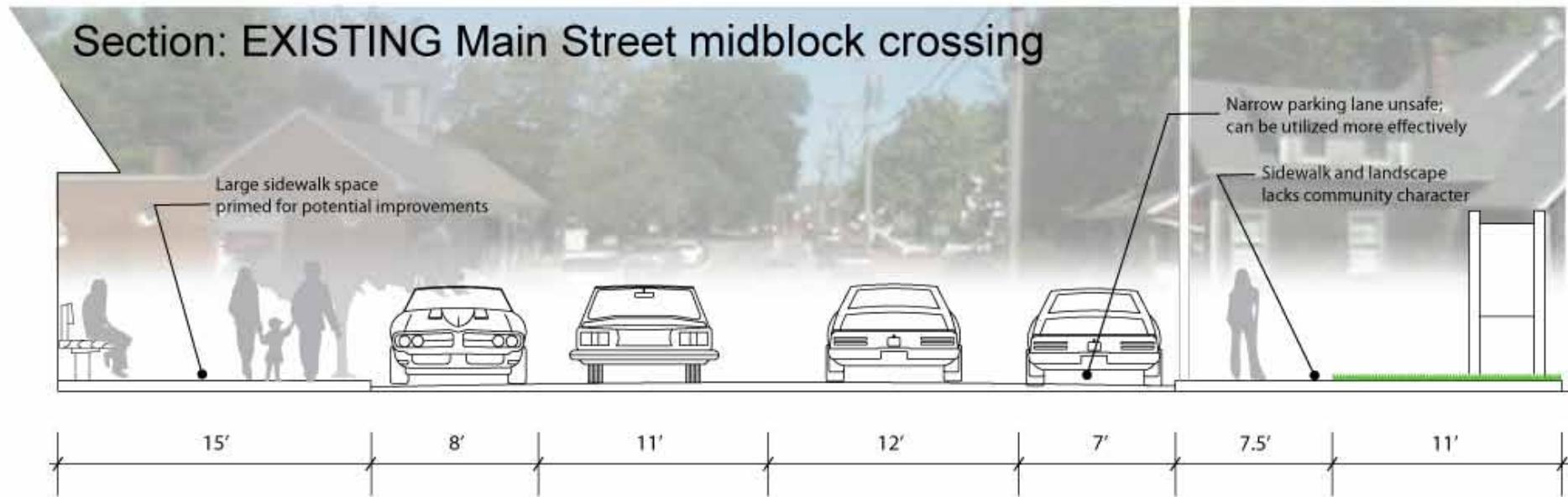
Main Street Core highlighted by a unified look of white picket fencing



Proposed: Moppet Shop looking West

Mid Block Main Street Core

This cross-section highlights some of the design elements proposed throughout the Main Street Core area (between Brewster Cross Road and Route 6A), including picket fencing, low maintenance planting, tree planting and seating.

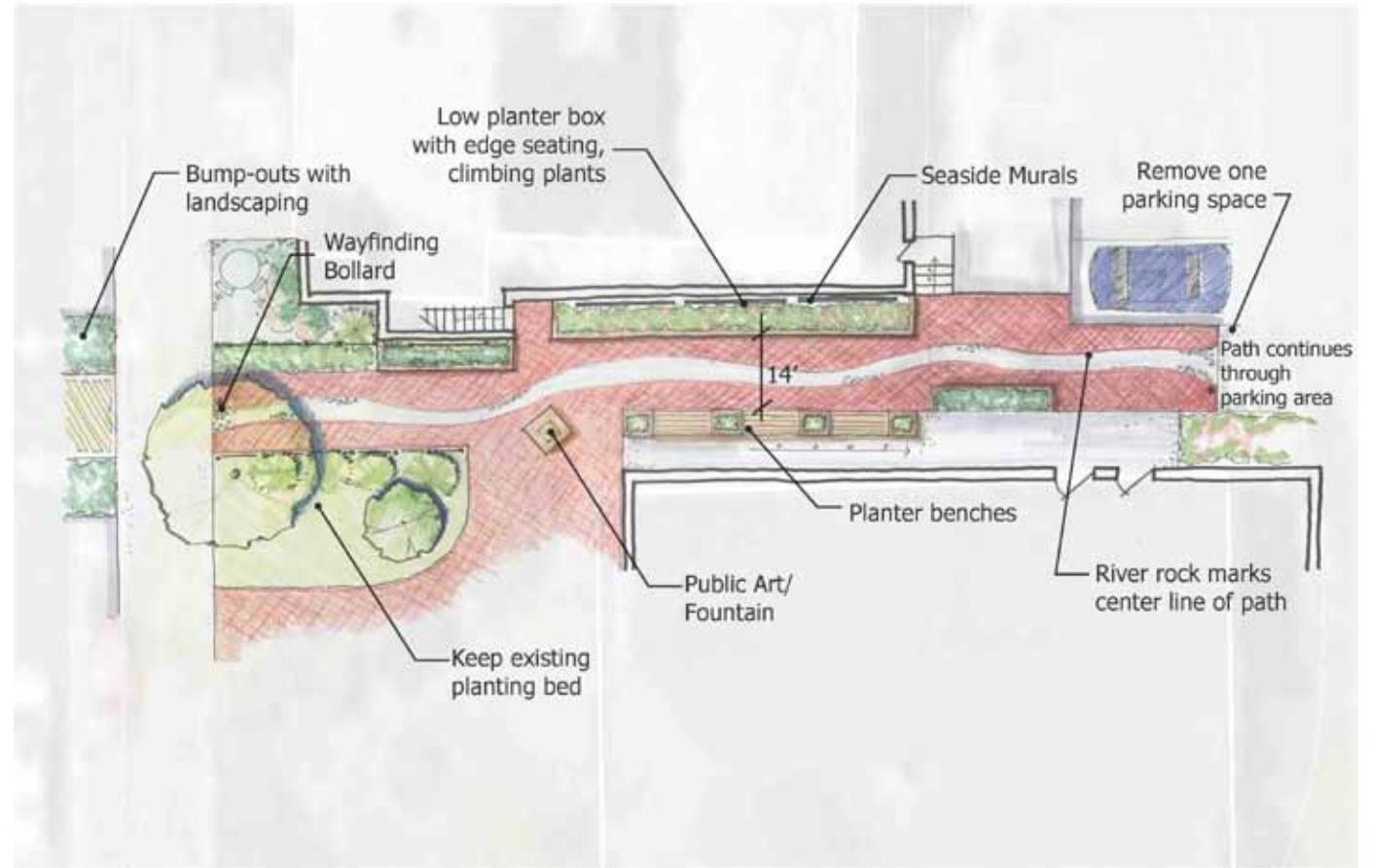
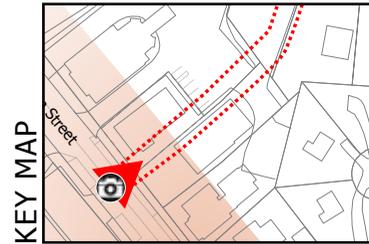


Main Street Core

Pedestrian Connection at Community Center

Main Street is currently connected to public parking and businesses on Cove Road via a well used non-vehicular alleyway. Activity in the immediate vicinity is high due to the popularity of adjacent businesses, the pocket park and the public parking and restrooms located here. However, poor lighting, blank building walls and the lack of seating and signage mean that this amenity is not as inviting as it could be, especially to visitors. The parking area located at the end of the current connection is also poorly defined and organized, with particular confusion surrounding the public and private lots in the vicinity.

This illustration suggests climbing plants or murals could help cover blank walls on the north side of the alley. Wayfinding bollards in combination with distinctive pavement treatments could encourage pedestrian activity to adjacent shopping and attractions on Cove Road.



EXISTING: Pedestrian connection at Community Center



Existing: Looking North at pedestrian connection

Pathway continues through lot to Cove Rd.

Bollards with lights continue theme

Public art adds element of interest to draw people in

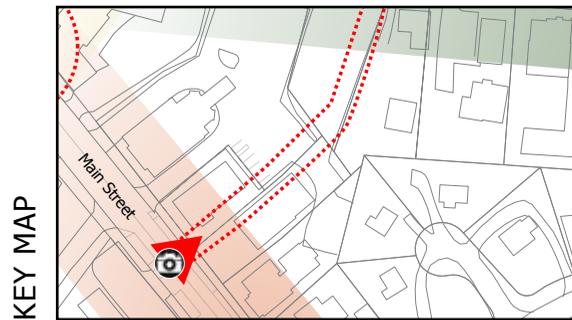


Drought-tolerant low maintenance plantings are incorporated into low seat walls and planter benches

Improved/permeable paving can incorporate river rock strip for wayfinding

Proposed: Looking North at pedestrian connection

Wayfinding bollard with QR code, decorative tile indicating services and attractions ahead



KEY MAP

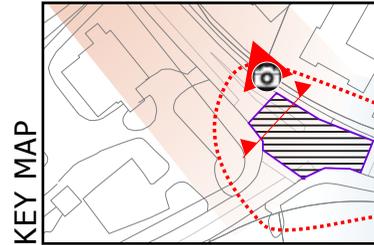
Events Area

Historically, this area was more residential in nature, with large open spaces. The development of Post Office Square and Friends Market took the place of residential properties. Open space adjacent to Snow Library, the Veteran's Memorial, and Window on the Cove create a series of landscaped and natural areas that form an outer boundary to this area. The adjacent Nauset Middle School, ball fields and playground also help define the character of this area.

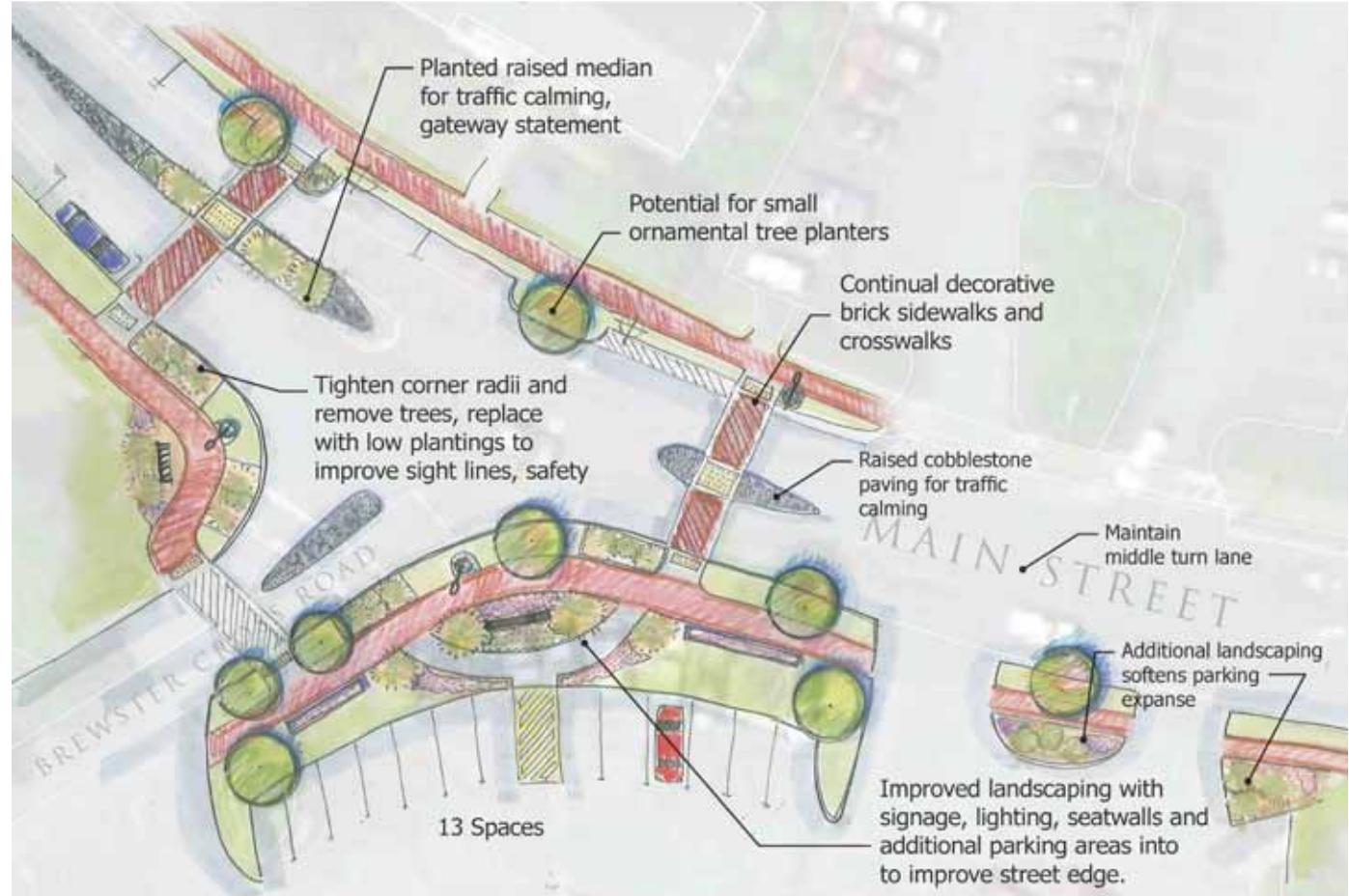
Intersection of Main Street & Brewster Cross Road

This area represents a transition from the Main Street core to the events-oriented part of Main Street. An existing striped median offers an opportunity to introduce traffic calming measures to slow traffic speeds at this curve. Turning movements are difficult due to the angle of the road approach and the pedestrian crossing is awkward due to the alignment of the road and width of the intersection. Several of the businesses in this area have poorly defined parking lots located adjacent to the street, which results in poor definition of the street edge and a less enclosed street for pedestrians.

By tightening the existing corner and narrowing the travel lane, cars are forced to drive more slowly, making a safer pedestrian environment. Shifting the crosswalk to the west reduces the distance to cross the street for pedestrians and improves visibility for vehicles exiting Brewster Cross Road. Use of alternate paving treatments, such as cobblestones in the approaches, also provides vehicles with a physical cue that pedestrians are in the vicinity and better defines opposing movements in the center turn lane. The brick used on the sidewalks should be carried through the crosswalks to unify the pedestrian domain, and lighting, benches, trash receptacles and landscaping provided at the corners. Opportunity exists for private property owners to introduce landscaping, fencing or seatwalls to screen parking from the street and create greater curb appeal.



Existing: Main Street at Brewster Cross Road



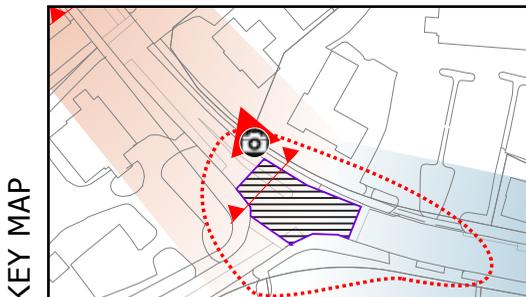
PROPOSED: Main Street at Brewster Cross Road



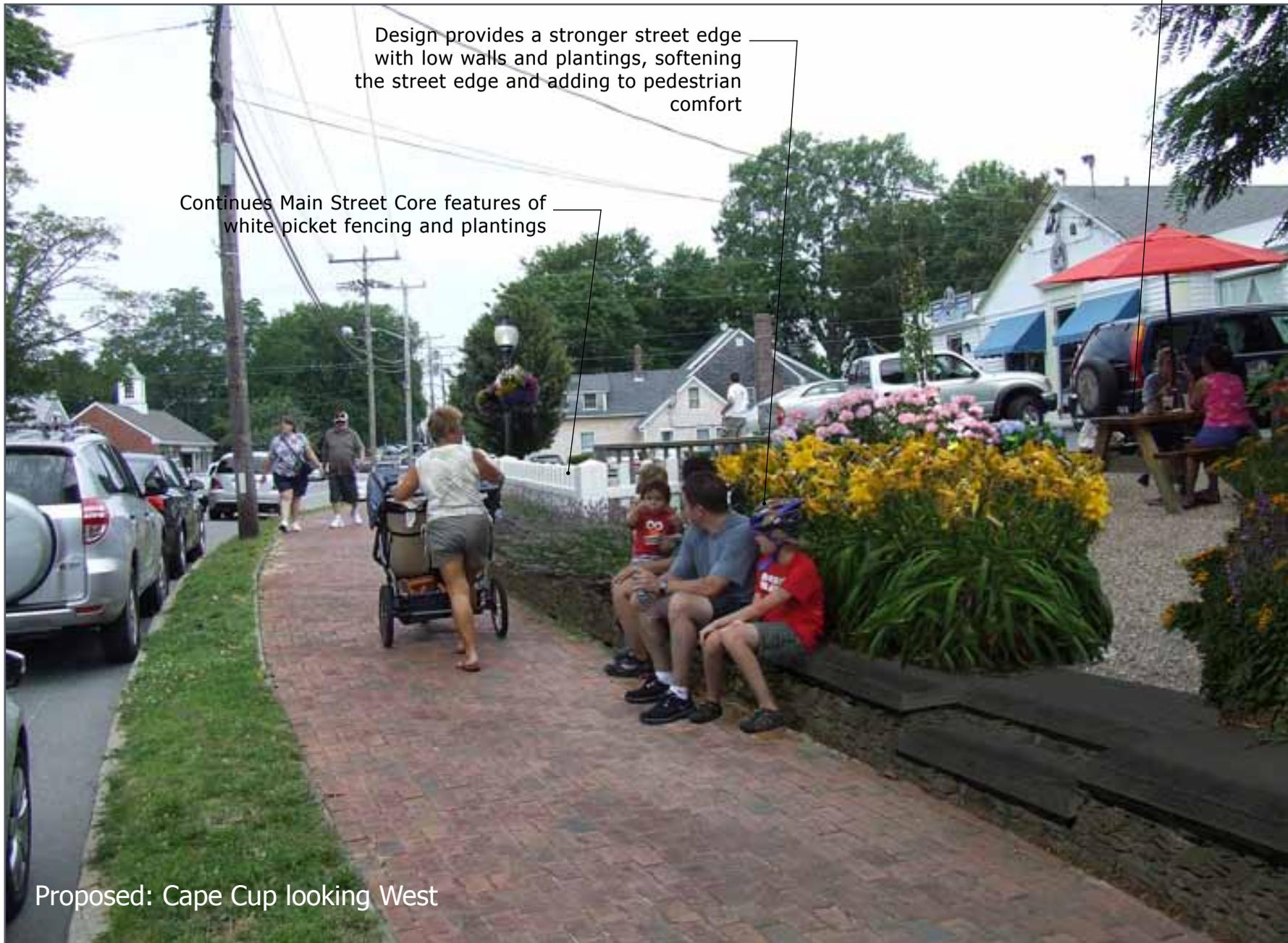
Existing: Cape Cup looking West

Streetscape In Front of Cape Cup

This visualization shows how a combination of low fencing, seatwalls, and low maintenance plantings can be used to define an existing parking lot edge, creating a more comfortable and more attractive environment for pedestrians, as well as an enhanced outdoor seating environment. These same design elements can be used in similar situations throughout the Village Center.



KEY MAP



Proposed: Cape Cup looking West

Outdoor dining enhanced through landscaping and enclosure from the street

Design provides a stronger street edge with low walls and plantings, softening the street edge and adding to pedestrian comfort

Continues Main Street Core features of white picket fencing and plantings

Events Area

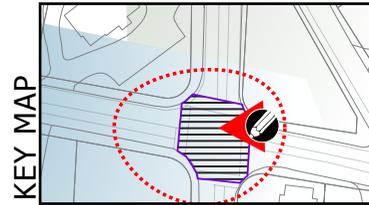
The intersection of Route 28 and Main Street

This intersection was identified as one of the primary gateways to Orleans Center, especially for vehicular traffic. The public open space adjacent to the library presents an attractive feature and natural relief for this corner but is currently lacking in amenities aimed at pedestrians.

The plan targets this gateway to make a clear statement that you are entering Orleans Center and that vehicles are entering a more pedestrian oriented space. By tightening the turning radii at the intersection slightly, additional space is created for landscaping that buffers pedestrians from the road, but also shrinks the space in the intersection, encouraging reduced traffic speeds.

Street trees are recommended nearer to the road edge, between the sidewalk and the travel lanes, which has the effect of further separating these street users and creating a more comfortable pedestrian environment.

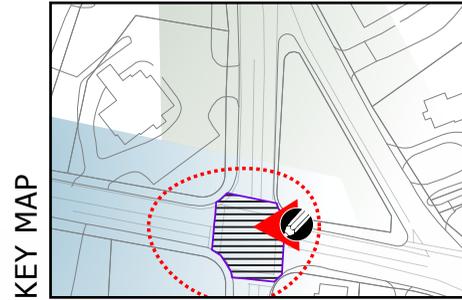
The aesthetic elements of decorative paving throughout the intersection, low seatwalls, and gateway landscaping can be carried into other identified key intersections, including Route 6A/Main Street and Old Colony Way/Main Street.





Existing: View West at 28/Main Street

Design provides a stronger street edge with low walls and plantings to make a distinctive entry.



KEY MAP

Alternate paving designs in the intersection draw from a windmill theme/compass rose, signaling drivers to the importance of the intersection and calming traffic



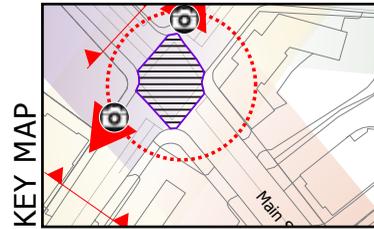
Proposed: Gateway to Main Street

Route 6A

The Route 6A corridor includes several historic properties, most converted to commercial or office use, but they are generally more spread out and set further back from the road than buildings along Main Street. The increased space between buildings and the heavy volume of automobile traffic along Route 6A make this area a challenge for pedestrians.

Route 6A at CVS frontage (looking south)

This illustration shows a distinctive sidewalk treatment for Route 6A, along with seatwalls and landscape improvements to enhance the character for pedestrians. The plan recommends taking advantage of excess road width here to add a landscape strip that separates the sidewalk from the roadway and to establish a designated bus turnout.



Existing: Looking South at CVS on Route 6A

Designated Bus Turnout for safer visiting experience

Seatwalls add softening landscaping and seating opportunity on nice days



Extra travel lane space appropriate for landscaped bumpout

Secondary sidewalk treatment of concrete slab with brick inlay designates transition out of Main Street core

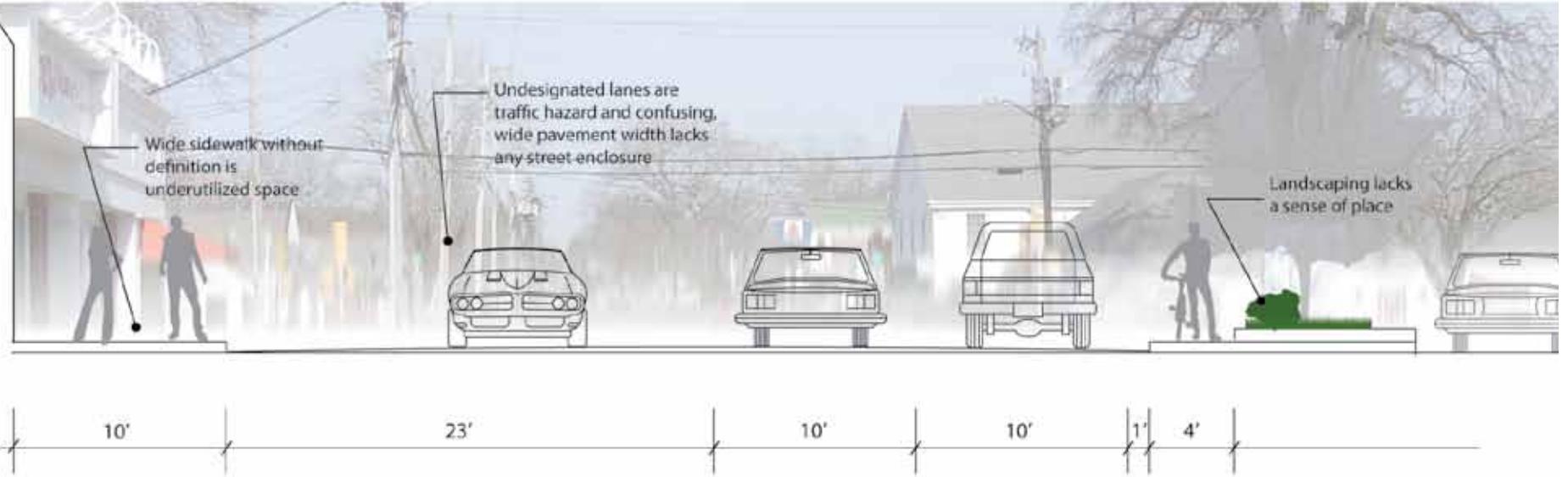
Wayfinding bollard with QR code, decorative tile indicating services and attractions ahead

Proposed: Looking South at CVS on Route 6A

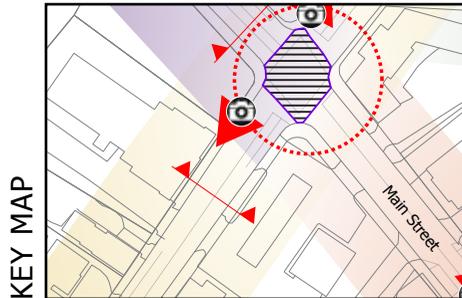
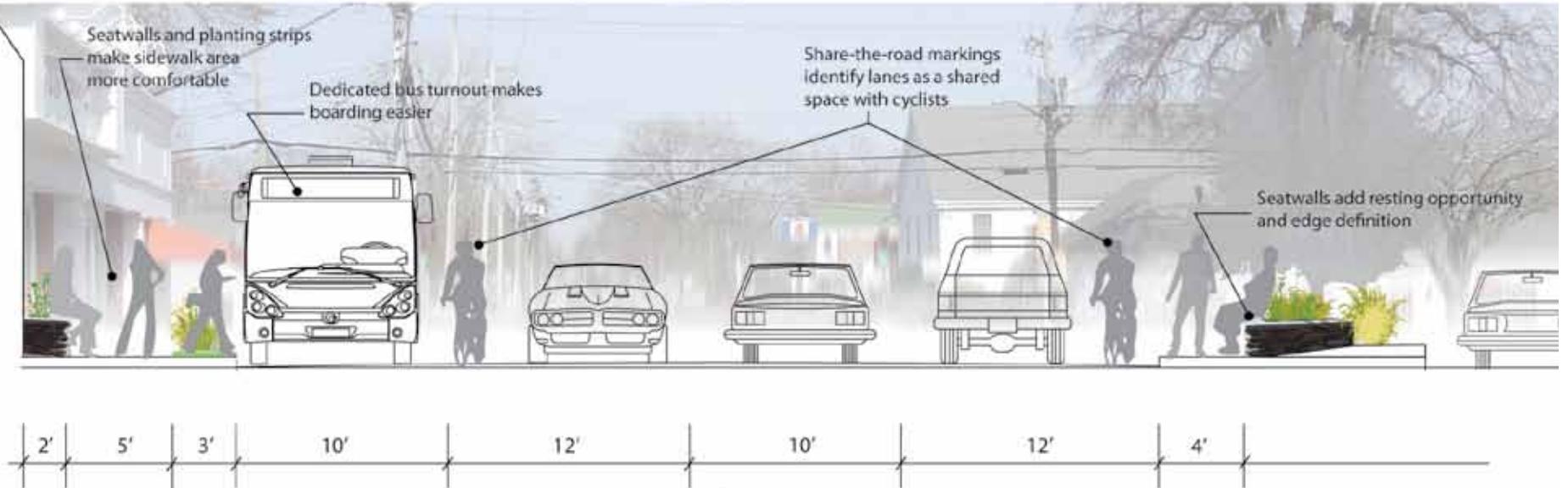
Route 6A at CVS and Mobil (looking north)

This cross-section highlights a improved street configuration that features a designated bus turnout, narrower vehicle travel lanes, landscape buffering in front of the gas station and additional room for bicycle travel. To encourage sharing the road, the two-foot wide area on each side of the road may be striped as a paved shoulder or marked with a sharrow.

Section: EXISTING Route 6A at CVS and Mobil



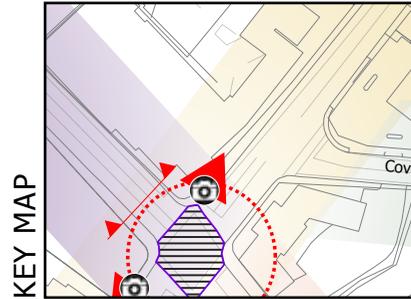
Section: PROPOSED Route 6A at CVS and Mobil



Route 6A

Route 6A across from Cove Road

This graphic highlights improved pedestrian amenities along Route 6A, including seatwalls, landscaping, and distinctive sidewalk treatment, all to encourage pedestrian activity to continue beyond Main Street. It also shows the potential for public art located directly across from the terminus of Cove Road.



Existing: Looking North along west side of Route 6A

Seatwalls add softening landscaping and seating opportunity on nice days



Proposed: Looking west side of Route 6A



Public Art/Murals and landscaping create a terminated vista at the end of Cove Road as visitors approach Main Street

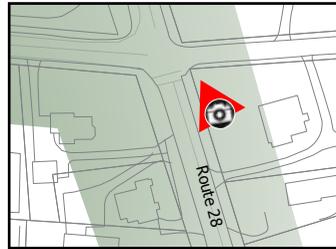
Secondary sidewalk treatment of concrete slab with brick inlay designates transition out of Main Street core

Proposed: Looking North along west side of Route 6A

Route 28 and Secondary Areas

These areas generally have a more residential feel and provide a gradual transition into and out of the core Village Center. Improvements should maintain the less formal character of these areas while encouraging movement and improving pedestrian safety. Low level lighting and sidewalk treatments appropriate for secondary roads should be used.

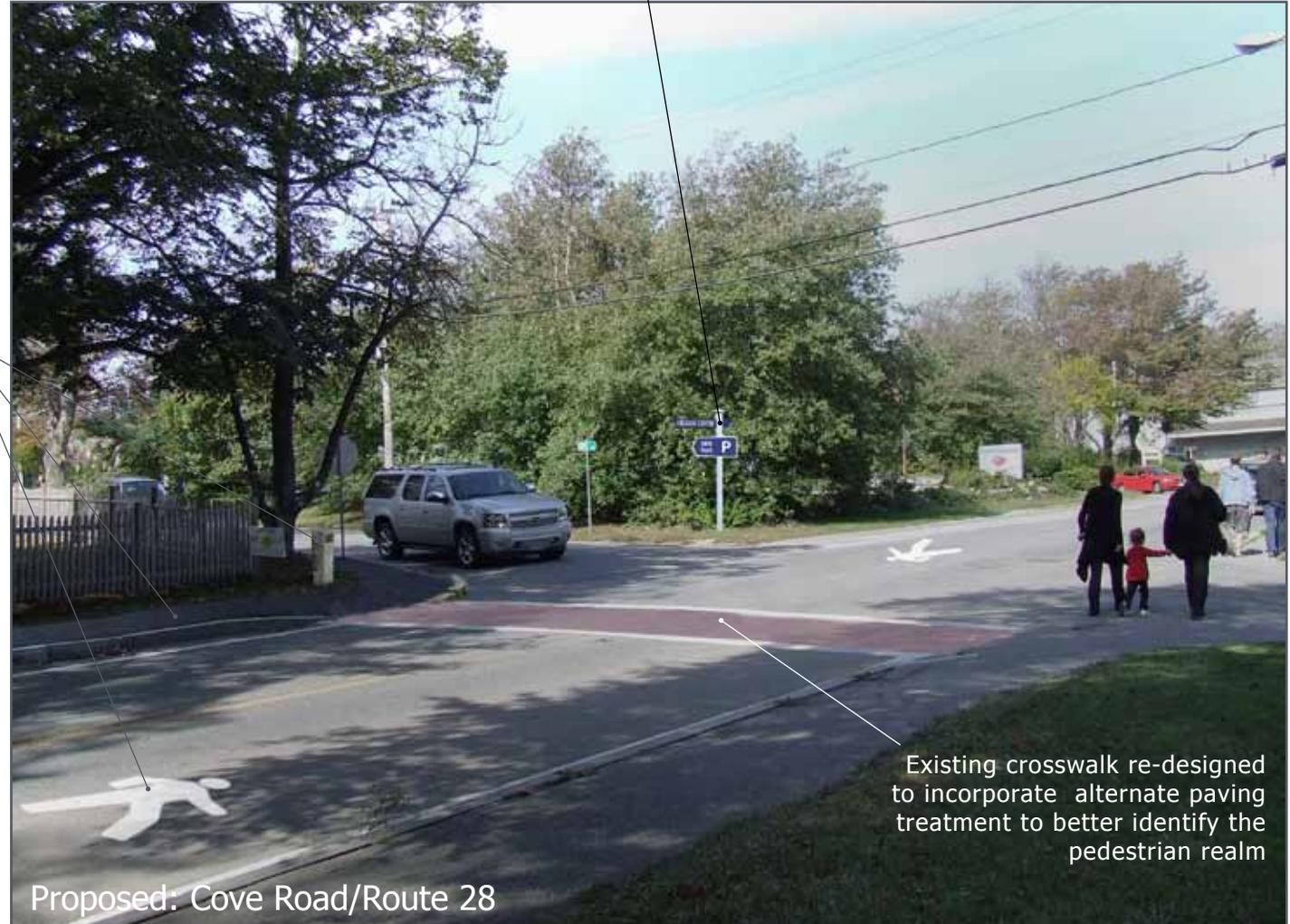
KEY MAP



Route 28 at Cove Road

This graphic illustrates modest improvements in pedestrian amenities, including extending the sidewalk to both sides of Route 28 and improving crosswalk visibility. It also suggests discrete signage to help guide both drivers and pedestrians to nearby amenities.

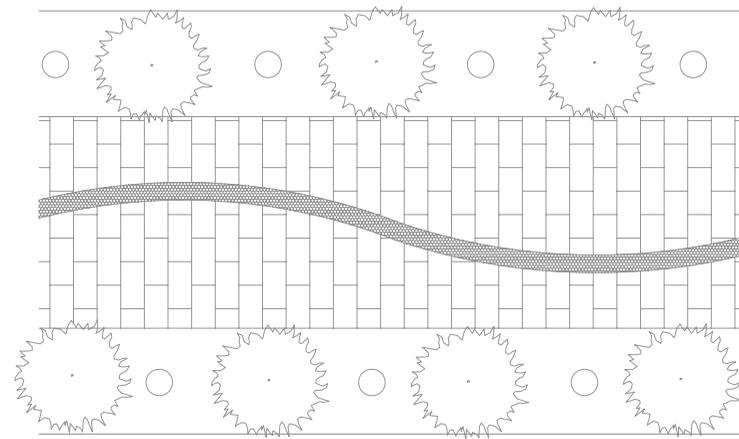
Pedestrian scale signage, roadway markings and the continuation of the sidewalk on Cove Road improve the pedestrian access and safety



Proposed: Cove Road/Route 28

Existing:
Cove Road/
Route 28

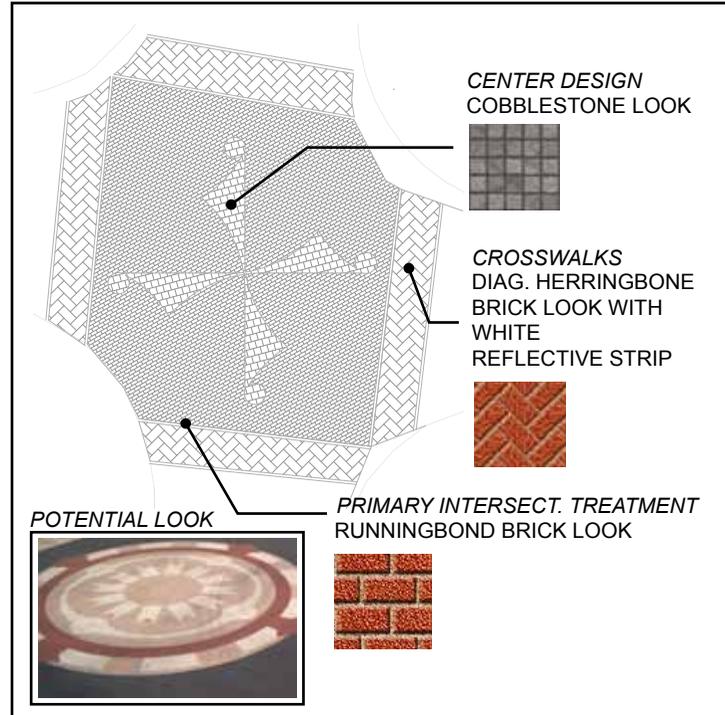




SPECIFICATIONS

Paving Materials

INTERSECTION DESIGN (TYP.)



Gateway Intersections

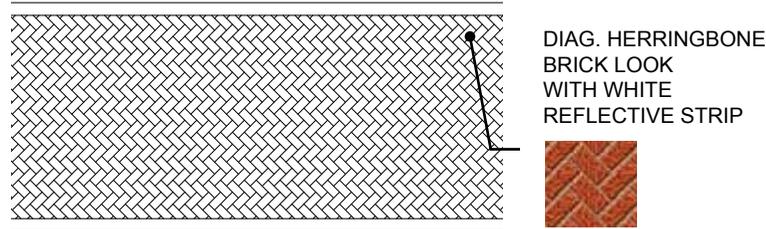
The proposed design for gateway intersections identified in the plan (6A/Main St., Route 28/Main St.) is a decorative pavement treatment, or raised intersection design, in the form of a compass rose/windmill facing North.

Proposed style: Cobblestones and brick look in two patterns.

Proposed material: Due to the heavy traffic in intersection areas, as well as the pressure from vehicles at the turning radii, it is proposed to utilize stamped asphalt to create the look of cobblestone and brick. Stamped asphalt has a continuous surface is more flexible and repairable than stamped concrete or paving stones.

Approximate cost: \$8-10/SF

CROSSWALK DESIGN (TYP.)



PROPOSED TREATMENT



COBBLESTONE INLAY STRIP



DETECTABLE WARNING



CURB EXTENSIONS (TYP.)



RAIL TRAIL SPECIALTY TREATMENT



Crosswalks/Secondary Intersections

The proposed design for crosswalks throughout the Village Center is in keeping with the treatment of some of the current sidewalks: a diagonal herringbone brick pattern with a border of reflecting white striping.

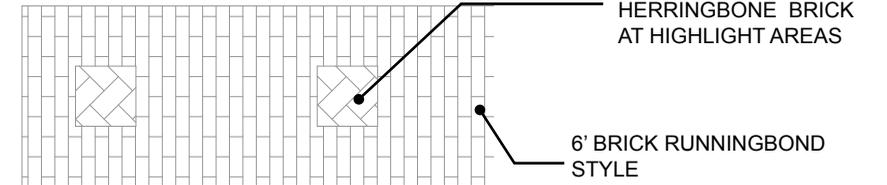
In secondary gateway intersections (Old Colony/Main Street, Brewster Cross/Main Street) and at key crosswalk locations, crosswalks are proposed with additional cobblestone median strips to match existing along Main Street, and/or curb extensions for increased traffic calming.

Proposed style: Cobblestones and clay bricks in two patterns with detectable warning pad at crossing.

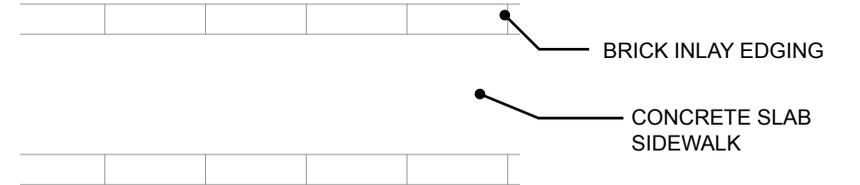
Proposed material: According to industry standards, utilize stamped asphalt to create the look of cobblestone and brick, and install detectable warning tiles at sidewalk edge (where required).

Approximate cost: \$8-10/SF

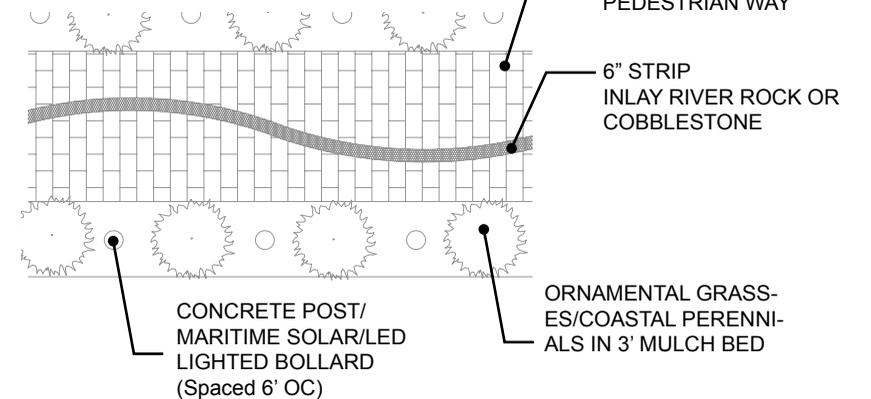
PRIMARY CORE SIDEWALK (TYP.)



SECONDARY SIDEWALK (TYP.)



SPECIALTY PEDESTRIAN WAY (TYP.)



Pathways

The proposed design for pathways in the Village Center breaks the area into 3 types of paving treatment.

Primary core areas include Main Street between Route 28 and Old Colony Way, which would continue with the current scheme of traditional brick. Optional additional accents in an alternating direction can be added if desired.

Secondary areas would include Route 6A, Route 28, and Old Colony Way within the Village Center, and would have a style of concrete slab and brick inlay.

Additionally, **specialty pedestrian ways** such as the links between Main Street and Cove Road would have a style of permeable paving and optional rock/cobblestone inlay, lined with lit bollards, benches and plantings.

Approximate cost: \$9-15/SF

Street Furniture

SEATING



TRASH RECEPTACLES



STREETLIGHT (TYP)



Historic Street Light,
Circa 1890

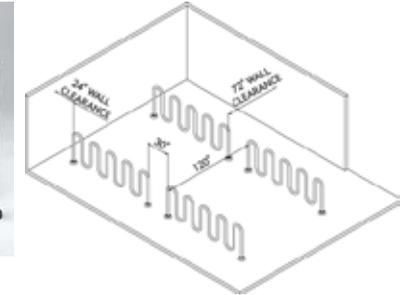
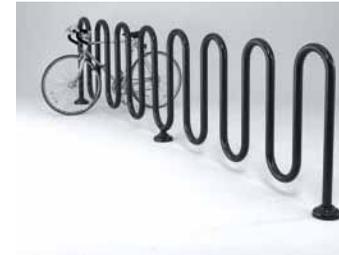
BOLLARDS



CCRTA STYLE



BIKE PARKING



U BIKE RACK (Typ)



Benches and Trash Receptacles

The furniture plan emphasizes a traditional furniture style that aligns with the existing furniture in the Village Center.

Proposed style: Classic iron/iron and wood look for furniture/ granite slab for secondary 'benches' and/or seatwalls.

Proposed materials: Recycled composite bench slats and galvanized/powder coated steel arms. In secondary or specialized areas, the use of granite slabs for seating is encouraged. For trash receptacles, a mixture of traditional trash barrels in powder coated steel and solar recycling/trash compactors is recommended. Recycled plastic offers the following advantages: it is maintenance-free, ultra durable, does not crack, rot or cause splinters. Colors available: grey, brown, sand, green, red cedar and walnut.

Approximate Costs: Bench: \$800-1500 ea, Trash/recycle bin \$600-800; Solar compactor: \$3000 ea (subsidized through state)

Lighting

The proposed lighting plan promotes dark sky standards through the careful placement and style of lighting fixture. Additionally, fixtures are chosen for energy efficiency through the use of LED (Light-emitting-diode) lumieres and solar panels.

Proposed style: Black 'acorn style' lumiere and posts with classic look. Bollards can follow the style of a granite hitching post or a maritime style black post.

Proposed materials: Recyclable galvanized steel with powder coated black finish. Bollards can be concrete to imitate granite style with solar panels on top.

Note: If a historic style is strongly desired, lighting manufacturers can create a mold for all posts and lumieres from an historic photo, for an additional cost of approximately \$5,000.

Approximate Costs: Post/Lumieres: \$800 - \$2500 ea; Bollards: \$600-1000 ea. Price not included for concrete footing install.

Bike facilities

Two types of bicycle parking are proposed in the Village Center, including traditional racks for 2-4 bicycles, and bicycle parking areas for up to 50 bikes. Simple pole mounting with bolts.

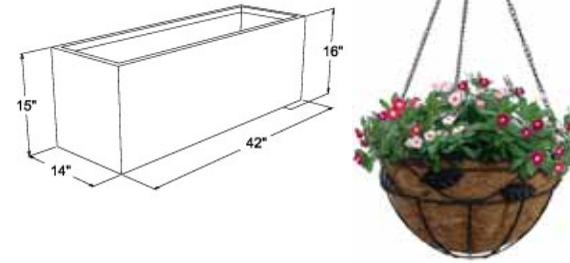
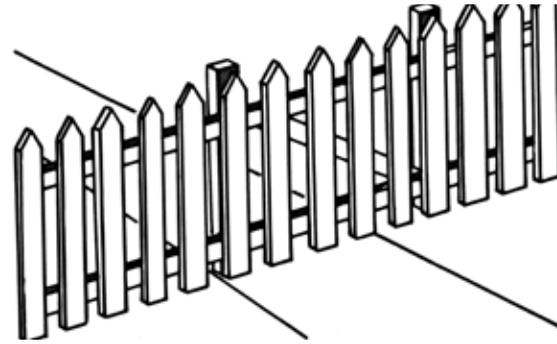
Proposed style: Black finish overturned U-shape for greatest simplicity.

Proposed material: Recyclable galvanized steel with powder coated black finish. CCRTA racks are available at zero cost, yet have a distinct color and logo.

Approximate Cost: CCRTA racks: \$0; Other small racks: Up to \$500 ea; Larger parking racks: \$500-800 ea. Simple bolt mounting.

Edge Definition

Throughout the study area, the Plan recommends that walls, fencing, planters or landscaping be incorporated in areas where there is a lack of a strong street edge, such as where parking is close to the sidewalk. The town should encourage private property owners to select the most appropriate edge-defining style from the types below.



Seat Walls

Seatwalls are recommended at gateway intersections and at key pedestrian zones throughout the Village Center.

Proposed style: Seatwalls at gateways should follow a modern stone wall look of thinly stacked stone with a flat flagstone capstone.

Proposed materials: Locally-sourced stone or stone veneer over concrete footing. Wood or recycled composite could be added as an option.

Approximate Cost: \$30-80 (per linear foot)

Picket Fences

Picket fences are recommended at key locations throughout, especially in the Main Street core, to define the street edge and unify the streetscape.

Proposed style: 4' H white picket fence.

Proposed material: Recycled composite with concrete footing.

Approximate cost: \$50-\$100 (per 4x6' panel)

Planters

Planters are recommended in key pedestrian zones, along temporary pathways and in the depot square area to define pedestrian ways with seasonal and potentially temporary landscape improvement.

Proposed style: Planters should align with granite/black iron color scheme.

Proposed materials: Fiberglass

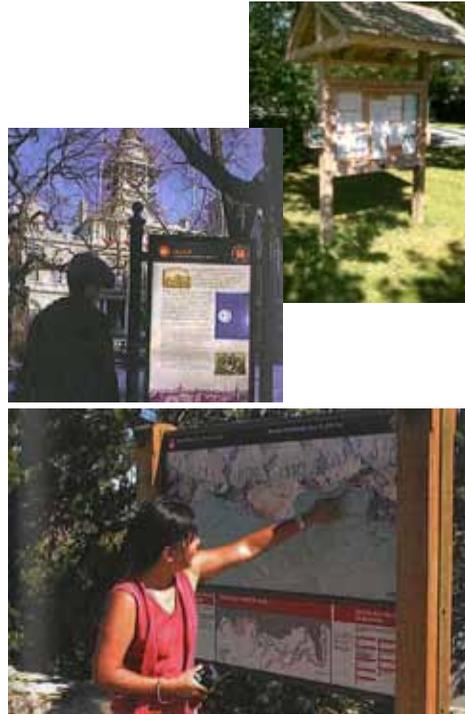
Approximate Cost: \$100-300 ea

In-ground Plantings

In-ground landscape plantings are recommended where space is available and particularly to screen parking areas immediately adjacent to the sidewalk, or on-street parking. In-ground plantings can be used in combination with fencing and seatwalls and should be consistent with the Plan's plant palette for landscaping.

Approximate Cost: \$50/SF (with plants and mulch)

Wayfinding



Kiosk Signage

Proposed style: select roof, trellis or other signature decorative feature on top of kiosk frame.

Proposed materials: wood or metal frame, at least 72" tall by 36" wide or larger (as determined by town and available space) with two-sided locking display case.

Message: include map of downtown Orleans highlighting schedule of community events, area business directory, and QR code to link to more detailed information.

Approximate Cost: \$3,000-\$10,000 plus footing install.



Pole Signs

Proposed style: white pole with blue finger signs pointing to key amenities and/or destinations as recommended in narrative section of plan.

Proposed materials: match existing pole signs produced by the town, and lettered.

Message: finger signs are lettered with name of destination, distance to destination, and in some cases the universal symbol for that destination. Parking directional signage is proposed to be wider than the finger signs and placed lower on the pole to improve visibility for motorists.

Approximate Cost: \$200-500 ea. plus install. DPW construction would lower cost.



Post Signs

Proposed style: post has natural finish to resemble old hitching posts and posts surrounding burial ground; inset tiles are blue with white markings to match other Village Center signage.

Proposed materials: stone, wood or concrete, roughly 42" tall and 8" square, with inset tiles made of metal or ceramic.

Message: inset tiles are printed with directional arrows, distance to destination, and words or universal symbols for nearby amenities and/or destinations as recommended in narrative section of plan.

Approximate Cost: \$200-600 ea. plus install.



Tile Sign

Proposed style: tiles are blue with white markings to match other village center signage, or another consistent color pattern.

Proposed materials: ceramic or metal, roughly 6 inches square.

Message: tiles have unique icon or symbol to illustrate a specific tour network, such as a palette and brush to indicate a gallery walk, or an historic house silhouette to indicate an historic house tour.

Approximate Cost: \$50-150 ea. plus install.



Bicycle Trail Directional Signage

Proposed style: yellow to match existing, or blue and white to match Village Center signage.

Proposed materials: metal, sized to match existing metal signs at rail trail crossing approach.

Message: signs indicate Rock Harbor, Nauset Beach and Main Street, along with universal symbols for shopping and food service, directional arrows, and distance to the amenity or destination.

Approximate Cost: \$30-60 ea. plus install.



IMPLEMENTATION

Implementation

The following section outlines a proposed improvement plan that can be followed by the Town of Orleans to realize the vision for the study area. Coordination with other parties and funding availability will be major factors in determining the timing and sequence of improvements and therefore the priorities identified below should be considered flexible and subject to change as opportunities arise.

Action 1: Adopt streetscape plan

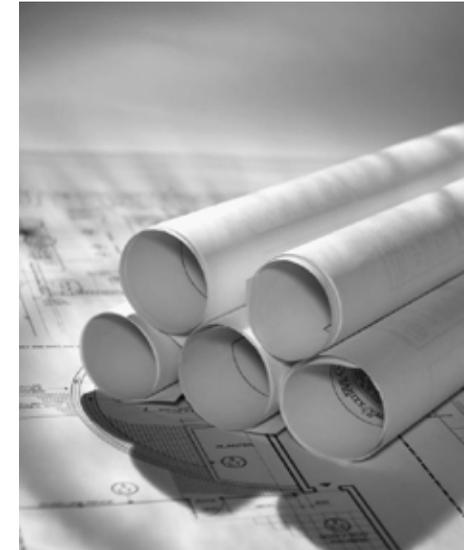
Implementation: Planning Board adopts the streetscape plan and uses it as a guidance document in the town's permit granting review processes, including special permit and projects under consideration by the Architectural Review Committee (ARC). Formally adopting the plan will facilitate coordination with other agencies, non-profit entities, and business partners.

Action 2: Transfer streetscape plans to engineering survey for construction plan, coordinate with MassDOT.

Implementation: All improvements in the right-of-way will have to be designed and transferred to a plan/engineering survey of the area that can be used for construction. All elements of the streetscape plan need to be included in the construction plan, including signs, bike racks, landscaping, street trees, new curb lines, etc. The survey is necessary to confirm there is adequate room for street trees and furniture recommended in the plan. Specifications for specific elements of the plan need to be included in this phase, along with costs for specific street furniture, plant and tree species and materials selected under the guidance of the Planning Department/Planning Board.

Where the streetscape plan includes changes in areas under MassDOT control (i.e. Route 28/Main Street, and Main Street/Route 6A intersections), the Town should consult with MassDOT early in their design process to ensure that local preferences are considered and addressed.

Several parts of the streetscape plan include significant public areas that will need further refinement before being included in engineering plans. For example, the bike/park area at Depot Square, and several of the bike/pedestrian interconnections proposed (Main Street to Cove Road, Old Colony Way to Route 6A, and Main Street to Route 28). In these cases, the town may wish to take a separate action to refine designs and/or initiate discussions with adjacent property owners to explore alternatives, constraints and opportunities. Final design of some signage elements is also needed, and could be accomplished with assistance from supporting organizations or local artists, with approval by the town.





Action 3: Establish a Phasing Plan for public improvements

Implementation: Given the breadth of improvements articulated in the streetscape plan, it is unlikely that the Town will be in a position to implement all of them at the same time. More importantly, it is essential that streetscape improvements are coordinated with other construction efforts (i.e. sewer, traffic or private construction projects) in the vicinity. Therefore, it is recommended that the town develop a phasing plan that considers other public improvements on the planning horizon and coordinates them with the streetscape plan. Many of the recommendations in the plan (re-stripping of parking spaces, upgrading sidewalks, installing bicycle racks) can be implemented in the short term with adequate funding, but larger projects such as intersection improvements or re-alignment will need greater coordination and longer lead times. The town should prioritize those improvements that will not conflict with other construction plans and that have a large impact for a small investment, such as pedestrian pathways, street furniture and bicycle amenities.

Action 4: Identify Potential Funding sources

The town and its partners should identify grants and other possible sources of funding for the streetscape improvements. Grants may be available to support certain recommendations, such as bicycle racks provided through the CCRTA. In addition, there is potential for some recommendations to be implemented as part of MassDOT improvements to the Route 6A and Route 28 intersections with Main Street. Working through the Orleans Improvement Association, Orleans Community Partnership, and Chamber of Commerce, local contractors may also be willing to donate some materials and labor to support the plan.

Action 5: Issue Requests for Proposals for labor and materials (as needed)

Implementation: This action should be implemented in accordance with the desired phasing plan. Each element of the streetscape plan will need to be sourced, priced and budgeted prior to installation. RFPs may be issued for groups of elements (i.e. all furniture, all landscaping) or for specific locations as phasing dictates (i.e. all landscaping around Brewster Cross Road re-alignment, or all elements needed for Main Street/Cove Road interconnection).

Action 6: Engage individual property owners to further the plan

Implementation: Many of the proposed changes shown in the streetscape plan will involve coordination with individual property owners. In some cases, changes are shown on private property and these improvements can only occur with the involvement and endorsement of the affected individuals. The town should continue its outreach efforts to stakeholders in the district and pursue private/public cooperation to further the plan. Improving the streetscape by installing landscaping and shielding parking at key locations along Main Street and Route 6A will be essential to the success of the overall plan. Some locations that the town should focus on are: Friends Market and Post Office Square parking lots, 54 Main Street (Cape Cup, etc), 37 Main Street (building with Honey Candle, etc).



Future Work

The scope of the streetscape plan was limited to a specific area identified by the town of Orleans. While the recommendations in this document focus on this area and respond to its specific characteristics, many of the ideas presented in the streetscape plan can also be considered for adjacent areas around Orleans Center or in other village centers in town.

During the May 26, 2011 planning charette, participants identified areas outside the planning area as being major gateways to Orleans Center (particularly the intersections of Route 28 and Route 6A, and the Orleans/Eastham rotary). These and other gateway locations may be appropriate for additional design study to successfully guide people into the district and to ensure that improvements contemplated are consistent with the plan for Orleans Center.

Carrying the sustainable theme of the plan and some elements of the streetscape plan to other locations in Orleans could be a unifying goal for the town. However, it should be noted that translating the pedestrian/bicycle elements to more auto-oriented locations may require additional design strategies. It is also important to note that each location should have an identity of its own, and so universal application of the design theme for Orleans Center may not be appropriate.

Because the character of a streetscape is defined by more than the public area immediately adjacent to the street edge, it is important to work with private property owners to reinforce the town's efforts, and to insure that zoning and other local regulations support the goals of the streetscape plan. Allowing frontage buildings to shield large parking areas, and requiring future development to place parking lots to the side or rear of a development will better protect and enhance the pedestrian-oriented streetscape of Orleans Village Center. Providing comfortable pedestrian paths into and through these rear parking areas will also encourage pedestrian movement through the area and increase its vitality.





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A Department of Barnstable County Regional Government, Massachusetts