

# *Pennsylvania Wilds*

## *Design Guide*

*A Design Guide for Community  
Character Stewardship*



# *Pennsylvania Wilds Design Guide*

## *A Design Guide for Community Character Stewardship*

*Encompassing the counties of Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, and Warren.*

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# How to Use This Design Guide

*This section describes how to use the Pennsylvania Wilds Design Guide. This section will tell you:*

- The scope of information available in this Design Guide;
- How that information is organized; and
- How to practically apply the guidelines and techniques contained in Chapters 2, 3, 4, and 5.

Use of this Design Guide is voluntary; however, there are many benefits to applying the principles and guidelines contained in this document. Just a few of the benefits include enhancing community character, protecting natural resources, and strengthening economic prosperity through sustainable tourism.

Don't feel intimidated by the length of this Design Guide. The Design Guide covers the wide range of land uses, physical locations, and special environmental situations that occur within the Pennsylvania Wilds region. **Only portions of this document will likely apply to your project.**

Please refer to the *Supplemental User's Guide* for additional information and resources, including information about how to receive a Design Guide Recognition Certificate for completed projects.



## Summary of Primary Uses

The concepts presented in this Design Guide encourage positive design patterns and characteristics. They are not intended to be strict regulations, specifications, standards or requirements; instead, this document should be used as a *guideline* by public agencies, developers, design professionals, property owners, and others. The information presented in this Design Guide may not solve all problems associated with land use, development, and design, but it does serve as a comprehensive and consistent set of design guidelines that can be applied to the Pennsylvania Wilds region to assist communities in reaping the benefits of change and growth while protecting their uniqueness and character.

### Use by Property Owners

- Sets forth guidelines that property owners, developers, investors, and design professionals (engineers, architects, landscape architects, etc.) can consider to ensure that new construction, building renovations, and redevelopment efforts are designed well and are fitting with regional and community character.

### Use by Public Agencies

- Supplies a basis upon which comprehensive plans, zoning ordinances, subdivision and land development ordinances, and other land use and design standards can be prepared and revised to reflect unique characteristics of the region and its communities.
- Gives guidance to create land use maps and official zoning maps that direct development to appropriate locations while conserving open space in scenic and environmentally sensitive areas.
- Provides techniques and tools that are available to decision-makers when reviewing development applications to encourage preferred design practices, and to develop projects that are fitting with the regional character, community context, and natural environment.
- Serves as a basis for prioritizing capital improvement projects. Projects that advance the principles contained in this Design Guide should have priority over those that would either not achieve or be detrimental to the achievement of the principles of this document.

*This Design Guide is “descriptive” rather than “prescriptive” and will need to be interpreted with some flexibility and professional judgment tailored to the specific circumstances of a particular property or project.*

*It is not the intent of this Design Guide to homogenize the character of the built environment, to burden property owners with unnecessary requirements, or to mandate any specific style for new development. To the contrary, individual expression is encouraged within the context of the design objectives stated herein.*

## *Organization of This Design Guide*

**Chapter 1** provides introductory information. There are no “guidelines” contained in this chapter, but readers should refer to this chapter to gain an understanding of why this Design Guide was prepared and information on its implementation.

**Chapter 2** provides guidelines and techniques to strengthen regional identity. Unifying regional elements include: a) using the Pennsylvania Wilds logo; b) using wood and timber as a building material for structures and accents; c) displaying symbols of history and patriotism; and d) using traditional architecture. Secondary themes are also discussed. Chapter 2 provides broad thematic direction and applies to all land use types and settings.

**Chapter 3** contains guidelines for different types of land uses and locations. These are divided into general categories of: a) agricultural; b) rural communities; c) residential neighborhoods; d) town centers; e) industries; and f) roadway corridors. For most projects, only one category will apply. If a project falls into more than one category, consider each that applies. Chapter 3 is divided into stand-alone subsections, and it is only necessary to review those that apply to your project.

**Chapter 4** is a specific section devoted to land uses and structures that may be considered intrusive to regional or community character if incorrectly planned or designed. These include: a) strip commercial centers; b) big boxes; c) franchises; d) hotels and lodging; e) utility towers; and f) wind energy facilities. Couple the guidelines and techniques in Chapter 4 with the applicable sub-section(s) of Chapter 3. Chapter 4 is a supplement to, not a replacement of, Chapter 3.

**Chapter 5** explains what can be done to preserve, protect, and complement the region’s environmental and natural resources. Review the material in Chapter 5 that applies to the particular circumstances of your community, property’s physical attributes, and environmental setting. Review each topic covered in Chapter 5 to determine if it applies to your project or property. The topics covered in Chapter 5 include: a) properties in scenic vistas and viewsheds; b) properties that contain scenic natural landforms; and c) properties with mature trees. Also, this chapter addresses: d) the preservation of dark skies; e) landscaping techniques; and f) environmentally responsible design.

## *Meaning of Symbols Used Throughout This Design Guide*

Each chapter of this Design Guide has two subsections: **GUIDELINES** and **TOOLBOX**. The **GUIDELINES** section provides specific design criteria and photographic examples of desirable and undesirable design.

- **GUIDELINES** are distinguished by the following indicator, located in the upper right portion of the page: **GUIDELINES**

- Examples of undesirable design elements are marked with the following symbol:



The **TOOLBOX** section provides techniques that can be used by municipalities, developers, project applicants, and design professionals to implement the recommended Guidelines and to better evaluate proposed land use and design projects. The techniques are intended to be used periodically and as needed on a voluntary basis. Some of the techniques can be easily incorporated into an agency's permit application requirements if an agency chooses to require their use. Consider using the techniques to assist in determining if a project is consistent with this Design Guide.

- **TOOLBOXES** are distinguished by the following indicator, located in the upper right portion of the page: **TOOLBOX**

## *Chapter 1 - Introduction*

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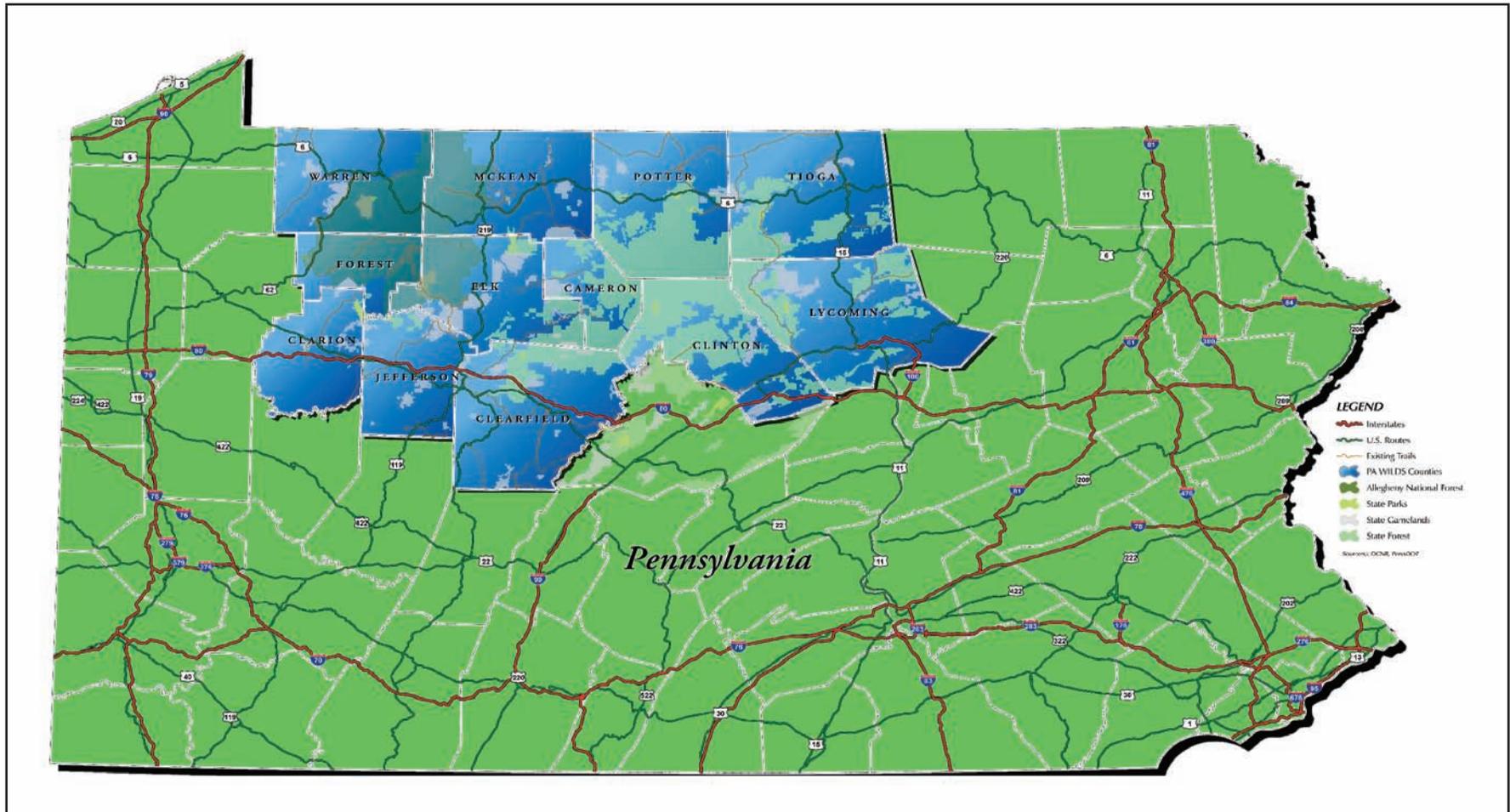
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## 1.A: A Special Place...

The Pennsylvania Wilds covers a region of more than six million acres including **Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, and Warren** counties. Public lands cover two million acres and include 27 state parks; the Allegheny National Forest; the Pine Creek Gorge; one of the largest elk herds in the East; and thousands of miles of backpacking trails, bike paths, and trout-fishing streams. The area has a unique character reminiscent of its natural assets, including dense forests, natural landforms, and timber industries dating back to the 1800s.



*Map of the Pennsylvania Wilds Region in the Commonwealth of Pennsylvania.*

## 1.B: What is a Design Guide?

### *A Common Tool*

A Design Guide is a commonly used tool to steer development patterns and aesthetic qualities in a particular direction. Design Guides have been used in the U.S. for decades, but their use has become more popular with the resurgence of public interest in creating healthy, vibrant communities and reducing impacts on the environment.

### *Sets Design Objectives*

This Design Guide sets forth physical design objectives for building placement, architecture, landscaping, signs, lighting, grading, land use arrangement, natural resource conservation, and other related items. This document includes photographs, illustrations, and text descriptions of design elements and land use patterns that are desirable in the Pennsylvania Wilds.

*When a Design Guide is embraced and implemented it can have a positive, cohesive, and long-lasting effect on the way a geographic area appears and functions.*

### *Simple and Flexible*

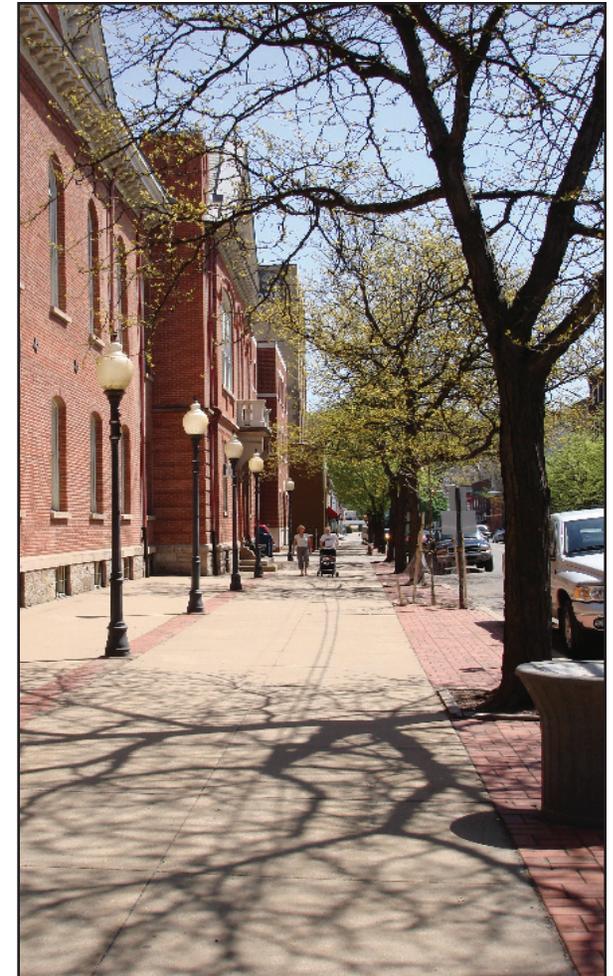
The guidelines and recommendations provided in this document are simple and flexible. When followed, they will protect the region's natural assets and promote a community character that is authentic to the Pennsylvania Wilds and reminiscent of its heritage.

### *Promotes Aesthetic Quality*

Use of this Design Guide is voluntary. It is not a replacement for comprehensive plans, zoning ordinances, or subdivision and land development ordinances. Rather, the Design Guide gives direction to ensure respect for the natural environment and to promote certain aesthetic qualities in our existing communities. This Design Guide can supplement and illustrate the intent and vision of comprehensive plans and zoning ordinances, and also can provide constructive ideas to communities that do not have comprehensive plans or zoning.

### *Defines Expectations*

Using this Design Guide, public officials, property owners, developers, investors, and design professionals will know what is desired in the quality and character of new construction, exterior building renovations, redevelopment efforts, public improvements, basic land use arrangements, and other related projects.



## 1.C: Why is Regional Character Important?

The Pennsylvania Wilds is a special place. Its authentic regional character draws tourists, supports the local economy, and sets an ambiance unparalleled in other parts of the nation.

### *Strengthen Regional Identity*

The Pennsylvania Wilds contains vast forests, spectacular landforms, clean rivers and streams, public game lands, dark skies, and an array of valued natural resources that span from one end of the region to the other. These wild lands are interspersed with farms, town centers, residential communities, recreational parks, historic sites and landmarks, locally-owned businesses, and productive industries.

The resulting quilt of natural, rural, and developed areas creates a unique composition that is greater and more distinct than its individual parts. This quilt is a true reflection of “regional and community character.”

### *Improve Our Quality of Life*

The quality of life enjoyed by the region’s residents and the unique impression that the area gives to visitors are intricately tied to geography, history, and landscape. The way people relate to a place has a great deal to do with how an area looks and feels. People gain

an overall impression of a place in a variety of ways, including sitting on a front porch, walking around a town center, using a trail, and catching glimpses of the scenery from a car window. The more positive feeling people have about a location, the greater likelihood of them living, visiting, or investing there.

### *Ensure a Vibrant Future*

Protection of the region’s long-established rural and rustic character is of paramount importance to the success of the Pennsylvania Wilds Initiative and the achievement of its goals to increase tourism and spur economic growth based on outdoor experiences and geographic appeal. There is a strong need to remain “authentic” and stand out from other regions of the state and country.

With adherence to the guidelines contained in this document, the Pennsylvania Wilds will continue to evoke a strong sense of place that reinforces the area’s natural beauty and charm.



*Affection for a community manifests a higher quality of life.*

*“A strong and distinct visual appearance is the single most defining element of place recognition. A defined visual character sets a place apart from other locations; it sets a tone ... a mood ... a frame of mind.”*

*Tracy Zinn, T&B Planning*

## 1.D: Why is a Design Guide Needed?

The Pennsylvania Wilds Initiative is expected to draw in many new visitors. As tourism increases, business and population growth and increased economic opportunity may occur. Communities may feel pressure to renovate existing structures and develop new restaurants, retail stores, hotels, residential neighborhoods, wireless communication towers, roads, and other facilities.

Increased tourism and economic growth are very positive, but also have the potential to harm the very resources that are attracting it – the character of the landscape. Thus, this Design Guide stresses the importance of enjoying growth while protecting and preserving the region's intrinsic qualities and directing new development to appropriate locations in ways that complement the surrounding context.

### *Maintain Uniqueness*

Too often, development comes at the expense of scenic quality, natural resource preservation, and individual community character. New construction in many American cities and towns has taken on a uniform look that would not be authentic for the Pennsylvania Wilds.



*Customized design elements enforce a unique sense of place and are encouraged.*



*Homogenous design styles provide little character and should be avoided.*

### *Increase Civic Pride*

The purpose of encouraging a distinctive visual character is by no means solely limited to making sure the area is attractive to tourists. A unique community character tied to the region's natural assets will help to instill community pride and a commitment to protect these natural assets in the hearts of every resident and business owner.

Community pride has been shown to increase volunteerism, participation in community events, use of public recreation facilities, and patronage of locally-owned businesses. It also fosters small-scale economic growth, entrepreneur investment, and a lower emigration of young professionals as youth begin to feel a sense of attachment to their communities. Balancing the forces of economic development with community pride and values is extremely important to achieve desired goals.

*“ A community's image is fundamentally important to its economic well-being. ”*

*Ed McMahon, Urban Land Institute*

## *Preserve the Region's Intrinsic Charm and Beauty*

This Design Guide equips communities with tools to ensure that both public and private investment consider community character and respect the integrity of the natural environment.

By following the principles in this Guide, the region will retain and strengthen its core identity, maintain a distinct visual character, direct development to be considerate to the land it occupies, and ensure that its various parts positively relate to the region as a whole.

The placement and design of new uses and the care given to redevelopment projects will have a lasting effect on the appearance and function of the Pennsylvania Wilds. Development placed and designed with care will be enjoyed by residents and visitors for many years. In contrast, poorly designed or placed development can annoy people for decades, damage a community's appeal, and have negative economic consequences.

*“It's important for our communities in the Pennsylvania Wilds to enjoy economic growth while still being good stewards of the land and protecting the area's character and charm.”*

*Governor Edward G. Rendell*



*The development decisions of today will affect the economic health and aesthetic appeal of the Pennsylvania Wilds region for generations to come. Carefully designed communities will preserve and enhance the charm and natural assets of the region for many years.*

## 1.E: Implementation Approach

### *The Pennsylvania Wilds Planning Team*



The Pennsylvania Wilds Planning Team was created through an Intergovernmental Cooperative Agreement covering 12 counties: Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, and Warren. It is an advisory group of county planners, regional economic development and heritage organizations, local government associations, and other stakeholders that, among other objectives, help communities capitalize on the economic potential of the Pennsylvania Wilds Initiative, while keeping the region unique and attractive. This Design Guide was developed to support that mission.

### *Voluntary Approach*

Use of this Design Guide is voluntary. In the Commonwealth of Pennsylvania, it is difficult to impose mandatory regulations to address the visual quality of an individual property or project. This is partially because the courts have ruled that judgment of visual quality can be subjective based on the preferences of an individual person or small group.

When considering the overall 12-county region of the Pennsylvania Wilds and the directive of the Pennsylvania Wilds Initiative to increase tourism and economic growth based on the region's natural assets and unique character, the range of subjective judgment defining visual quality becomes limited. The definition of visual quality is no longer left to the interpretation of a single individual or small group.

Although implementation of the concepts and recommendations contained in this Design Guide is voluntary unless and until they are incorporated into local zoning ordinances and land development regulations, the Pennsylvania Wilds Planning Team highly encourages every county and municipality in the 12-county region to consult this Design Guide and follow its principles to the greatest extent possible.

Although aesthetics can and should be considered in land use regulations and zoning ordinances, visual quality concerns in and of themselves cannot justify land use or zoning decisions. Issues of visual quality need to be linked with other issues like the protection of property values, economic growth, or other police power objectives like protecting public health, safety, and welfare to be legally justified.

### *Just Ask*

Oftentimes, simply asking a property owner, land developer, investor, architect, or engineer to voluntarily comply with the Design Guide is all that is needed.

### *Seek Advice*

As zoning ordinances and land use regulations are developed and revised, municipalities should consult their legal counsels and solicitors and seek advice on incorporating design standards. The Pennsylvania Wilds Planning Team also can be contacted for assistance (refer to the accompanying *Supplemental User's Guide* for more information).

*All citizens and visitors to the Pennsylvania Wilds should expect to enjoy the region's authentic community character even if new development occurs. This is possible if this Design Guide is followed.*

## 1.F: Guiding Principles

The *Guiding Principles* listed in this section reflect the goals and vision for the use of land in the Pennsylvania Wilds. When considered collectively, these 38 principles integrate community character, design, and natural resource conservation considerations into the planning and land use decision process.

These Guiding Principles also provide a framework for considering the relationship of development, cultural context, and the natural environment. These Guiding Principles and the information provided throughout this Design Guide will assist communities in making better decisions about the use of land and its impact on regional character.



### ***Region-Wide:***

- Invoke a welcoming atmosphere and inviting character for residents and visitors.
- Enhance regional identity by providing coordinated identification signage and thematic design elements.
- Eliminate blight in the form of deteriorating or poorly maintained properties.
- Encourage clustered development and discourage sprawl.
- Ensure that wireless towers and wind energy facilities are not visually offensive and are located on appropriate sites.
- Encourage large-scale development of regional impact to be placed only in appropriate locations.
- Avoid confusing patterns of development and circulation.
- Control the appearance and location of big box commercial development, chain stores, strip centers, and franchises.
- Encourage private investment for public benefit.
- Support capital improvement projects that benefit authentic community character.

### ***Developed Areas/Town Centers:***

- Retain, enhance, and rehabilitate historic resources and sites.
- Reduce unnecessary visual clutter (associated with excessive signage, open storage, above-ground utilities, parking lots, abandoned vehicles, and discarded items).
- Encourage a complementary mix of land uses.
- Support creative design concepts and prevent a homogenized appearance.
- Support locally owned businesses, especially those that enhance community character.
- Assure that traditional town centers remain community focal points.
- Provide elements that encourage pedestrian activity (sidewalks, trails, lighting, and benches).
- Coordinate streetscape elements such as signage, lighting, and street furniture.

## ***Natural Resources:***

- Protect the scenic quality of natural resources.
- Ensure that public views to scenic resources are not obstructed or negatively affected.
- Improve public access to scenic views and viewsheds.
- Discourage substantial sources of artificial light and glare that could negatively affect dark skies.
- Protect sensitive resources from human intrusion.
- Protect the character of the existing natural setting by preserving important natural features, landforms, and historic sites.
- Support environmentally sensitive development.
- Encourage the remediation of degraded natural resources.

## ***Rural Areas:***

- Maintain a rural character along primary roadways.
- Encourage the maintenance of private property visible from primary roadways.
- Support the preservation of existing rural residential neighborhoods.
- Limit the construction of street lights, sidewalks, curbs and gutters in rural areas.
- Discourage uses that are detrimental to a rural character.
- Properly buffer industrial/manufacturing activities from public views and adjacent incompatible land uses.

**“** *From the inception of the industrialized timber industry through the emergence of the current forest products industry, an indelible mark has been imprinted upon the culture of every community and every generation of the region.* **”**

*Management Action Plan, Lumber Heritage Region*

## ***Agricultural Areas:***

- Preserve farmland and discourage the conversion of farms to non-agricultural uses.
- Prevent changes in the surrounding environment which, due to their location or nature, could place pressure on farms to convert to other uses.
- Discourage incompatible land uses from locating adjacent to operating farms.
- Preserve agricultural character and heritage.
- Recognize the importance of local food production and support the efforts of farmers to remain economically viable.
- Consider land uses that support increased opportunity for the agricultural economy, such as farm stands, farmers' markets, rural hospitality uses, and other small-scale production and processing.

## TOOLBOX

### Technique 1-1

### Consider This Design Guide When Preparing or Revising Comprehensive Plans, Zoning Ordinances, and Official Maps

The location, type, and intensity of development are typically determined through the process of planning, zoning, and permitting conducted by public agency staffs and elected and appointed bodies. It is recommended that this Design Guide be reviewed and considered by county and municipal governments when preparing or revising comprehensive plans, zoning ordinances, official land use and zoning maps, design review procedures, and subdivision and land development ordinances.

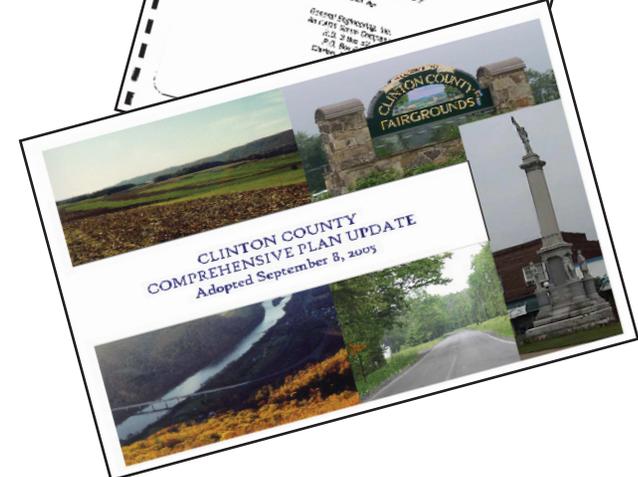
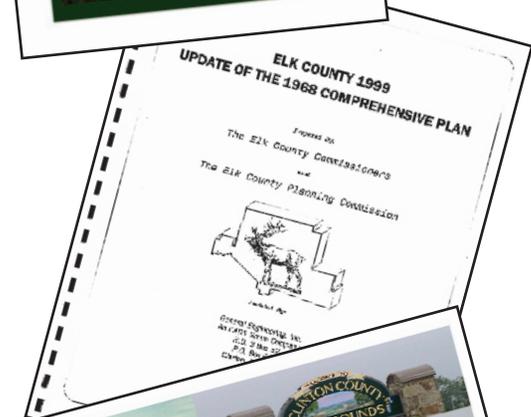
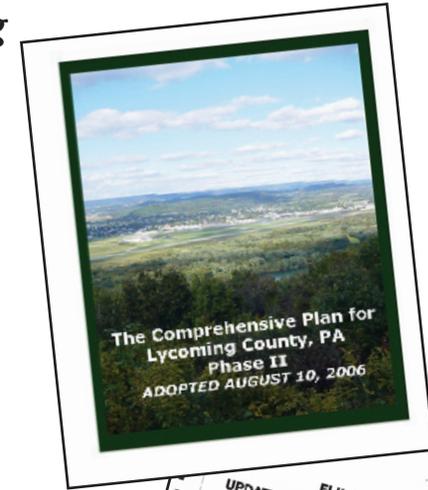
County and local governments can integrate all or some of the concepts presented in this Design Guide into their comprehensive plans and zoning ordinances, and tailor these guidelines to the particular circumstances of their community. Incentives can be developed to provide benefits for property owners that comply with key design objectives.

Land use patterns shown on comprehensive land use plans and official zoning maps also should be reviewed against the recommendations in this Design Guide. (Be sure to see Section I.E 'Implementation Authority.')

This is particularly important

because sometimes local plans, ordinances, regulations, and official maps can unintentionally be impediments to achieving good design and development concepts (for example, zoning ordinances may not allow shared parking, which is an effective way to reduce parking lot coverage). Customizing these design guidelines as part of an agency's comprehensive plan, zoning ordinance, or as a stand-alone design manual for a specific community context would best serve local interests and specific conditions to encourage good development.

*Comprehensive Plans act as general blueprints for land use distribution patterns and set forth goals, policies, and strategies to guide future development, while zoning provides the technical provisions to regulate the use of land and structures and to establish bulk, height, scale, density, lot coverage, setbacks, and other standards.*



## TOOLBOX

### *Technique 1-2*

#### ***Consider This Design Guide When Prioritizing Capital Improvement Projects***

This Design Guide can serve as basic criteria for establishing priorities for funding capital improvement projects. Projects that advance the principles contained in this Design Guide should have a greater priority than those that would either not achieve or be detrimental to the achievement of the principles of this document. For example, public investment in local road or sidewalk improvements can spur private investment along the roadway corridor. Thus, capital investments should be made in areas where development is desired.



### *Technique 1-3*

#### ***Provide This Design Guide to Development Applicants as Early as Possible***

This Design Guide provides constructive ideas for new development and redevelopment projects in regard to aesthetic quality. Clear direction is appreciated by applicants because they know up-front what type of development character is desired by public officials and the community. Such transparency can also simplify and speed the review and approval process for both applicants and governments. It is best to provide applicants with clear design guidance at the onset of a project, well before time-consuming and expensive engineering and design work is undertaken. As a result, applicants are more likely to welcome the concepts and incorporate them into their initial applications.

If clear guidance is not provided during initiation of a project, applicants can sometimes incur unnecessary expenses associated with design revisions, which can be time-consuming for both the applicant and the municipal officials involved in the project review process.

## TOOLBOX

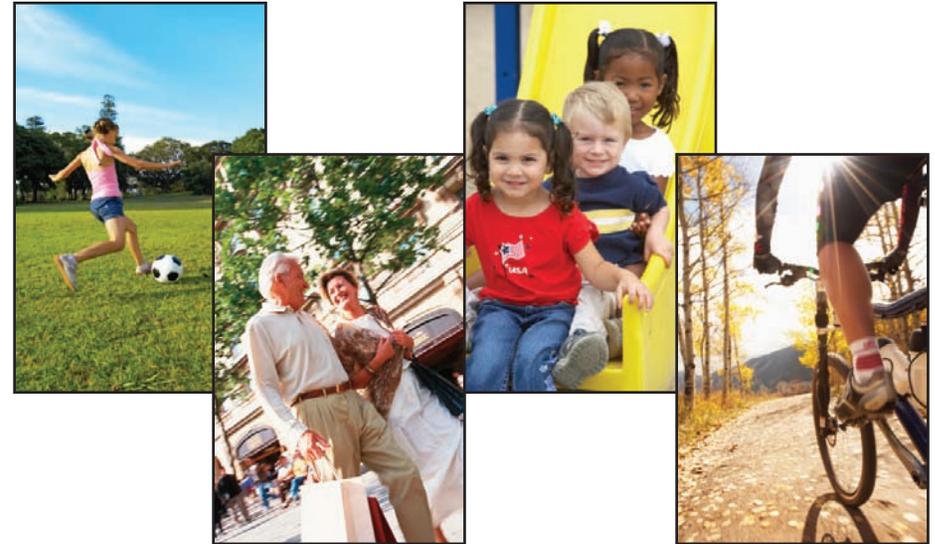
### *Technique 1-4*

#### ***Consider This Design Guide When Reviewing Development Applications***

Design review of development applications is highly encouraged to occur in every instance. When reviewing applications, county and municipal officials should consider the concepts contained in this Design Guide and decide if the proposed project meets the intent of this Design Guide and its Guiding Principles. This Design Guide should be consulted to ensure that projects are steered towards quality development, consider aesthetics, and appropriately respond to the surrounding cultural and environmental context.

It should always be kept in mind that two primary purposes of this Design Guide are to provide a better quality of life for residents and to enhance regional economic benefit gained through geo-tourism, which is partly based on geographic and scenic character. Although all elements of the built environment contribute to the overall scenic character, properties visible from public viewing areas (primary roadways, parks, trails, navigable waterways, historic landmark sites, and other visitor destinations) are the most important to carefully review. It should be remembered that winter conditions and future tree-cutting activities may cause an obscured site to become more visible.

Adherence to the concepts presented in this Design Guide will result in a regional, community, and individual property owner benefit, partly due to increased community pride and sustainable tourism which spurs growth in the regional economy and increased patronage to local businesses. If it is not possible to strictly follow this Design Guide, feasible alternatives should be considered with the overall intent of this Design Guide in mind.



### *Technique 1-5*

#### ***Make This Design Guide Available to Business Associations, Community Groups, and Citizens***

This Design Guide should be made widely available to the community at large. The mere fact that guidance is available can, in and of itself, provide comfort to community residents and business owners, knowing that their investments are protected from undesired and unattractive development patterns. Businesses, residents, and tourists make decisions to locate and live in attractive communities.

This Design Guide also could be used by chambers of commerce, citizenry and business advocacy groups, and grassroots organizations to advocate for high-quality design or development in their neighborhoods. Distribution and availability of this Design Guide can help communities and residents realize that they have choices in how their community grows, develops, and changes.



## *Chapter 2 - Consider Regional Identity*

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## 2.A: Thematic Elements

### *One Special Place*

The Pennsylvania Wilds is a large area encompassing a variety of histories, settlement patterns, development trends, cultures, and architectural styles. This Design Guide encourages the enhancement of each community's individual assets and appeal. Still, some common theme elements are needed so that the 12 counties of the Pennsylvania Wilds are visually recognized as being part of one special place.

Thematic elements act like the stitching that holds together the various patches of a quilt. They are the distinguishing marks that, when seen repeatedly, both shout and whisper, *"You are in the Pennsylvania Wilds, a welcoming, charming, and very special place!"*

### *Influence Visual Perceptions*

Some say, "image is everything." Although that statement is not entirely true, visual perception does play a significant role in increasing cultural pride, civic involvement, life quality and satisfaction, tourist destination appeal, patronage of businesses, entrepreneur investment, and much more. When theme elements are applied repetitively over a wide geographic area, they become the visual symbols of place recognition.

### *Establish Primary Themes*

One of the most effective ways to impart a regional sense of place is to weave a number of visually distinct design elements throughout the various communities that make up the whole of the Pennsylvania Wilds. The elements need to convey a feeling about the region's people, culture, history, and environment. The selection of regional thematic elements should focus on answers to questions like:

- "What symbolizes and brands our region?"
- "What characterizes our quality of life?"
- "What natural assets do we have?"
- "What is significant about our geography, history, and culture?"

When contemplating the answers to these questions, several thematic elements begin to emerge: **The Pennsylvania Wilds Logo, Wood and Timber, History and Patriotism, and Traditional Architectural Styles.**

Other characteristic elements also become apparent, but are considered secondary symbols because of their difficulty or sensitivity in visual display. These are **Water, Wildlife, Glass, and Stone.**

### *Apply Design Themes Widely*

The communities of the Pennsylvania Wilds are encouraged to more widely apply the thematic elements described in this Design Guide. By making use of these unifying elements in signage, public art, building products, architectural style, historic markers, etc., regional identity will become strengthened.

### *Retain Individuality*

Following any set of design guidelines over a geographic area as large as the Pennsylvania Wilds can lead to repetitive and "one size fits all" designs if consideration is not given to local context. Attention must be paid to creating and maintaining a community's particular identity while still incorporating the elements described herein.

*A visitor should be able to notice each community's own uniqueness, while still recognizing its location as being within the region of the Pennsylvania Wilds.*

## 2.B: Theme: The Pennsylvania Wilds Logo

The Pennsylvania Wilds stretches over more than six million acres, with an impressive 80% of that area being forested land. The Pennsylvania Wilds is one gorgeous landscape composed of twelve distinct counties, each with its own heritage, character, and charm. The region is a virtual playground for the outdoor enthusiast and boasts some of the best hiking, biking, and fishing activities in the nation. The area offers a spectacular conglomeration of unspoiled natural resources offering bountiful recreation, sustainable forestry, and unparalleled natural beauty. One of the primary wildlife attractions in the region is the Eastern Elk herd, which roams an 835 square-mile area of mostly forested and mountainous land in parts of Elk, Cameron, Clinton, Centre, and Clearfield counties.



*The elk symbol with this color scheme is the most readily identifiable symbol of the Pennsylvania Wilds.*

The region has branded itself with a well designed and identifiable logo. It is the recommendation of this Design Guide to apply the Pennsylvania Wilds logo more extensively throughout the region.

Currently, the logo is used widely in media and print material (brochures, websites, and pamphlets) but is not visually prominent in the physical environment. The more frequent display of the logo will assist in tying the region together as one special place.

*The Pennsylvania Wilds logo displayed on this page should be the region's most prominent logo. Too many symbols or logos placed in the same location can cause confusion, and the various logos often compete with one another and defeat the entire purpose for establishing a visual symbol in the first place.*

The logo is a licensed trademark. Permission must be obtained from the Pennsylvania Department of Community and Economic Development to use the logo and words prior to use. To ensure that the established quality standards for the logo and use of the words "Pennsylvania Wilds" are met, the Department of Community and Economic Development will issue a license agreement providing that the proposed use of the logo and/or words maintains the integrity of the brand.

Also, consult the Pennsylvania Department of Transportation (PennDOT) regarding the placement of signage along State Routes.

## GUIDELINES

- | #   | GUIDELINE   |
|-----|---|
| 2.1 | Display the Pennsylvania Wilds logo or the words “Pennsylvania Wilds” on community identification signs and other important identification markers.   |
| 2.2 | Include the Pennsylvania Wilds logo or the words “Pennsylvania Wilds” on interpretive signs and kiosks.   |
| 2.3 | When other visual branding occurs (for example, when the Lumber Heritage Region logo or the Pennsylvania Scenic Byway or Bicycle PA signs are displayed), pair them with the Pennsylvania Wilds logo or the words “Pennsylvania Wilds.” |
| 2.4 | Be conscious not to place too many symbols or logos in the same location (they can compete for attention and cause confusion).  |
| 2.5 | Display the Pennsylvania Wilds logo or the words “Pennsylvania Wilds” at visitor centers and tourist destinations.  |
| 2.6 | Display the Pennsylvania Wilds logo on exterior materials that are durable, weather-proof, and resistant to color-fading.   |

## GUIDELINES



Brand Visitor Center signs with the Pennsylvania Wilds logo.



The Elk Scenic Drive sign is a good model for other identification markers.



Display the Pennsylvania Wilds logo on interpretive signs.



Warren County proudly identifies itself as a sub-unit of the Pennsylvania Wilds.



Use the Pennsylvania Wilds logo to identify businesses that adhere to the principles of this Design Guide.

## 2.C: Theme: Wood and Timber

The Pennsylvania Wilds makes up a substantial portion of the Lumber Heritage Region. The many vast forests provide resources for wood products, which are produced locally and shipped internationally. This is a fact to be embraced and celebrated in the visual character of the region. The pride that local residents, business owners, and governments have in their timber and wood product industries should be shown prominently through the wide-scale use and application of wood for a variety of purposes.

Wood is commonly viewed as a durable, plentiful, and cost-effective structural building material, and hardwood products have a variety of uses. The cultural values placed on wood becomes most evident when the material is used for ornamental purposes, like doors, trims, accents, benches, signs, public art, and more.

Consider applying wood as a strong visual theme where consistent with a community's culture, heritage, and established architectural styles. The use of wood products produced in the region is not only good for the economy, but also provides a visual reminder of one of the area's most treasured natural assets – its trees. The use of wood as a visual symbol also will foster a greater understanding of the contemporary lumber and forest products industry.

In other areas of the country where trees are not a prominent visual element on the landscape, people rarely give any thought to the origin of the wood products seen and used in everyday life. This is not the case in the Pennsylvania Wilds. When visitors travel through the region, they will recognize wood as a valued cultural asset through its frequent and varied use in the built environment.



*The creative use of wood on this apartment building ties the structure to the regional theme.*



*Using wood to create business identification signs is encouraged.*

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 2.7  | Encourage contractors and builders to select wood products derived from sustainable forests.  |
| 2.8  | Use wood carvings in public art projects.   |
| 2.9  | Consider using wood for community and business identification signs.  |
| 2.10 | Use wood materials for public furniture, such as benches, tables, trash receptacle covers, etc.   |
| 2.11 | Build pavilions, bus shelters, and other coverings with wood products.  |
| 2.12 | When appropriate to the structure's architectural style, use wood for building accents, such as patio covers, porches, doors, decks, trims, millings, and railings.   |
| 2.13 | Display wood products constructed with a high degree of craftsmanship.  |
| 2.14 | It is recognized that some natural wood products require a higher level of maintenance than fabricated building materials. If maintenance of natural wood products is a concern, use earth-toned color schemes as a substitute. |

## GUIDELINES



*Where appropriate, use wood as a primary building material.*



*Use timber products to make functional features decorative.*



*Display a high degree of craftsmanship.*



*Complement architecture with wood trims and earth-toned colors.*

## GUIDELINES



*Use wood for outdoor furniture.*



*Bring the outdoors inside.*



*Consider decorative wood doors and trims.*



*Construct signs of wood or use a wood block design style.*



*Offset brick walls with wooden doors.*



*Use a combination of painted wood detailing and wooden doors to add interest.*

## GUIDELINES



*Construct patios and decks with wood products.*



*Combine wood with other natural building materials for an enhanced effect.*



*Add character to residential façades by applying wood details and accent features.*



*Weave wood elements into identification signs.*



*Use wooden fencing and complementary building colors.*

## 2.D: Theme: History and Patriotism

The region's beginnings and varied history should be embraced and visually represented throughout the Pennsylvania Wilds. Capitalizing on the region's historic strengths as a thematic element will be relatively easy because there are many resources already found scattered across the area. From the well-known Pennsylvania Lumber Museum to the lesser known public places and private structures that reflect history and heritage, all can be used together as a major visual element.

The best strategy for preserving historic resources is to keep them well maintained and in use. Preserving and rehabilitating historic buildings is the most obvious way to retain a visual representation of the past, but there are many other ways as well. These include installing monuments, marking and dating buildings, posting plaques, using artwork, and selectively placing historical artifacts.

The marking and dating of historic structures and buildings that house or once housed interesting functions, especially along scenic corridors and heavily traveled public roadways, will visually authenticate the site for the public. For instance, a traveler may view a roadside mill as old, run-down, cluttered, and visually intrusive. However, if that same mill, with no other visual improvements other than the addition of a clearly visible identification marking such as "County Sawmill, Est. 1904" can completely change the perception of the building from an eyesore to a valued historic resource.

*“Much economic development in the Pennsylvania Wilds is going to take place through rehabilitation and revitalization of existing resources and passive heritage tourism.”*

*Bill Callahan,  
Pennsylvania Historical Museum Commission*

It is important to keep in mind that current times will be the history of future generations. The continued placement of identification markers for present-day events will be appreciated for many years to come.

The Pennsylvania Wilds captures a sense of the traditional American spirit. It brings hearts and minds back to the times when freedom was celebrated, lifestyles were uncomplicated, hard work was valued, and time was told by the rising and setting of the sun. Many symbols of classic Americana and patriotism currently exist throughout the region and should be expanded. A simple display of the American flag is sometimes all that is necessary.



*This simple marker placed outside of a fire station on Route 119 in Jefferson County conveys history and patriotism.*

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 2.15 | Maintain communities as authentic places, each with its own appeal to residents and visitors.   |
| 2.16 | Do not attempt to fabricate an artificial past. Visual displays of history should be true and authentic to the community's roots and heritage.  |
| 2.17 | Draw upon historic elements of the surrounding area to establish overall community design themes.   |
| 2.18 | Repair, recover, or replace historic markers and monuments that have been damaged or removed.   |
| 2.19 | Add subtle identification and date markings to historic buildings at every opportunity.   |
| 2.20 | Add highly visible identification markings to historic structures and to buildings that house or once housed interesting functions along scenic corridors and heavily traveled public roadways. |
| 2.21 | Permanently mark new buildings with the date of establishment during construction or renovation.  |
| 2.22 | Install and maintain historic monuments and artifacts in public gathering places, like parks and town squares.  |
| 2.23 | Install identification markers for significant current-day events.  |
| 2.24 | Display the American flag in appropriate locations.   |
| 2.25 | Display public art as an effective means to create identity and reflect the character and history of the community.   |

## GUIDELINES



*Restore, renovate, and rehabilitate historic buildings.*



*Erect memorials in public places to show appreciation for historic events.*



*Place markers that will remind future generations of current-day events.*



*Permanently date buildings.*



*Display the American flag to evoke a sense of patriotism.*

## GUIDELINES



*Place historical artifacts in public gathering spaces.*



*Identify historical people and places.*



*Convey history in public art projects.*



*Uncover historical markers and keep them clear of vegetation overgrowth.*

## 2.E: Theme: Architectural Styles

In order to preserve the historic roots of the Pennsylvania Wilds, the architectural elements of existing buildings constructed in a traditional style should be retained. New development should take cues from styles historically used in the community. The continued use of traditional architectural styles will reinforce the intended theme of the Pennsylvania Wilds region. It also will ensure that newer buildings do not clash with their older neighbors.

Described in this section are the primary architectural design styles that have ties to the region's diverse history and cultures. The following descriptions and photographic examples provide an overview of the general architectural styles traditionally used in the region. Note, however, that not all of these styles are found in all communities. As such, building renovations and new construction should consider the architectural styles present in the local context.

*Building renovation projects must be considerate of the structure's traditional architectural style and exercise care to retain identifying elements of the historic style.*

When renovating an existing building, the owner, architect, and builder should take note of the architectural features that define the building's style and traditional character. Embrace or enhance those characteristics and avoid removing or substantially altering original building materials or distinctive features. When constructing a new structure, thoughtfully consider the traditional architectural styles of surrounding properties and the community as a whole. Each community in the Pennsylvania Wilds has its own special mixture of traditional styles, and some styles may be absent from a community altogether. The selected style must be contextually appropriate for the community.

In new construction, it is not necessary to exactly duplicate a specific traditional style. Architects and building designers are encouraged to incorporate thematic elements of traditional styles found in the local community into the exterior appearance of new structures when exact duplication of a traditional style is not feasible or practical. The goal is to retain the character of the past, ensure that new building design is appropriate for the community, and to prevent the propagation of similar looking buildings that are taking over portions of the American landscape.

*In new construction, thoughtfully consider the traditional architectural styles found on adjacent properties, the neighborhood, and the community as a whole when selecting an architectural design.*

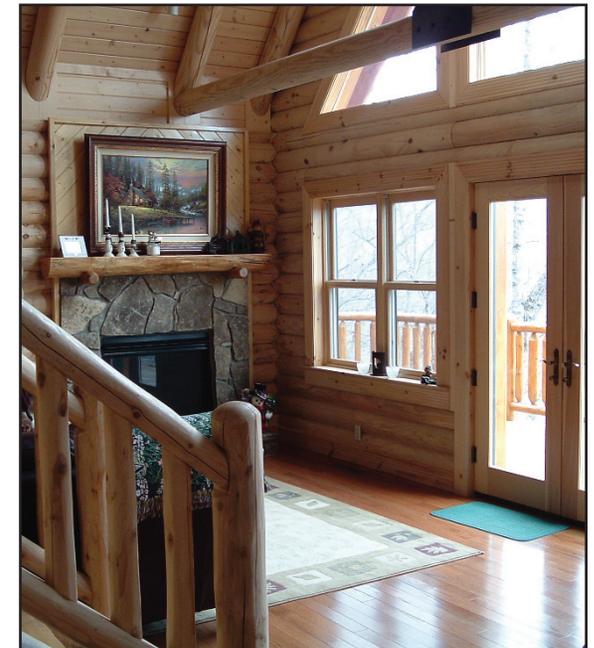
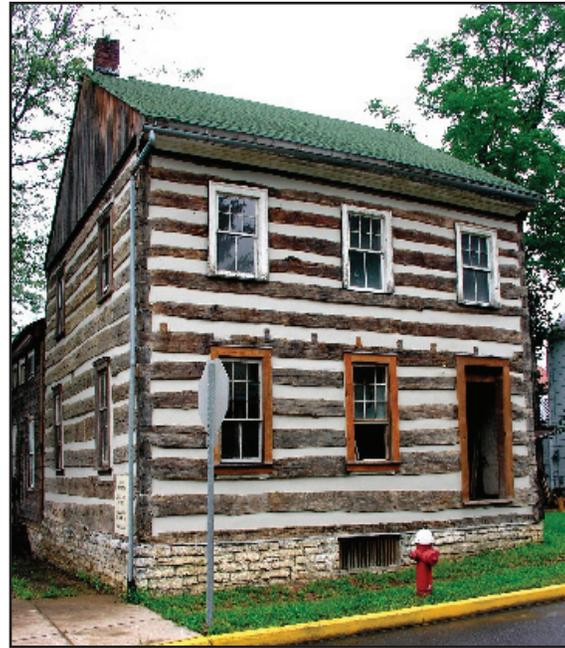


## Log Construction

In the 1700s and early 1800s, many Pennsylvania settlers built their houses with “hewn” or squared logs, laid horizontally and interlocked on the ends with notches. These buildings were typically covered with wood siding to protect the logs from the weather, so many of these early log houses are difficult to identify from the exterior. In the early 20th century, builders started to construct buildings with round logs that were designed to look like the cabins built by settlers in the northern plains and Rocky Mountain regions. These rustic cabins are typically found in and around national and state parks and forested areas.

Features common to Log Construction include:

- Hand-hewn logs or modern pre-milled logs used for the exterior walls.
- Simple, rectangular shape with a gable roof, although some have dormers or wings.
- Strong horizontal lines.
- The roof rafters may be supported by purlins.



## *Vernacular House*

Vernacular homes were constructed in rural areas throughout the 18th and 19th centuries. They were built by local carpenters using native materials, based on architectural traditions and floor plans that settlers originally adapted from buildings in their native homelands.

These houses can also feature details consistent with other popular styles such as Federal, Greek Revival, and Victorian (described later in this section).

Features common to the Vernacular House include:

- Boxy overall shape.
- Simple, vertical lines on the exterior façade.
- Modest exterior ornamentation.
- Gable roof form.
- Wood construction or wood siding, sometimes with brick accents.
- Front porch, often elaborate with decorative columns, railings, and other accents.

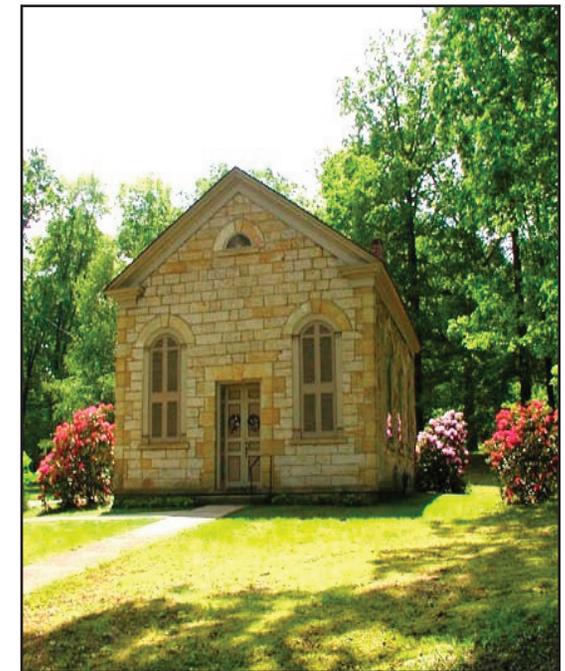


## Early American

The Early American style typically reflects the architectural styles used by many early settlers. This style is simple, refined, and influenced by the Renaissance styles popular in England in the 18th and early 19th centuries. Most common in Pennsylvania are the Georgian and the later Adam (or Federal) styles. Both are symmetrical with a central entrance and classical details.

Around the turn of the 20th century, the Colonial Revival Style became popular as architects began designing buildings that imitated these Early American styles. These buildings featured details and features that were more elaborate than those used in the Early American period. Features common to the Early American style include:

- A symmetrical floor plan and façade composition.
- Decorative crown over the front door.
- Row of rectangular windows (“lights”) in the front door or above.
- Columns or pilasters framing a paneled front door.
- Double-hung sash windows with symmetrical placement.
- Porches with tapered columns and balustrades.
- Exterior materials of wood or brick.
- Gable, gambrel, or hip roof with medium pitch and minimal overhangs.

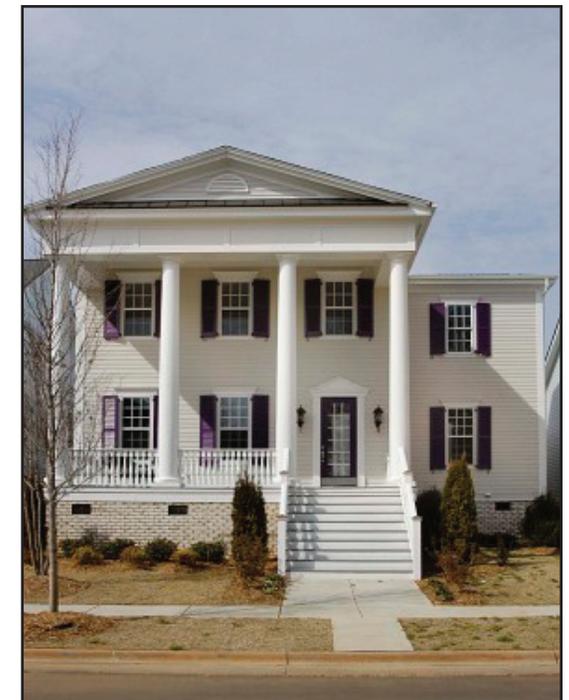


## *Greek Revival*

The Greek Revival style was highly popular in the mid-1800s. On residential units, this style is identifiable by its entry, which typically consists of a full-height or full-width porch, entryway columns sized in scale to the porch type, and a front door with a rectangular transom and “sidelight” windows. The Greek Revival style can also be found on houses and stores on narrow lots in towns and cities. These buildings do not always feature a classical portico.

Features common to the Greek Revival style include:

- Low-pitched gable, hipped, or shed roof forms.
- Roof cornices with a wide trim.
- Portico or recessed entrance.
- Use of pilasters, square posts or classical columns.
- Entrance with transom and sidelights.
- Trim incorporates geometrical forms and foliated motifs.
- Broad frieze below cornice, sometimes with rectangular attic windows.



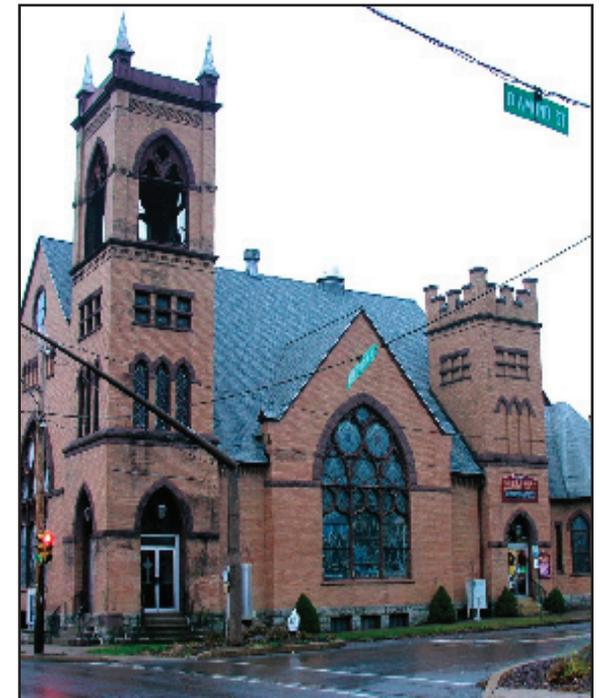
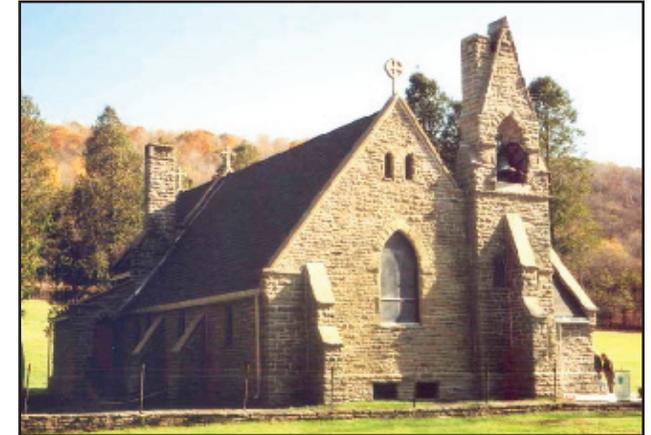
## *Gothic Revival*

Gothic Revival architecture is considered one of several classic Victorian styles in north-central Pennsylvania. The influence of English romanticism and the mass production of elaborate wooden millwork after the Industrial Revolution fueled the construction of Gothic Revival buildings in the mid-1800s.

Most traditional Gothic Revival homes were constructed in Pennsylvania between about 1850 and 1890. The structures typically have steeply pitched roofs, decorated vergeboards, and pointed-arch windows.

Features common to Gothic Revival style include:

- Gothic-style windows with distinctive pointed arches.
- Exposed framing timbers.
- Steep, vaulted roofs with cross-gables.
- Towers and verandas.
- Generous application of ornate wooden detailing as gable, window, and door trim.

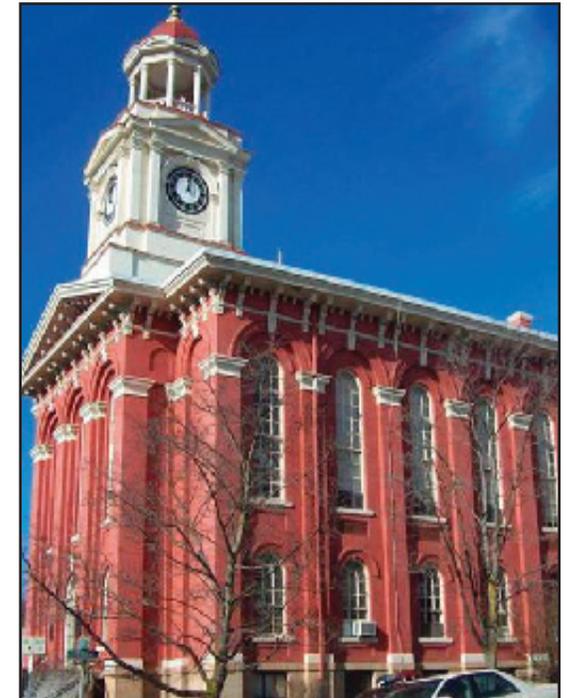


## *Italianate*

Like Gothic Revival, Italianate architecture is considered one of several classic Victorian styles to north-central Pennsylvania. The Italianate style looks to the country villas of northern Italy and to the townhouses found in Italian cities for its inspiration. The style was introduced in the United States in the 1840s and was wildly popular due to its being suitable for many different building materials and budgets. The body of the house is rectangular and often arranged into asymmetrical blocks. The style also features low-pitched or flat roofs, elaborately carved heavy supporting brackets under the eaves, and windows with heavy hoods or elaborate surrounds.

Features common to the Italianate style include:

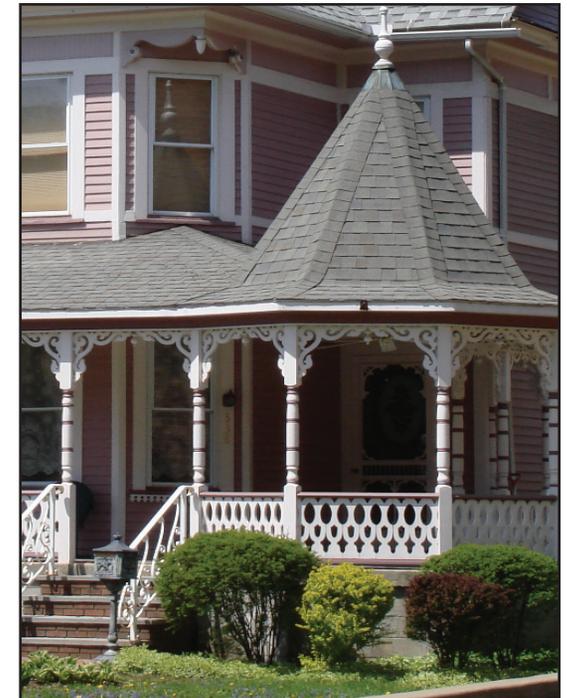
- Symmetrical bay windows.
- Small chimneys set in irregular locations.
- Low-pitched gable or hipped roofs.
- Eave cornices with decorative brackets.
- Building materials include brickwork, cut stone, and stucco.
- A defined porch, arcade, or a small portico at the entrance.
- Tall and narrow windows that may have elaborate frames, hoods, bracketed lintels, or pediments.



## Queen Anne

Similar to Gothic Revival and Italianate, Queen Anne architecture is considered one of several classic Victorian styles. Queen Anne style buildings came into style in the 1880s and many elements, such as the wraparound front porch, continue to be found on buildings. This style includes a collection of eclectic detailing and materials. Inventive, multi-story floor plans often include projecting wings, several porches and balconies, and multiple chimneys with decorative chimney pots. Features common to the Queen Anne style include:

- Wooden “gingerbread” trims and rounded “fish-scale” patterns.
- Cut stone foundations.
- Asymmetrical floor plan reflected on the building façade.
- Variety of surface treatments, textures, and colors with elaborate decorative trim, shingles, and brickwork.
- Irregular roof line with multiple steep cross gables.
- Conical- or polygonal-roofed tower at corner.
- Porch spanning the façade or wrapping around a corner of the building.
- Double-hung windows with multiple small lights in upper sash.



## *Romanesque Revival*

Similar to Gothic Revival, Italianate, and Queen Anne architecture, Romanesque Revival architecture is considered one of several classic Victorian styles to north-central Pennsylvania. The Romanesque Revival (or Neo-Romanesque) architectural style gained popularity in the late 19th century and was frequently applied to courthouses and university buildings in the early 20th century. Buildings of the Romanesque Revival style often feature round arches, semi-circular arches on windows, and belt courses. Unlike the classical Romanesque style, however, Romanesque Revival buildings tend to feature more simplified arches and windows than their historic counterparts.

Features common to the Romanesque Revival style include:

- Exterior walls constructed of brick or rough-faced stone.
- Heavy arches on the porches, doors, and windows.
- A near-complete lack of applied decorative detail.
- Use of towers, turrets, and gables.



## *Classical Revival*

Developed in America in the first quarter of the 20th century, this style was popular for public and commercial buildings such as banks, museums, government buildings, and educational institutions. It represents strength and stability, and a building constructed in this style is visually impressive. This monumental style employs an embellished balance of compositions with impressive features from Greek and Roman antiquity, such as columns, pediments, and arched openings. Marble and other smooth cut stone were common building materials used in the construction of Classical Revival structures.

Features common to the Classical Revival style include:

- Masonry construction.
- Symmetrical façade.
- Low pitched or flat roof.
- A central portico that rises the full height of the building.
- Large, prominent columns with decorative capitals.
- Square blocks (“modillions”) and other classical details lining the cornice at the roof line.



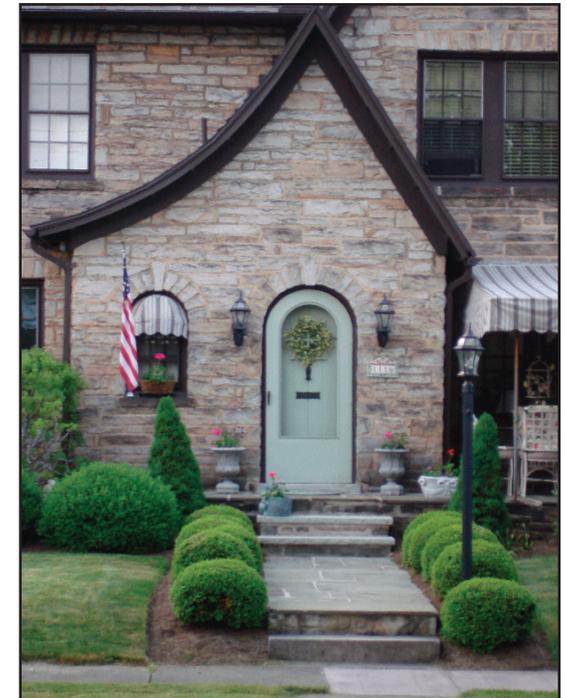
## *English Cottage/English Tudor Style*

The English Cottage style imitates the Arts and Crafts English Country houses of the late 19th Century. The Tudor style is considered a higher-style version of the English Cottage and more typically features brick or stucco with decorative half-timbering.

Many Tudor style structures were built in the early 1900s. Many were designed to look like medieval cottages with steep, thatched roofs, while others resemble large stone or brick manor houses.

Features common to the English Cottage/English Tudor style include:

- Use of decorative half-timbering, featuring dark timbers, reinforcing diagonal braces, and whitewashed plaster.
- High-pinnacled gables and bay or oriel windows.
- Upper stories often overhanging the ground floor.
- Rustic slate roof or asphalt shingles installed to imitate a thatched roof.



## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 2.26 | Identify the traditional architectural styles present in your community. Encourage the continued use of those styles to maintain the community's genuine historic context.  |
| 2.27 | Identify historically significant structures. If resources are available, pursue the establishment of Historic Districts and the addition of structures to the National Register of Historic Places. (Refer to the <i>Supplemental User's Guide</i> for more information.)  |
| 2.28 | Preserve the historic architectural style of visually significant buildings.  |
| 2.29 | Treat and design public/civic buildings as visible and tangible examples of the community's desired architectural style and quality.  |
| 2.30 | Avoid the destruction of architecturally significant buildings. Renovate, restore, rehabilitate, or preserve as the preferred course of action before demolishing.  |
| 2.31 | Use the U.S. Secretary of the Interior's Standards for Rehabilitation of Historic Properties as the criteria for renovating historic/architecturally significant buildings. When renovating historic buildings: <ul style="list-style-type: none"> <li>• Avoid removing or altering original building materials or distinctive architectural features;</li> <li>• Retain elements that define the historical and visual character of the building;</li> </ul> |
|      | <ul style="list-style-type: none"> <li>• When possible, repair deteriorated materials and architectural features instead of replacing them;</li> <li>• Use replicas or visually-compatible substitute materials when replacements of defining elements are necessary; and</li> <li>• Do not cover historic building materials with vinyl or aluminum siding, panelized brick, or other composite materials.</li> </ul>  |
| 2.32 | Incorporate features from the community's traditional architectural styles into new construction.   |
| 2.33 | If non-traditional architectural designs are used, ensure that the exterior design is compatible with the height, setback, scale, material, color, rhythm, and proportions of any surrounding buildings, historic districts, or mixture of historic architectural styles immediately adjacent or present in the general area.   |
| 2.34 | Select exterior building materials and colors appropriate and compatible with the selected architectural style, as well as the surrounding environment.   |
| 2.35 | Convey a sense of timelessness, elegance and quality in building renovations, restorations, and rehabilitations, as well as in new construction. Buildings should look durable and permanent, not temporary or makeshift.   |
| 2.36 | If adapting a residence to a commercial or office use, respect the traditional residential architectural character of the building.   |

## 2.F: Secondary Theme: Water

The thousands of miles of rivers, streams, creeks, and brooks, and multitude of ponds, lakes, springs, and swamps, are highly valued resources to the residents and visitors of the Pennsylvania Wilds. Water activities such as fishing and boating are popular in the region, and the number of actively used water trails continues to increase. As important as the region's water resources are to its population and visitors, water symbols are under-used in the Pennsylvania Wilds.



The sight and sound of falling water has a calming effect on the human psyche. As visitors flock to the Pennsylvania Wilds as an escape from a more hectic life in their cities and towns, water elements can serve the dual purposes of having relaxing effects as well as being visual reminders of the region's valued water resources.

This Design Guide recommends the increased use of water elements as secondary thematic symbols. These include making scenic shorelines more accessible, as well as placing water fountains (stand alone and self-contained water features) and water gardens (larger water features with plants, and sometimes fish, that make up a miniature ecosystem) in the built environment. Rain gardens can be used to manage stormwater runoff and recharge groundwater while providing an attractive feature.

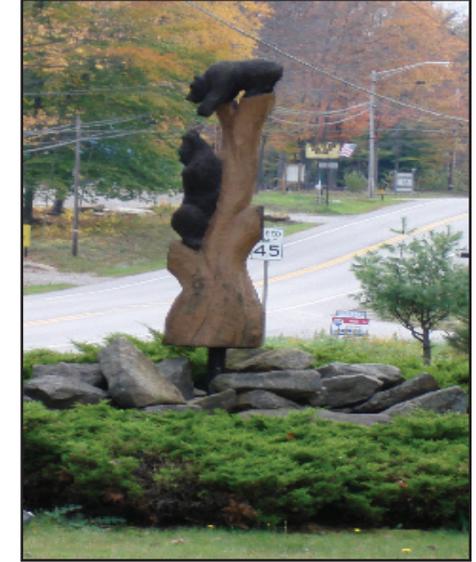
Fountains and self-contained water features are easy to install and maintain. They circulate the same water over and over using a pump and are typically operated on electricity. The shallow basins that collect falling water also have the advantage of creating bathing opportunities for birds and other wildlife. Fountains serve as an attraction for people who like to sit and enjoy the sound of trickling water. It may remind them of a streamside walk, a boat ride, or a fishing expedition in the Pennsylvania Wilds.

Water gardens are much larger than fountains and can consist of hundreds or even thousands of gallons of standing water, supporting several types of submersible, floating, and marginal plants. Depending on the desired effect, a water garden may even contain small fish. Water gardens are only recommended in circumstances where there is ample room and assurance of continual care and maintenance.

## 2.G: Secondary Theme: Wildlife

There is a great amount of wildlife diversity in the Pennsylvania Wilds. Many large mammal and bird watching opportunities attract tourists. Symbols of the elk, deer, raccoon, groundhog, eagle, and other wildlife species are used by some communities and businesses as thematic elements in signage and public art.

When using animal motifs, there is a fine line between tasteful and tacky. Although animal symbols are appropriate to use in the region, due to the potential for their overuse and misuse, they are not recommended as primary unifying elements by this Design Guide. When used, care should be given to design, placement, and frequency of use.

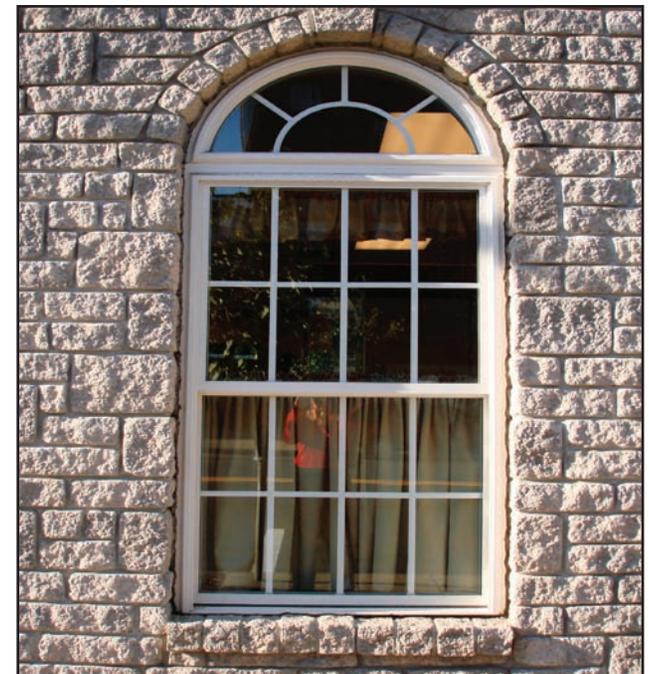


## 2.H: Secondary Theme: Glass

The glass industry in the United States is a multi-billion dollar business. For over 200 years, the Pennsylvania Wilds region has been internationally recognized as a leader in producing high-quality glass. In fact, the Brockway Glass Company's facility has been in operation since 1907, earning Brockway the nickname "Glass Town USA." Port Allegany is sometimes referred to as "the glass block capital of the world."

The Pennsylvania Wilds is also admired as a center for glass artists. The area has historically supplied the world with fine, unique glassware. Tourists can enjoy a myriad of creative pieces from local artists, including blown glass vases, stained glass windows, glass jewelry, and much more.

Due to its rich history within the Pennsylvania Wilds, glass should be woven in as a thematic element whenever feasible and appropriate. Glass accents on building façades are visually pleasing and interrupt monotonous building façades. Windows and small rows of glass blocks help create a transition space between the indoors and the outside. Large window storefronts entice shoppers to come in for a better look and create an appealing streetscape. In addition, glass can also be used on signage.



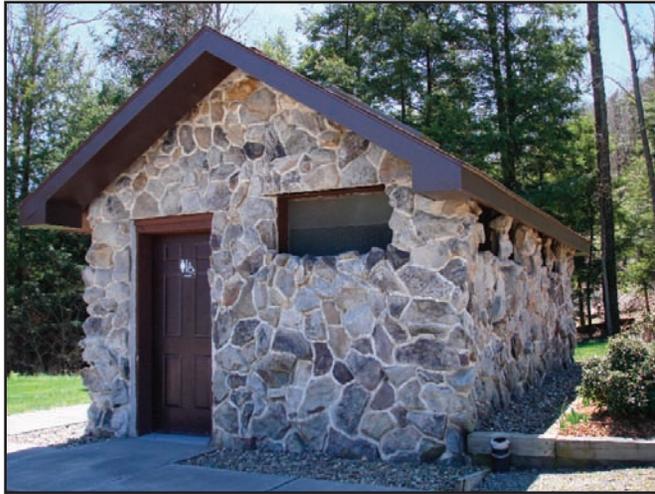
## 2.1: Secondary Theme: Stone

Stones represent permanency, strength, and authenticity. When used as a secondary theme throughout the Pennsylvania Wilds, stone will serve as a reminder of the region's respect of nature and love of the outdoors.

Stone can be used in new development and renovation projects in a variety of ways. Natural and prefabricated stone or stone accents can be applied as an exterior building material for many structures, including residences and commercial shops. Stone paths or driveways blur the lines between the natural and developed worlds, creating a pleasing aesthetic. Stone walls are an attractive alternative to fencing. Large boulders may be placed within a garden or lawn as art pieces.

Stones can also serve many functional purposes. Rocks serve as an erosion-control mechanism within drainage channels or detention basins. Large rocks can be used to visually obscure unattractive features such as lights or electrical boxes.

Whether natural or prefabricated, care should be taken in selecting the stone. Stones should be a natural color and appear native to the area. During grading activities, stones can be hand-picked for size and color and used later to construct a wall or path.



## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 2.37 | Install benches and other seating areas near waterways.   |
| 2.38 | The installation of decorative water fountains is encouraged. Water fountains should have natural themes or be intricately tied to the architectural style of the primary structure on the same lot, or the architectural styles of the community as a whole. |
| 2.39 | Water gardens are recommended in circumstances where there is ample room and assurance of continual care and maintenance.   |
| 2.40 | When animal motifs are used as thematic elements (public art projects and signs are most common), care must be given to ensure tasteful design and placement.   |
| 2.41 | Consider the use of glass blocks or stained glass accents on the exterior and interior of structures, where appropriate to the architectural style.   |
| 2.42 | Maintain decorative glass storefront display windows in commercial districts, where appropriate to the architectural style.   |
| 2.43 | Add identification signage to glass manufacturing and production facilities, particularly in cases where these facilities occur along public roadways and tourist routes.   |
| 2.44 | Use stone as a primary exterior building material or accent, where architecturally appropriate.   |
| 2.45 | Consider stone as a construction material for walls, paths, and driveways as an alternative to concrete and asphalt.  |
| 2.46 | Place large stones or boulders in lawns, gardens, and parks as decorative accents and art pieces.   |
| 2.47 | Remove large stones and rocks unearthed during grading activities, and use them for functional purposes or to create visual elements such as walls, paths, columns, bases for signs and fencing, or decorative accents.                                       |
| 2.48 | Use local stone. Prefabricated or imported stone is discouraged, but if used, ensure that its color is natural and appears native to the area.  |

## TOOLBOX

### *Technique 2-1*

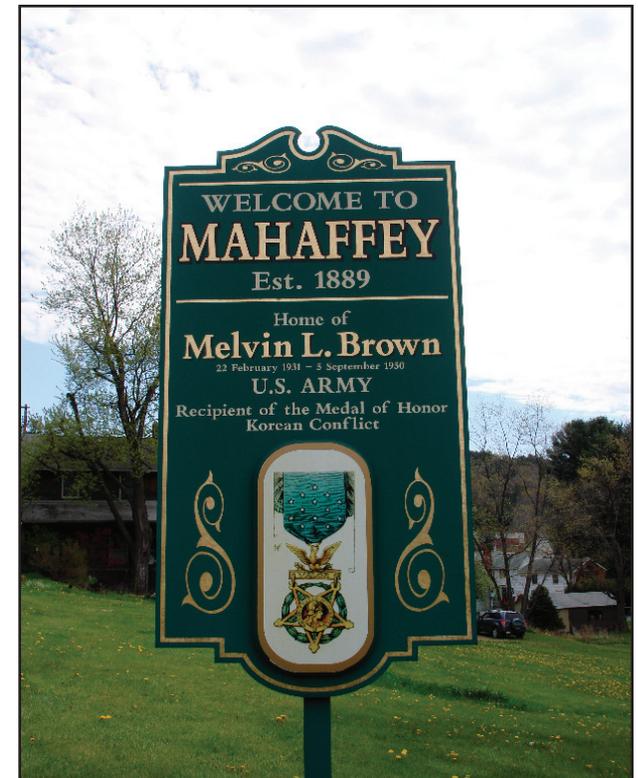
#### ***Establish and Enhance Community Entrances***

First impressions are always important, and the community entrance from approaching roadways is no exception. The entrance is usually the first dramatic element of the built environment that people see when they come into a community. Creating an entry statement/entry sign consistent with the community's unique character and weaving in regional thematic elements of the Pennsylvania Wilds Logo, Wood and Timber, History and Patriotism, and Traditional Architectural Styles will set the tone for what's to come and establish expectations for the visitor. Secondary themes of Water, Wildlife, Glass, and Stone also can be considered.

Community entry signs are encouraged to be built from the region's natural assets—wood, stone, brick, etc. Consider placing the Pennsylvania Wilds name or logo somewhere on the sign face to brand the community as a sub-unit of the Pennsylvania Wilds region. Individual expression is encouraged and will convey a sense of the community's charm and personality.



*In the late 1800s, West Fourth Street was the crown jewel of Williamsport, when this city was home to more millionaires per capita than anywhere else in the country. Attractive signage notifies visitors they are entering an historic area.*



*Community entrances help create a unique sense of place.*

## TOOLBOX

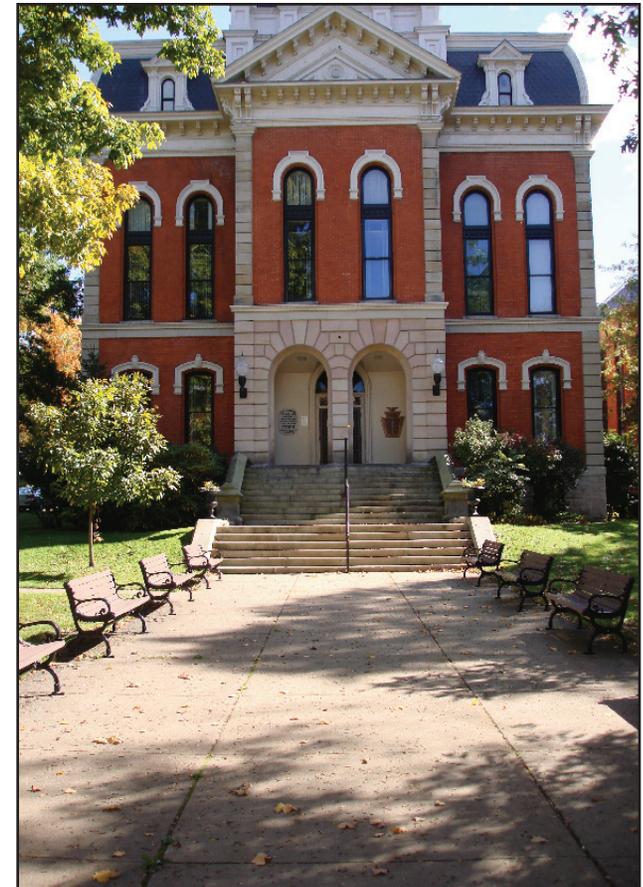
### *Technique 2-2*

#### ***Enhance Public Spaces***

The use of thematic design elements on public buildings and in public spaces sets an example for others to follow. This is important because most public buildings are prominently located in the center of town or on more heavily traveled roadways, so their visibility is usually high. Use this opportunity to impart statements in the architecture, signage, historic markers, public art, fences and walls, and other elements of the public space. In prominent public spaces, communities should:

- Work diligently to keep structures well maintained and true to their architectural styles;
- Add identification and date markings to buildings;
- Install historic monuments and signage;
- Display public art that conveys a sense of history and culture;
- Use wood and stone materials for building accents and outdoor furniture; and
- Display the American flag.

Repeat the theme consistently throughout the community's public buildings and civic spaces. For less prominent buildings and spaces, reiterate the theme on a smaller scale than used in more dramatic spaces like the town hall.



*This public space with benches encourages social interaction.*



*Signs easily communicate historic significance of people and places.*



*This Williamsport mural depicts historically significant people.*

## TOOLBOX

### Technique 2-3

#### Conduct Architectural Design Review

Counties and municipalities should request that applicants for building permits submit building elevation details for review to ensure that the architectural design conforms to the recommendations in this Design Guide. Recommended application requirements include the following:

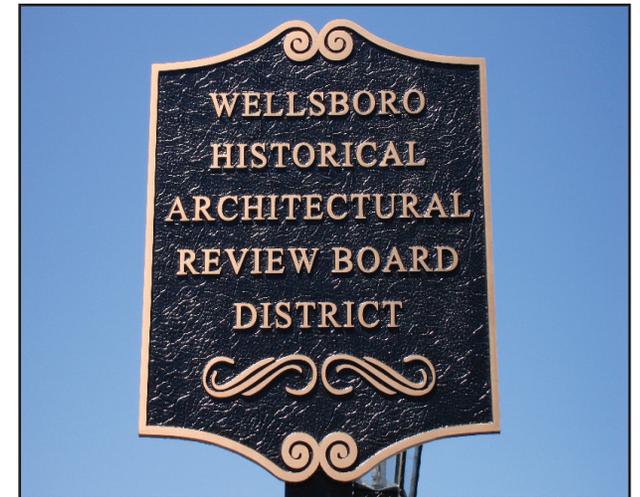
- If the permit is for a remodel, renovation, or restoration, color photographs of all four existing building façades.
- Written summary or depiction of the proposed architectural style, materials, and color palette.
- Drawings of all four sides of the proposed building elevations.
- Materials and color board, or equivalent.
- Description or illustration of the type of roof and wall materials to be used.
- Description or illustration of decorative features that would be visible from surrounding public roads and properties, including roofs, columns, doors, windows, parapet shapes, awnings, porches, decks, marquees, canopies, etc.
- Location of roof equipment, exterior lights, and other mechanical and utility equipment to be located outside the building.



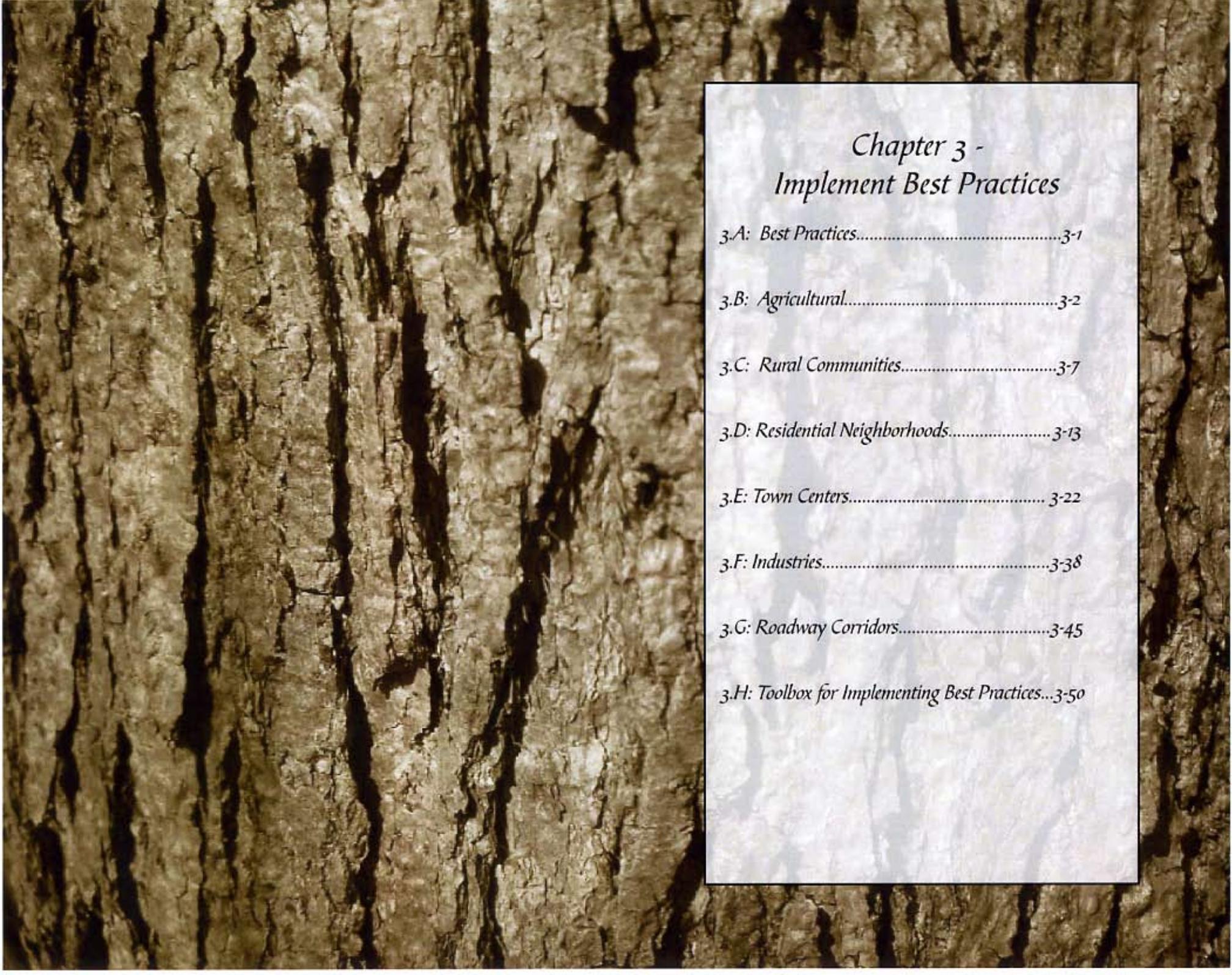
Samples of architectural drawings for a single-family home.



This Queen Anne-style residence at the entrance of Emporium is undergoing restoration.



Refer to local standards and the Pennsylvania Historical and Museum Commission's publication "Historic District Designations in Pennsylvania."



*Chapter 3 -  
Implement Best Practices*

*3.A: Best Practices.....3-1*

*3.B: Agricultural.....3-2*

*3.C: Rural Communities.....3-7*

*3.D: Residential Neighborhoods..... 3-13*

*3.E: Town Centers..... 3-22*

*3.F: Industries.....3-38*

*3.G: Roadway Corridors.....3-45*

*3.H: Toolbox for Implementing Best Practices...3-50*

## 3.A: Best Practices

The best practices presented in this chapter are, simply, a set of recommendations for the best use of land and visual display of community character in a variety of settings present in the Pennsylvania Wilds. They give insight to communities striving to retain their traditional authenticity, while at the same time exuding appeal to contemporary residents, business owners, and out-of-town visitors. The best practices guidelines presented in this chapter are not all-inclusive, but do provide a general baseline for various contextual settings.

Covered in this chapter are the land use settings of agriculture, rural, residential neighborhoods, town center, industries, and roadway corridors. Although it is acknowledged that most communities in the Pennsylvania Wilds encompasses more than one setting, classification by land use type allows a framework for presenting recommendations in an organized manner.

If more than one land use setting applies to your community, consider all that apply. The best practices can be mixed and matched as appropriate.



*3.B: Agriculture*



*3.C: Rural Communities*



*3.D: Residential Neighborhoods*



*3.E: Town Centers*



*3.F: Industries*



*3.G: Roadway Corridors*

## 3.B: Agricultural

### *Scenic Mosaics*

Land within the Pennsylvania Wilds has produced dairy, oats, fruit, corn, potatoes, and other food products for over 300 years. The visual presence of farms and their fields is an important component of the regional landscape. Farms and farm fields seen from afar form beautiful mosaics of pattern, texture, and color.

The presence of large farm animals like horses and cows grazing by a roadside entice passers-by to peer from car windows and take notice of the rural lifestyle. Farming is hard work, and agricultural landscapes represent culture, history, and personal values based on a traditional way of life.

As growth continues in the Pennsylvania Wilds, pressure may be placed on farm owners to sell their lands for conversion to other uses. As such, government bodies must do what they can to support agriculture as an important economic industry and a vital contributing element to the region's scenic quality.



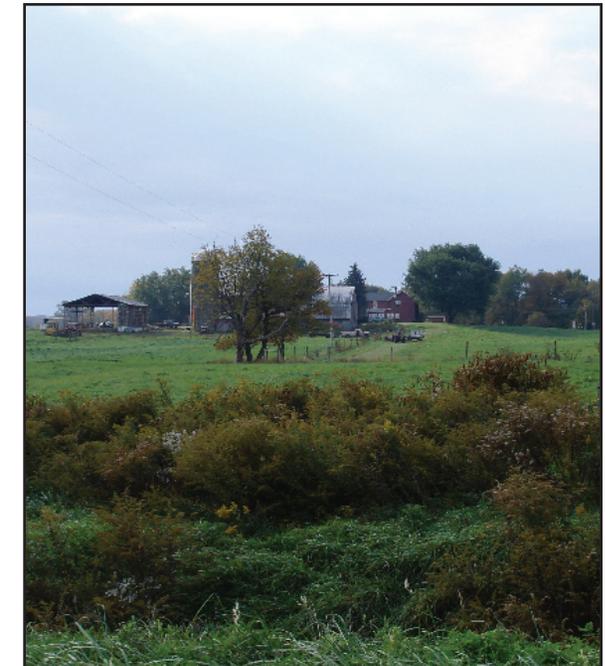
### *Distinguishing Elements*

There are five primary distinguishing elements of the agricultural landscape: field, farmhouse, barn, upright silo, and roadside farm stand.

In October 2005, the Pennsylvania House of Representatives and Senate unanimously passed resolutions recognizing the importance of the state's historic barns (HR 463 and SR 190). As a result, an inventory of historic barns was conducted by the State Department of Agriculture (PDA), the Pennsylvania Historical and Museum Commission (PHMC), and the Center for Rural Pennsylvania. The results showed that most historic barns are in good condition. Barn preservation is encouraged.

Barns typically have wood siding, with elements of stone, brick, concrete block, or stucco. The older the barn, the more likely that it was built from trees growing close to the site. When barns are painted white or red, they stand out as striking visual elements of the farm-scape.

Additionally, lightning rods and weather vanes serve practical purposes, and are visually interesting when located on the barn roof.



## GUIDELINES

- | #    | GUIDELINE  |
|------|--|
| 3.1  | Aim to maintain and restore historic barns and silos, especially those located along scenic road corridors.  |
| 3.2  | Prevent the demolition of historic barns that are in good condition or candidates for rehabilitation.  |
| 3.3  | Investigate programs that would offer financial support for barn preservation and provide technical assistance on barn repair.   |
| 3.4  | The removal of abandoned barns and silos is not necessary unless they present safety hazards, are clear visual nuisances, or are a liability to the property owner.  |
| 3.5  | If abandoned structures are removed, consider recycling/re-using the materials. Oftentimes, the structural timber used for old barns was virgin wood and/or species that are no longer available in the marketplace.   |
| 3.6  | Give barns a fresh coat of paint when needed.  |
| 3.7  | Carefully consider advertisements painted on barns. Barns painted with advertisements can be visually positive or negative, depending on the content and design of the message. (Tourists frequently photograph "Mail Pouch Tobacco" barns and view them as rural icons and folk art.) |
| 3.8  | During the construction of new, large structures like barns or storage sheds that will have a high level of public visibility, consider articulating large doors and façades with accented beams, decorative supports, eaves, or other feature(s) to provide visual interest.          |
| 3.9  | Encourage the presence of roadside fresh food stands and farmers' markets. They are active symbols of rural and agricultural character.  |
| 3.10 | Allow for and provide economic outlets and markets for local goods and produce.  |
| 3.11 | Consider using existing agricultural buildings and farmhouses for other uses, like shops or farmers' markets.  |
| 3.12 | Post attractive roadside signs in front of farms that offer agritourism (any activity conducted on a working farm for the enjoyment of visitors that generates income for the owner: tours, corn mazes, horseback riding, farm-stay vacations, etc.).                                  |
| 3.13 | When new homes or residential subdivisions are situated adjacent to farms, provide distance buffers and/or a landscaped edge at the interface to give clear visual separation.   |
| 3.14 | Consider alternative locations for communication towers, and if possible, avoid placing them in the middle of agricultural fields visible from scenic roadways, tourist destinations, or other public viewing areas. Communication towers can severely damage scenic pastoral views.   |

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 3.15 | If a farm is proposed for conversion to another use (like a residential subdivision), make attempts to preserve the barn, silo, and other distinguishing features in the development plan as a cultural feature.  |
| 3.16 | Discourage the conversion of prime agricultural lands and economically viable farms to other uses. Use the TOOLBOX in this chapter to learn about transferring development rights on agricultural lands to other properties more appropriate for development. |

## GUIDELINES



*Paint barns red or white if high visual appeal is desired.*



*Remove abandoned structures when they become a clear visual nuisance or a safety hazard.*



*Convert existing agricultural structures into shops and other uses, like this shop located near Marienville.*



*Preserve Mail Pouch Tobacco barns as rural icons.*



*Provide farmers' markets in rural settings.*

## GUIDELINES



*Post well-designed and unobtrusive roadside signs to advertise agritourism activities and identify farm functions.*



*Keep fields and production areas free of clutter to increase visual appeal.*



*Do not place communication towers in highly visible open fields.*



*Always landscape or buffer urban development edges adjacent to farms.*



*Provide buffers between farms and adjacent development to give visual separation.*

## 3.C: Rural Communities

### *Characteristic Features*

Rural areas are important contributors to the Pennsylvania Wilds' character and constitute a critically important and defining feature of the landscape. Rural areas generally consist of large-acreage residential lots where housing and the built environment are in harmony with the natural environment. Roads are generally two-lane rural roads reflective of a peaceful country lifestyle. In recognition of the distinctiveness of each rural community, and the differing circumstances that affect them, the design guidance contained in this section is broad.

### *Control Growth*

Rural counties have experienced growth over the past several decades as people move out of cities, towns, and other urban centers in search of a higher quality and slower pace of life. Rural communities of the Pennsylvania Wilds could experience future growth, particularly in the second home and retirement home sectors of the housing market.

### *Maintain Rural Charm*

Nothing can detract from the rural feel and attractiveness of an area more than inappropriate signage cluttering rural roadways, isolated and inappropriately placed utility towers, and pockets of dense residential subdivision.

When signs are selectively placed and appropriately designed to reflect a rural character, the rural roadside view is more attractive. When new development is considerate of rural community character and is placed in appropriate locations without “leapfrogging” around a rural community, the rural charm is not interrupted. More intense land uses directly abutting lesser ones can be visually conflicting and negatively impact the more rural setting of the lesser-intense rural area.



*Filled with charm and history, rural communities are an important part of the regional character of the Pennsylvania Wilds.*

## GUIDELINES

#	GUIDELINE
<b>Signs</b>	
3.17	To visually identify rural communities, place community identity welcome signs at primary road entries. Draw from the community's most beloved icons in designing the sign's artwork. Include the community name, the word "Welcome" and the Pennsylvania Wilds logo somewhere on the sign. Refer to Technique 2-1 in the Chapter 2 TOOLBOX.
3.18	Use the design style established on the welcome sign for other civic signs in the community.
3.19	Due to the low density character of most rural communities and the potential limitations on funding sources, it is important that the community welcome sign and/or other common community signs be cost effective, durable, and relatively easy to maintain.
<b>Rural Roads and Roadsides</b>	
3.20	Remove vacant, deteriorated buildings along scenic roadways when they become a clear safety hazard or visual nuisance.
3.21	Require deep front yard setbacks along rural roadways, except in rural hamlets.
3.22	Encourage well-maintained properties along rural routes. Seek to reduce and eliminate visual clutter such as abandoned vehicles and other discarded materials.
3.23	Avoid standard curb and gutter construction on roads except where necessary to ensure safety. Keep road widths narrow.
3.24	Use grass channels in place of storm drains along rural roadways where needed to filter and convey runoff.
3.25	Place street trees in random and natural patterns. Evenly spaced trees denote formality, which is not desired in rural areas except possibly at key focal points like villages or rural town centers.
3.26	Limit street lights and other outdoor lighting to the minimum quantity and brightness levels necessary for safety, security and the enjoyment of outdoor living (refer to 'Preserve Dark Skies' in Chapter 5).
3.27	Restrict the number of roadway signs and use simple sign designs so as to not distract from the rural environment. Wood block sign designs are encouraged. If external lighting of the sign is necessary, provide the lowest level of lighting possible to retain the rural ambiance.
3.28	Discourage the placement billboards, neon signs, or digital changeable copy signs in rural areas.
3.29	Construct walls, poles, and other supports for signs along rural roadways of natural materials such as wood or stone.

## GUIDELINES

#	GUIDELINE
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### Parking

- 3.30 Do not allow large asphalt paved parking areas to dominate the landscape of any rural view.
- 3.31 Where large parking lots are necessary, screen or soften them with grade separation and/or landscaping. Alternatively, consider permeable and more rural-looking paving materials such as gravel, rock, decomposed granite, paving stones, permeable interlocking concrete pavement, unmortared brick or stone, or geo-grid with grass.
- 3.32 Where wheel stops are desired in parking spaces, use stops constructed of stone, wood, or tree trunks. Typical curb and gutter or concrete wheel stops are discouraged.

### Utilities

- 3.33 Limit public water/sewer expansions in remote rural areas only to areas where there is an identified health concern from contaminated wells or failing septic systems. Consider the growth-inducing impact of extending water and sewer lines; the availability of public services may induce other properties along the new lines to develop quicker and at higher densities that would otherwise occur.
- 3.34 Consider the use of alternative sewer systems like on-lot systems or pressurized grinder pump systems that are safer than septic systems and can be used in varied types of terrain.

- 3.35 Consider the use of rain gardens on rural residential properties to filter runoff, slow the rate and volume of water directed to the drainage system, and replenish groundwater.

### Fencing

- 3.36 Select fencing types that complement a rural character.
- 3.37 Front yard fencing is discouraged in order to retain the open feeling of the area. In instances where front yard fencing occurs, do not build solid fences unless the fence is being used to hide an unattractive view.
- 3.38 If physical separation is needed along roadways between the public and private space, consider the use of open rail wood fencing.
- 3.39 Limit the use of barbed wire or wire mesh fencing in locations with high visibility from public roads and other public viewing areas, unless such fencing serves a practical function wherein other barrier options are not practical or are cost prohibitive.

### Homes and Buildings

- 3.40 In new construction, use the traditional architectural styles described in this Design Guide (refer to Chapter 2).

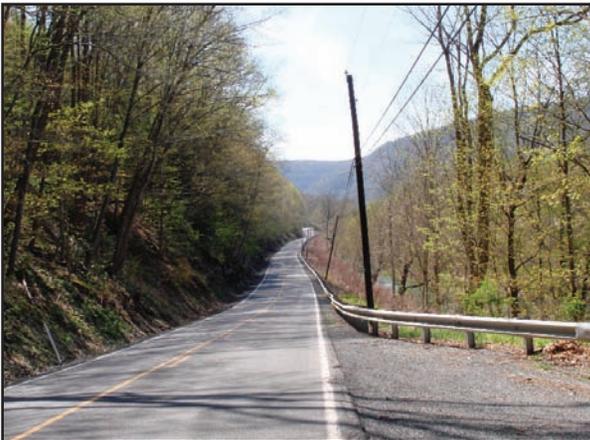
## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 3.41 | If feasible, construct outbuildings in the same architectural style as that of the primary structure or to mimic the look of a traditional barn. Quaint outbuilding designs are encouraged.   |
| 3.42 | Hide or buffer unattractive pre-fabricated sheds and other unappealing pre-fabricated structures from primary public viewing areas.   |
| 3.43 | If a new residential subdivision is proposed in a rural community, build new housing off of side roads or shared drives, rather than lining scenic rural roads with new homes. Lining roads with residential lots can completely block scenic views.  |
| 3.44 | A variety of pre-fabricated homes and buildings are available in the marketplace. Encourage property owners to select pre-fabricated structures that use non-reflective and naturally-appearing exterior materials such as natural or simulated wood, brick, or stone, or composition or other similar materials. Smooth, ribbed, or corrugated metal and plastic panels are not preferred. |
| 3.45 | Make pre-fabricated mobile homes appear permanent by using a continuous masonry or concrete foundation or curtain wall. Remove the running gear, axles, and wheels.   |
| 3.46 | If new commercial development is proposed in a rural community, consult 'Strip Commercial, Big Boxes, and Franchises' in Chapter 4.   |
| 3.47 | At the edges of rural communities where more intense development may be occurring, ensure that adjoining development blends into and is sensitive to the character of existing rural areas.   |

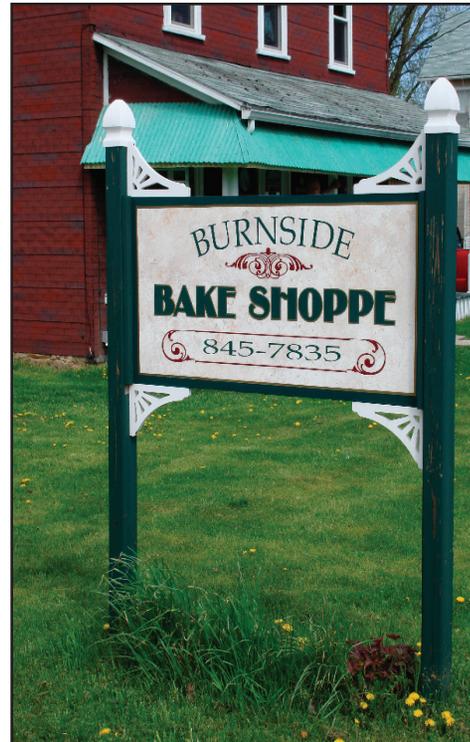
## GUIDELINES



*Encourage the maintenance and upkeep of private properties along rural routes.*



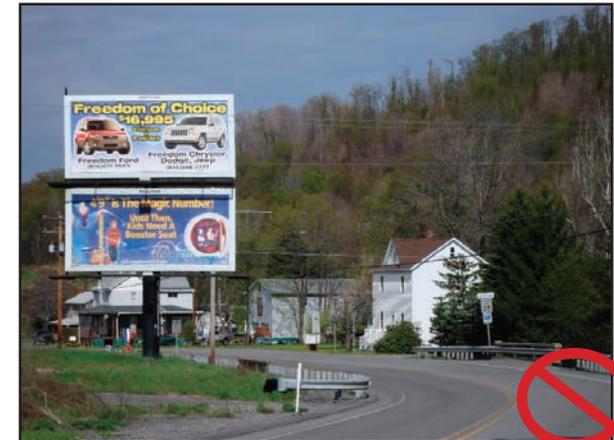
*Keep road widths narrow.*



*Adapt rural residences for other uses to attract residents and travelers.*



*Promote unique assets.*



*Do not post visually dominating billboards along rural roads and avoid them altogether whenever possible.*

## GUIDELINES



*Select natural-appearing materials in manufactured home design.*



*Open rail wood fencing adds to rural charm.*



*Remove abandoned and irreparable structures.*



*Target key properties for renovation as catalysts for rural investments.*



*Log Construction-style architecture is appropriate in certain locations such as this large forested lot.*

## 3.D: Residential Neighborhoods

### *Defining Neighborhoods*

Residential neighborhoods act as community building blocks, and it is the collection of many individual neighborhoods that make up the supporting structure of a town.

Neighborhoods often carry names and have recognized boundaries. Their characters are defined by a combination of factors including but not limited to location, home type and mix, architectural style, lot size, street pattern, and inclusion or exclusion of other land uses like schools and parks.

The binding functions of governance, the school system, parks/sports, religious institutions, and the central business district where shopping and employment activities occur, bring the residents of various neighborhoods together as one community.

### *Old vs. New*

In the Pennsylvania Wilds, older residential neighborhoods are generally located around the edges of towns and central activity areas. Usually, homes were constructed in grid-like blocks with easy access to town. Some “company towns” also were present in the region. Newer neighborhoods are often located more distant from the center of town.

In many neighborhoods, it is easy to tell which homes were traditionally built and which were constructed under a modern tract-home residential subdivision. Character can be enhanced when new homes and neighborhoods are designed with quality and add architectural interest and “curb appeal” to a neighborhood. An attractive and inviting home can contribute positively to a neighborhood unit and strengthen the traditional character.



*When new neighborhood development is proposed with similar bulk, form, size, scale, style, arrangement, and street patterns as existing, well-designed neighborhoods, community character is retained.*



*Homes in older neighborhoods embody traditional custom styles that are difficult to replicate in tract home development.*



## GUIDELINES

#	GUIDELINE
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*In addition to the guidelines listed below, please refer to the 'Theme: Architectural Styles' section of Chapter 2. Many of the guidelines given there are applicable, and most are not repeated here.*

### Existing Neighborhoods

- |   |  |
|---|--|
| <p>3.48 Avoid the demolition or destruction of visually significant residential homes that reflect a traditional architectural style. Renovate and restore as the preferred course of action before permitting demolition. (Refer to the U.S. Secretary of the Interior's Standards for Rehabilitation of Historic Properties).</p> <p>3.49 Keep sidewalks and parkways well-maintained.</p> <p>3.50 Select architectural and landscape design themes that integrate well into the natural setting and surrounding community character.</p> <p>3.51 Contemporary architectural designs are not recommended for new homes in old neighborhoods, but if they are used, ensure that the exterior architecture is compatible with the scale, material, color, and articulation of any surrounding historic buildings, historic districts, or mixture of historic architectural styles immediately adjacent or present in the general area.</p> <p>3.52 Design the architecture of new homes to possess a historic basis that is familiar in the established community. Avoid introducing a completely new style of architecture into an established neighborhood.</p> | <p>3.53 Use paint colors that are as authentic as possible when compared to the traditional color palette of the selected architectural style and colors present in the established community.</p> <p>3.54 Use fence and wall designs, materials, and colors that are compatible with those in the existing neighborhood.</p> <p>3.55 Consider the shadow effect of new buildings; do not build tall structures that may cast long shadows on existing residential homes.</p> <p>3.56 Build infill housing (housing built on vacant parcels surrounded by existing residential development on three or more sides) at similar lot sizes, densities, percentage of lot coverage, and of compatible character to surrounding homes.</p> <p>3.57 Convey a sense of timelessness, elegance, and quality. Buildings should look durable and permanent, not temporary or makeshift.</p> <p>3.58 Maintain a strong indoor/outdoor relationship. Consider the use of natural wood products for cabinetry and other interior woodwork to further complement the character of the Pennsylvania Wilds.</p> <p>3.59 Do not over-light residential neighborhoods, but provide appropriate night lighting for security and safety (refer to 'Preserve Dark Skies' in Chapter 5).</p> |
|---|--|

## GUIDELINES

- | #                            | GUIDELINE   |
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| 3.60                         | Install energy-conserving features in homes such as energy-efficient and water-efficient appliances (see ‘Be Environmentally Responsible’ in Chapter 5).  |
| <b>New Home Architecture</b> |   |
| 3.61                         | Use architectural forms associated with traditional styles (see ‘Theme: Architectural Styles’ in Chapter 2).  |
| 3.62                         | If appropriate for the architectural style of the home, use projecting features such as bowed or bay windows, columns, offset roof planes, and similar features to create visual interest on the building elevations.   |
| 3.63                         | Provide front porches where style appropriate to add interest and increase opportunities for social interaction.  |
| 3.64                         | In new residential subdivisions, slightly vary the depth of front yard setbacks on straight streets. No more than three adjacent homes on a straight street should have the same front yard setback to avoid creating a “tunnel” effect. Front yard setback variation is not necessary on curving streets or on streets where a formal, more urban look is desired. |
| 3.65                         | Accent shutters, used with either windows or doors, should be in keeping with the size and dimension of the window or door. Historically, it was the purpose of these elements to cover the window or door; therefore, the elements should reflect that original purpose wherever possible.   |
| 3.66                         | Design rear and side façades of residential buildings, particularly those facing onto streets, parks, and open spaces, as an important element in the success of a community’s visual character. Do not permit large expanses of flat walls to be exposed to public view.   |
| 3.67                         | In neighborhoods with small lots, use one-story elements at street corners to reduce the perceived bulk and scale of the neighborhood. Bulk can also be reduced by using one-story edging on two-story elements.  |
| 3.68                         | If outbuildings are desired, construct them in the same architectural style as that of the primary structure.   |
| 3.69                         | Use side entry, recessed, or detached garages where appropriate to minimize the garage door dominance on the residential streetscape.   |
| 3.70                         | Do not orient more than two garage doors on any one structure to face the street. If a third front-facing garage door is needed, use an increased setback or offset. Consider a tandem garage which is deep enough for vehicles to be stored one behind the other.  |
| 3.71                         | Design driveways to have a minimal surface area. Large aprons, turnarounds, and parking areas on residential lots are discouraged.  |

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 3.72 | Do not allow visually overbearing roofs. A-frame and mansard type roofs are discouraged unless they are part of a coordinated design theme and style.   |
| 3.73 | Permit flat roofs over porches, entryways, or where compatible with the historical style. Otherwise, do not use flat roofs.   |
| 3.74 | Select roof materials and colors that are appropriate for the architectural style of the home. Roof colors should be soft and warm rather than bright and bold, thus avoiding an overpowering visual intrusion to the community's appearance and character. |
| 3.75 | Design chimneys and spark arrestors to act as thematic forms and vertical architectural elements. Chimney caps should have low profiles and not be visually distracting.  |

### Multi-family Housing

- 3.76 A majority of the above-stated guidelines also apply to multifamily residential buildings (carriage units, townhomes, condominiums, apartments, time-shares, age-restricted living facilities, etc.). Some additional considerations for multifamily units include the following:
- Use rear loaded garages if possible.
  - Provide porches and/or balconies for as many units as feasible.
  - Avoid visual monotony and box-like appearances.

- Articulate façades to minimize large blank walls.
- Use varied color schemes on large buildings or groups of buildings.
- Use staggered and jogged unit plans to provide visual interest.
- If the building has a long front façade, vary the front setback within the same structure.
- Use pitched roofs; flat roofs are discouraged.
- Screen mechanical systems from public view.
- Screen large open parking areas from public view.

### New Subdivisions

- 3.77 Name new residential streets to reflect the heritage of the area.
- 3.78 Do not clear cut trees to make way for a residential subdivision. Instead, tailor the grading operation to save as many mature trees and natural features as possible (see 'Value Trees and the Landscape' in Chapter 5).
- 3.79 Integrate new residential buildings and additions to existing residential buildings into the natural topography (see 'Be Sensitive to Natural Landforms' in Chapter 5).
- 3.80 Consider scenic views and vistas and retain their views from the street system when possible. Scenic views from residential streets will enhance the image and character of the neighborhood.

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 3.81 | Avoid lining existing roads that offer scenic public views with rows of residential lots. When this occurs, views of nature are hidden from the road. Use alternative patterns of residential subdivision design such as a connected interior street system or shared driveways with clustered home arrangement.  |
| 3.82 | If new residential tracts are constructed within walking distance to activity centers such as shopping, schools, parks, etc., integrate pedestrian circulation paths as an integral component of the tract design.  |
| 3.83 | Incorporate greenbelts, pocket parks, and other natural amenities into subdivision designs. Consider the <i>Growing Greener: Conservation by Design</i> approach when preparing or revising a subdivision and land development ordinance or designing a residential subdivision. (Contact DCNR at <a href="http://www.dcnr.state.pa.us">www.dcnr.state.pa.us</a> for more information.) |
| 3.84 | Provide rain gardens on residential lots where feasible to filter runoff and reduce the volume and rate of water discharged to the drainage system (see 'Be Environmentally Responsible' in Chapter 5).   |
| 3.85 | Design residential subdivisions to value, conserve, and work around on-site sensitive resources instead of destroying or imposing on them (see 'Be Environmentally Responsible' in Chapter 5).  |
| 3.86 | Provide focal points for residential neighborhoods (pocket park, tot-lot, or other gathering space) to encourage outdoor living and to help create the small-town feeling characteristic to the region.   |
| 3.87 | If new neighborhood identification monuments are desired, design them with natural elements (stone, wood, brick). Place the sign in a visible location at the neighborhood entry and integrate it into the natural surroundings such that it is not visually obtrusive.   |
| 3.88 | Connect new residential subdivisions to existing streets to allow for easy connections. If street connections are not possible, allow for pedestrian and bicycle connections.   |
| 3.89 | Use traditional street patterns for new subdivisions.   |

## GUIDELINES



*Use a traditional architectural style.*



*In multi-family construction, the use of porches, balconies, and staggered unit plans are ways to reduce visual monotony of the building mass.*



*Select street names that reflect community character and history.*



*Use variation in both color and material. This house over-uses the color red and provides no variation in the building material.*

## GUIDELINES



*Embrace the traditional architectural style of existing neighborhoods.*



*Avoid a sea of garage doors dominating the streetscape (left) by using side entry garages (center and right) or by recessing the garage or detaching the garage from the house. This will allow other elements like front porches, entryways, and windows to be the dominant visual feature of the front façade.*

GUIDELINES



*Use projecting architectural elements to add visual appeal and interest.*



*Use dormer windows to avoid monotonous rooflines and to provide additional living space on upper stories.*



*Design windows and doors to complement the building's architectural style.*

## GUIDELINES



*Provide pedestrian connections between residential neighborhoods and activity areas (schools, parks, shopping). Even in winter, people make use of walking paths to get from place to place.*



*Use accent shutters that are in keeping with the size and dimension of the window to reflect the traditional purpose of the shutter.*



*Achieve a strong indoor/outdoor relationship by using natural products inside the home, like the hardwood cabinetry shown in this kitchen design.*

## 3.E: Town Centers

### Focal Points

The visual quality and character of the town center is the greatest single indicator of the overall image of a community. Town centers are recognized as community focal points where shopping, business, social gatherings, entertainment, and government activities are concentrated. Their uniqueness in design and appearance is vital to attracting customers and providing an enjoyable visitor experience.

*“Good design is especially important to those communities seeking to attract tourists and their dollars.”*

*Edward McMahon, Urban Land Institute*

Many of the town centers in the Pennsylvania Wilds feature shops, restaurants, and businesses that reflect the area’s history and natural environment. Specialty shops offering wares from local artists and crafters, antique shops urging customers to remember “the good old days,” outfitters selling outdoor recreation equipment, and restaurants offering menu choices not found in other places are just a few examples of services that are offered in town centers.

Some town center businesses are locally owned, while others are not. Some successfully thrive

with business and a bustle of activity, while others are struggling to draw customers and survive. Regardless of the size, shape, or vigor of a community’s town center, steps can be taken to further advance their vitality, or just begin their transformation into alluring and attractive places to shop, eat, stroll, conduct business, and stay overnight.

### Alluring Gathering Places

In addition to serving central business district functions, town centers also act as gathering places for local events. Concerts in the park, parades, festivals, fairs, and other activities occur annually in almost every town center over the Pennsylvania Wilds region. Although special events can certainly attract people to town centers, a special event should not be the only reason for people to come downtown. A town center should be inviting and have a festive atmosphere all year long.



*Parade in Mansfield.*

Town centers need to be enthralling to community residents and display an irresistible appeal to people visiting and passing through. The ideal goal is for town centers to become destination points for visitors traveling around the Pennsylvania Wilds. The buildings, shops, public squares, and overall look and feel of the town should call out to people to stop their cars, park, and walk around to explore what the town has to offer. In towns lacking an alluring atmosphere, travelers are not enticed to spontaneously stop and explore the area. Instead, they will simply continue onto their intended destinations.

One of the most common complaints about traditional town centers is that businesses are not open in the evenings. “Die at Five” is a term used to indicate that there is no life in the downtown after five o’clock P.M. Although closing at five or six o’clock in the evening may have been how town centers originally operated, these days evening activity is almost essential. Adding office, lodging, and residential to the mix of uses available in town centers assures a certain level of evening activity. To be successful, town centers should provide attractive, safe, and walkable access to their shops, restaurants, and activity areas during both day- and night-time hours.

## Welcoming Charm

The word *welcome* expresses a hospitable greeting. The inviting characteristics of place and people that are present in the fabric of every community of the Pennsylvania Wilds conveys a sense of reception and acceptance that is sometimes called small-town charisma, or rural charm. This sentiment will be vital to visually express in communities neighboring or containing eco-tourist destinations. Although difficult to communicate as a single visual theme, adherence to the concepts contained in this Design Guide will assist in conveying a welcoming charm.

Some towns are close neighbors to the parks and primary eco-tourism destinations in the Pennsylvania Wilds. Through these communities pass thousands of visitors each year. The aesthetic design of these communities and their town centers in particular is of the utmost importance in order to retain the charming appeal and perception of the entire region. The outdoor atmosphere in and of itself must display to visitors the sense of a special, unique, friendly place. These communities are the “front doors” to the Pennsylvania Wilds.

Many of the Pennsylvania Wild’s town centers have been in place for centuries. Not having the luxury of “starting from scratch” in creating the street layout, building arrangements, and other defining aspects of the town center structure

should not be viewed as a disadvantage when comparing these older towns to newly built town center replicas in other parts of the country.

*“Destination-savvy travelers seek out businesses that emphasize the character of the locale.”*

*National Geographic Center for Sustainable Destinations*

To the contrary, town centers built centuries ago offer so many benefits that can likely never be achieved in new construction. Historic buildings of quality construction and detail, mature trees and landscaping, individuality of features, and authenticity of place are just a few.

With a commitment from town center businesses, residents, and the municipality to invest in the town and apply design principles like those recommend by this Design Guide, traditional town centers can experience a complete “refreshing.” There is no one single action that can be done to refresh a town in a single instant. Instead, over time, as buildings are renovated and vacant lots are developed, design principles can be applied that will result in a gradual transformation to the desired goal.

*“Little communities and individual property owners may not realize that the commercial district is like the book cover of the town. If you don’t have an attractive cover, no one will open the book.”*

*Marlene Lellock, Director of Punxsutawney Chamber of Commerce*

## Many Hands Make Light Work

Many communities are focusing energy on rejuvenating their historic town centers. As shopping malls and strip commercial districts have become more homogenous, communities have taken interest in invigorating their downtowns. Programs such as the Pennsylvania Main Street Program use a grassroots structure to encourage revitalization by leveraging private dollars and requiring ongoing, local support.

Even without formally engaging in a Main Street Program, the municipality can do many things to encourage private investments in town centers. By making small changes and improvements in the public right-of-way like sidewalk improvements, tree plantings, light post replacements, installation of public art and street furniture like benches and decorative trash receptacles, a tone is set for revitalization. Incentives can be given to property owners for improving their storefronts and providing pedestrian amenities such as a pedestrian pass-through, or a simple public bench on their property to support the vision of the town center.

GUIDELINES

# GUIDELINE

**Community Support**

- 3.90 If there is a high level of community interest in participating in a downtown revitalization program, investigate the benefits of engaging in a formal Main Street Program (refer to the *Supplemental User's Guide* for more information).
- 3.91 Educate local business owners and residents on opportunities for service industry business growth to maintain the majority of gateway community businesses in local ownership.
- 3.92 Support the establishment of local businesses that tailor to the traveler (bed-and-breakfast lodgings, antique shops, cafes and quaint restaurants, retailers of arts and crafts and contemporary Pennsylvania forest products; local artist studios, etc.).

**Historic Structures and Features**

- 3.93 Pursue the establishment of Historic Districts in town centers that qualify for district status (refer to the *Supplemental User's Guide* for more information).
- 3.94 Place particular emphasis on maintaining, restoring, and re-using buildings that were used by or have relation to an historical figure or event.
- 3.95 Avoid the demolition of visually significant town center buildings constructed in a traditional architectural style.

Renovate and restore as the preferred course of action before permitting demolition.

- 3.96 Refer to the U.S. Secretary of the Interior's Standards for Rehabilitation of Historic Properties for storefront remodels and renovations. If there are any conflicts between the recommendations of this Design Guide and the Secretary of the Interior's Standards (36 CFR 67), the national standards shall take precedence, particularly when pursuing income tax incentives for building rehabilitations.
- 3.97 Restore and maintain historic storefronts that were constructed before about 1950. Preserve façade features and storefronts that have acquired significance over time, such as Cararra glass or Vitrolite that were commonly included on storefronts constructed in the 1930s and 1940s.
- 3.98 When storefronts and other buildings in the town center are renovated, salvage removed façade materials, particularly older visually unique materials in good condition, and offer them to other building owners to use as part of their building renovations. Moving a visually unique feature to another building is better than losing it altogether.
- 3.99 During building renovations, use storefront and façade details that are compatible with the building's traditional design and architectural style and are complementary to adjacent buildings.

*GUIDELINES*

#	GUIDELINE
3.100	When replacing exterior lights and hardware fixtures (door handles, knobs, knockers, mail slots, etc.), use fixtures that are complementary to the architectural style and period of the building.

**Civic and Public Spaces**

- 3.101 If civic uses are present in the town center, maximize their visibility. By their nature, civic facilities (town hall, library, courthouse, post office, park, police station, etc.) belong to the public and should be viewed as key elements in town centers.
- 3.102 Where necessary and as funding becomes available, enhance the appearance of civic facilities and amenities such as town halls, courthouses, libraries, community centers, schools and universities, libraries, parks, and police and public fire stations to serve as key examples of the community’s desired aesthetic style and theme.
- 3.103 If a new civic building is needed, consider locating it in or near the town center.
- 3.104 In town squares and parks, include a pavilion, historical markers or monuments, seating areas, patriotic flags, and signs to help establish and reinforce the town’s history (see ‘Theme: History and Patriotism’ in Chapter 2).

**Streetscape & Parking**

- 3.105 Use a consistent front yard street setback along town center streets. New buildings on a street should conform to the dominant setback, identified in the municipality’s zoning ordinance or comply with required “build-to lines.”
- 3.106 Add street trees along sidewalks to make main streets appear more welcoming. Use hardy varieties that are free of droppings (acorn, fruit, seed, etc.) that can litter sidewalks and cars.
- 3.107 Select street trees with mature canopy heights that extend above storefronts so that signage and storefront views are not blocked.
- 3.108 If the community is participating in a community banner program, display community theme flags on streets of the town center.
- 3.109 Participate in a public art program and display tasteful public art as a form of community pride and expressionism. Select a public art theme that complements the community’s assets and natural setting. Construct art pieces of durable materials and finishes and place them in locations where they will not be safety hazards or obstructions to pedestrian travel or storefront visibility.

*GUIDELINES*

- | <u>#</u>                         | <u>GUIDELINE</u>  |
|----------------------------------|---|
| 3.110                            | Do not attempt to use public art to “cover up” or distract from an unattractive building. Instead, fix the building and display art as a complementary feature.   |
| 3.111                            | Consider the use of murals to liven up blank walls in alleys and other forgotten spaces. Use murals to recognize key leaders or events in the town’s history.   |
| 3.112                            | Contact utility providers about the feasibility of placing utility lines underground or consolidating overhead utilities to reduce visual clutter.  |
| 3.113                            | Provide on-street parking to encourage street activity, minimize the need for off-street parking lots, and to buffer pedestrians on the sidewalk from moving traffic. Look for opportunities to provide diagonal parking where parking demand is higher.                            |
| <b>Storefronts &amp; Façades</b> |   |
| 3.114                            | Design exterior building façades with a richness of detail. Exterior building designs should convey a sense of timelessness and be visually impressive.   |
| 3.115                            | Use large-glass paned windows for the display of goods along streets having or desiring to have a large volume of pedestrian traffic. Use bulkhead display shelves that were typical in traditional storefront architecture.  |
| 3.116                            | Do not close in traditional recessed entries.   |
| 3.117                            | Use traditional canvas awnings to enhance storefront areas on streets that have or desire to have a high level of foot traffic. Awnings should relate to the building in terms of scale, form, and color and should be coordinated with all businesses on the same street or block. |
| 3.118                            | Emphasize front door entries by using roofs, recessions, awnings, pilasters or other details that express the importance of the entrance.   |
| 3.119                            | Use window sizes and patterns on the upper stories that are consistent with surrounding structures.   |
| 3.120                            | Windows, doors, and other features of the building should be proportional to human stature and height. Exceptionally tall heights used for doors and windows is not in keeping with a charming small town character unless appropriate to the architectural style of the building.  |
| 3.121                            | Develop a recommended complementary color palette for painted commercial façades and encourage storefronts to be repainted during renovation projects.  |

## GUIDELINES

- | #                                   | GUIDELINE  |
|-------------------------------------|--|
| 3.122                               | If rear or side building façades are visible to the public or face inner-block parking areas, enhance the façades to be visually appealing. Enhancements that are typically needed include repairs to masonry, wood, windows, doors, stairs, gutters and downspouts, and screening of unsightly building functions like trash bins and mechanical equipment.   |
| 3.123                               | When introducing a new building to the town center, look carefully at the design elements and rhythm of architectural details, window and door placement used on neighboring buildings. Design the new building with compatible proportions. Respect the scale, massing, proportion, materials, and styling of surrounding buildings. New buildings should not boldly contrast in style, size, material, or color, with neighboring buildings.                                     |
| 3.124                               | In new construction and exterior building renovations, use wood for decorative features such as doors, window trims, stairs, porches, etc., if appropriate to the architectural style of the building.   |
| 3.125                               | Use traditional building materials for new construction to the maximum extent feasible (wood, brick, stone). Vinyl, aluminum and other synthetic siding materials are discouraged as the primary façade material in town centers. Use of synthetic materials in a color complementary to natural materials may be appropriate as an accent provided it does not overbear other materials.  |
| 3.126                               | In new construction, do not design imitations of “pioneer” style or “log cabin” buildings as storefronts, as their overuse or misuse will convey an unauthentic visual image. (In other words, avoid the impression of being in a fabricated environment like Disneyland’s “Frontier Land.”) If a log cabin look is desired, use a contemporary expression of the style instead of attempting an imitation. (Refer to Chapter 2 for recommended traditional architectural styles). |
| 3.127                               | Do not allow the use of concrete block as a primary building material in town centers unless it is located on a façade with no public view.  |
| 3.128                               | Do not construct buildings that have flammable features or buildings that are of temporary or makeshift construction.  |
| 3.129                               | Do not allow the construction of large box-like structures with little architectural detailing in town centers (refer to Chapter 4 for more information).  |
| <b>Pedestrian-Friendly Features</b> |  |
| 3.130                               | Display historic artifacts and photographs in buildings and shops patronized by travelers.   |
| 3.131                               | Where feasible, enhance pedestrian routes through the town center. All streets, except for alleys, should be provided with continuous sidewalks. Clearly mark all pedestrian crosswalks.   |

*GUIDELINES*

- | <u>#</u> | <u>GUIDELINE</u>   |
|----------|--|
| 3.132    | Orient buildings and public spaces to the pedestrian instead of the car. The physical environment should be comfortable, friendly, accessible, and approachable.   |
| 3.133    | Provide street-side amenities where they would likely be used and appreciated. For example, providing benches near destination points, such as retail stores, restaurants, and parks is a good idea.   |
| 3.134    | Encourage street activity by allowing private cafes and restaurants to place tables and vendor carts outside.  |
| 3.135    | Screen all outdoor storage and trash collection areas from pedestrian view.  |
| 3.136    | Provide ample outdoor seating in public open spaces and parks, but not too much that would make the area appear unsafe. Configure seating to maximize scenic views while allowing two people or a group to face each other for conversational purposes.  |
| 3.137    | Maximize pedestrian and bicycle linkages and connections between public and private uses and activity areas to reduce the number of automobile trips in the town center. The sight of outdoor pedestrian activity serves as a visual enhancement.  |
| 3.138    | Minimize conflicts between cars, pedestrians, and bicycles. Separate vehicular and non-vehicular paths of travel by providing walkways and bikeways in areas away from busy roads.   |
| 3.139    | Do not route pedestrians through visually unpleasant and dangerous circumstances (busy roads, parking lots, service alleys, etc.).   |
| 3.140    | Provide bicycle storage racks in strategic locations to encourage bike riding. Develop a standard bicycle rack design and use it consistently for visual consistency.  |
| 3.141    | In communities with public transit service, provide convenient access to transit stops. Where transit shelters are provided, place them in safe, highly visible locations. Shelters with wood themed coverings are encouraged.   |
|          | <b>Signs</b>   |
| 3.142    | Signage should be reflective of the overall community character. Use finely crafted signage with ample detailing and smaller character type. Wood block design style is encouraged, but not required. Wood and metal were the standard materials of traditional sign makers, and these materials, along with other natural materials, are recommended. |

## GUIDELINES

- | #           | GUIDELINE  |
|-------------|--|
| 3.143       | Prohibit plastic, internally illuminated signs, particularly those that contain large bold lettering.  |
| 3.144       | Make business identification signs visible to both pedestrians and passing motorists. Depending upon the character of a street, a balance needs to be achieved between signage for vehicles and signage that is friendly to pedestrians.   |
| 3.145       | Do not overbear or obscure architectural details of buildings by signs.  |
| 3.146       | Do not allow multiple freestanding signs unless they are absolutely necessary, due to their ability to cause visual clutter.   |
| 3.147       | Allow the placement of temporary “sandwich board” signs on the sidewalk so long as they do not impede or interrupt the flow of pedestrian traffic.   |
| <b>Uses</b> |  |
| 3.148       | If Transfer of Development Rights (TDR) are permitted by the municipality’s ordinances, use properties in and around the town center as receiver sites for density.  |
| 3.149       | Allow the vertical mixing of uses (such as offices or living spaces on the upper stories of ground-level shops and restaurants).   |
| 3.150       | Discourage the construction of freestanding national chain stores in town centers unless the building is constructed in an appropriate traditional architectural style and the building placement is pedestrian friendly.  |
| 3.151       | Encourage full service hotels, franchises, and national chain stores to locate in historic buildings (see Chapter 4). If new buildings are required, construct them in one of the recommended traditional architectural styles (see ‘Theme: Architectural Styles’ in Chapter 2). |
| 3.152       | Restrict self-contained tourist attractions unrelated to the character of the community in areas well outside the town center. These may include water parks, amusement parks, and other such uses.  |
| 3.153       | Discourage drive-thru restaurants and other drive-thru businesses in town centers, as their presence conveys a visual message of “get in and get out” as opposed to “come and stay awhile.”  |
| 3.154       | Use public spaces and “left over” parcels wisely to increase outdoor social interaction. Add park benches, gazebos, and pedestrian amenities where possible.   |

## GUIDELINES

#	GUIDELINE
3.155	<p>If a town center suffers from the presence of blighted buildings or vacant unattractive lots, the municipality should:</p> <ul style="list-style-type: none"><li>• Work with property owners to keep vacant lots clear of debris;</li><li>• Work with property owners to maintain vacant buildings to the level of occupied buildings;</li><li>• Install an attractive and functional fence with landscape screening;</li><li>• If a vacant lot is publicly owned, use it as a temporary community garden or other public use; and/or</li><li>• If the lot or building is planned for a future use, display a well-designed sign or mural indicating the future planned use.</li></ul>

GUIDELINES



*Encourage full-service hotels and other uses to locate in historic buildings.*



*Encourage national chain stores to locate in historic buildings like this Subway in Ridgway.*



*Display welcome signs in appropriate locations.*

## GUIDELINES



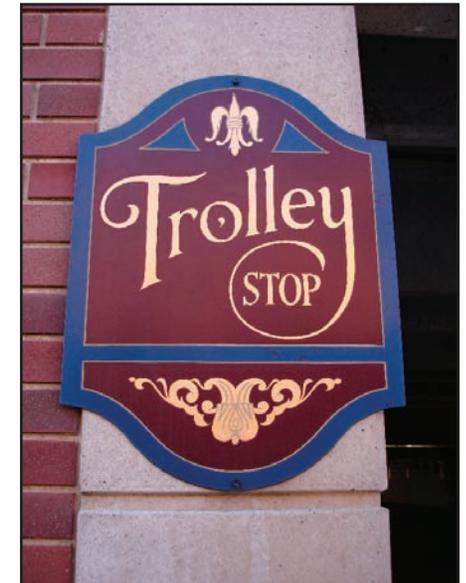
*Identify civic spaces as key elements in the town center.*



*Display clear user-friendly signage to direct people to shops and other businesses.*



*Allow service businesses such as restaurants to place tables and vendor carts outside.*



*Provide amenities that reduce auto traffic.*

## GUIDELINES



*Engage the community. This gazebo was constructed as part of the 'Punxsutawney Revitalization: Investing, Developing, Enhancing' (PRIDE) project, organized by the Chamber of Commerce.*



*Use finely crafted signs in a consistent style and theme.*



*Place pedestrian amenities where they are most likely to be used and appreciated.*



*Incorporate wide sidewalks, mature trees, and accessible storefronts to make the streetscape inviting.*

## GUIDELINES



*Use murals to liven blank walls.*



*Establish eating and sitting areas near scenic features. This escape to nature is only a few moments walk from the town center.*



*Display community theme banners.*



*Retrofit historic buildings to meet modern-day regulations.*

GUIDELINES



*Provide locations where local artists, like this chain saw artist, can display their crafts.*

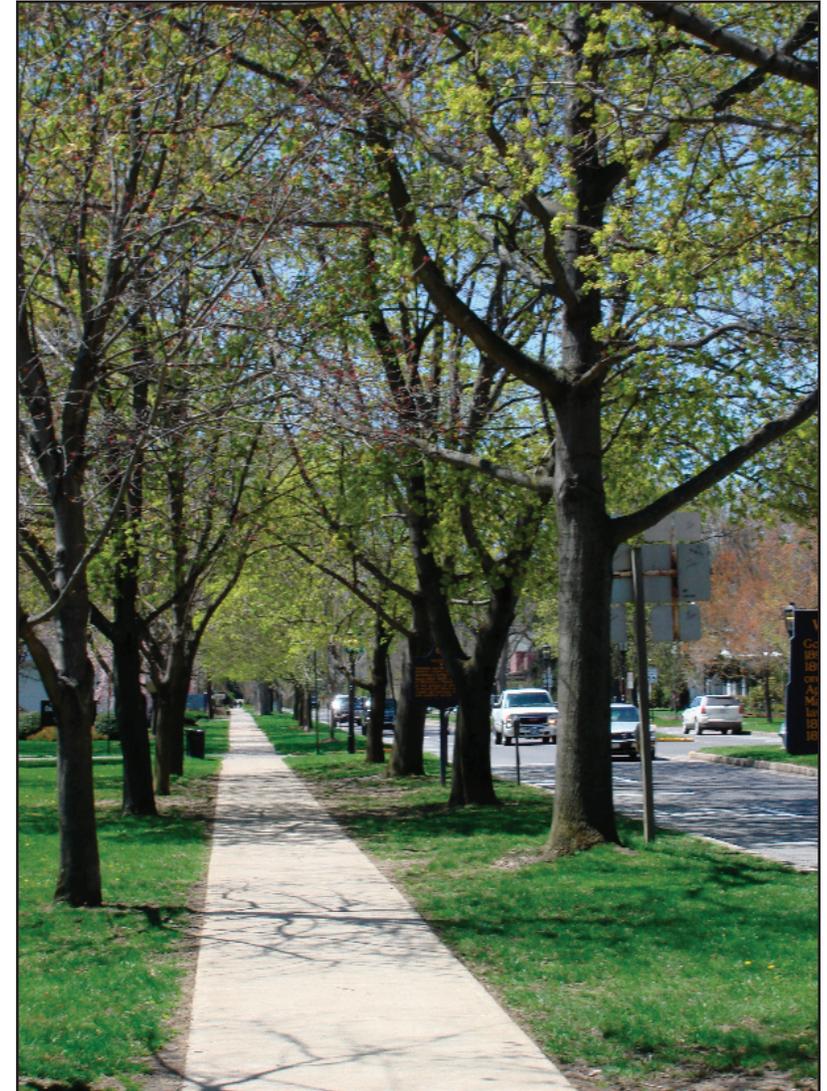


*Place historic resources/artifacts in visually prominent locations, like the town square.*

GUIDELINES



*During restoration, stay true to the building's authentic façade features.*



*Provide safe pedestrian walkways.*

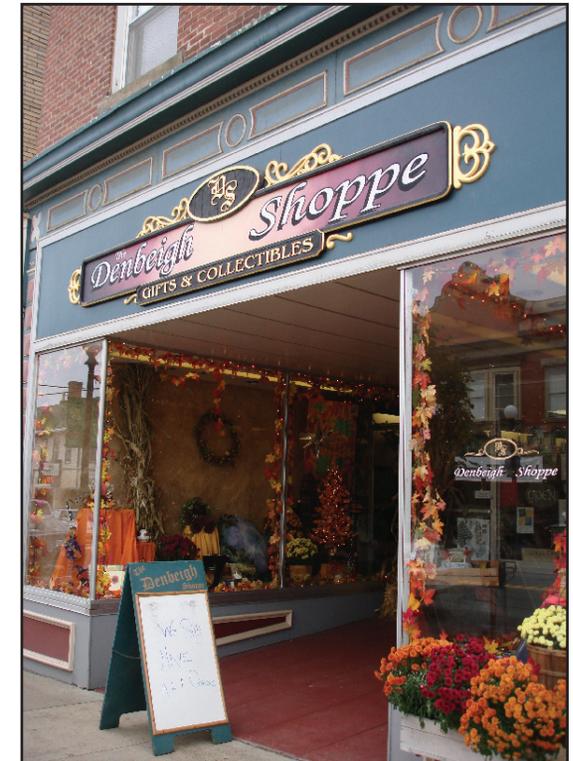
## GUIDELINES



*Educate local residents about business opportunities and support locally-owned businesses.*



*Place sidewalk furniture at irregular intervals to create an informal look.*



*Preserve large windowed storefronts to make the town center inviting.*

## 3.F: Industries

### *Function vs. Visual Appeal*

Many industries are located across the Pennsylvania Wilds region, and others may appear. Industry is an important contributor to economic stability, as it provides jobs and needed services to the region. The visual impact of an industrial building depends on its size and use. Some industrial, manufacturing, and warehouse buildings are large and massive by their very nature, and cannot be forgotten in the consideration of regional aesthetics and visual character.

Industrial and manufacturing buildings are built for function, not for visual appeal. Still, with just a few design considerations, industries can contribute positively to the visual character of the Pennsylvania Wilds.

The perceived scale of these buildings and their design elements directly relate to how they look in relation to nearby development. If a facility is surrounded by open space or is set back from smaller-scale development, its scale will be perceived as smaller than a facility of the same size that is located immediately adjacent to a residential neighborhood or other small buildings.

This Design Guide does not advocate a specific architectural style for industrial, manufacturing, or warehouse buildings, as it is acknowledged that economy and function are the most important considerations. It is recommended, however, that existing industries be aware of their impact on a community's visual appeal and make improvements over time. New facilities should be carefully sited and draw from regional design influences. For instance, the building entry design can reflect a traditional architectural style, building colors can complement the surrounding environment, massing can be broken up into smaller elements, and landscaping can screen unattractive features.



*Bradford Forest Products improved their manufacturing and distribution facility by adding an attractive office building (top) at the public street. The building provides a nice aesthetic to the site's functional lumber yard (bottom).*

## GUIDELINES

- | #     | GUIDELINE   |
|-------|---|
| 3.156 | If a building is visible from a public road corridor and houses or once housed an interesting function (like a historic sawmill, refinery, etc.), add a visible identification marker to the structure or post a sign to draw interest.   |
| 3.157 | Orient building entrances toward the primary public view (street frontage). Avoid turning main entrances away from the street.  |
| 3.158 | Design the main building entry to reflect a traditional architectural style appropriate for the region. Entries should be designed to be consistent with the overall architectural design, including colors and materials (see 'Theme: Architectural Styles' in Chapter 2).   |
| 3.159 | When multiple sides of the building are visible, avoid the appearance of a "false front." For example, do not design the front of the building in a "colonial" style if the rest of the building has metal siding. If the colonial style cannot be carried to other visible building elevations, limit its application to the entry only.   |
| 3.160 | Incorporate overhangs, recessed openings, canopies, or other features to emphasize the entrance area.   |
| 3.161 | Install windows, particularly along the street-side front elevation(s) to help incorporate a human-scale design element into large buildings.   |
| 3.162 | Use wood and other natural materials for the construction of freestanding signs, outdoor benches, and employee amenity areas (see 'Theme: Wood and Timber' in Chapter 2).   |
| 3.163 | Avoid large expanses of light colored wall or roof materials. Use neutral, earth toned, or dark neutral hues to visually reduce the perceived size of large buildings.  |
| 3.164 | Do not use highly reflective surfaces as primary building materials because they can cause glare and are not consistent with the authentic character of the Pennsylvania Wilds.   |
| 3.165 | Consider reductions in perceived building mass on walls visible from public roads or other public viewing areas by one or more of the following: <ul style="list-style-type: none"> <li>• Recessing building floors above the first story;</li> <li>• Providing vertical or horizontal offsets in the wall surfaces;</li> <li>• Articulating details around doors, windows, and plate lines;</li> <li>• Reducing overly large and tall roof designs; and</li> <li>• Changes in texture (whether the building is made of metal, masonry, concrete, cement, plaster, or other material, effects of texture and relief can be incorporated that provide character).</li> </ul> |

## GUIDELINES

- | #     | GUIDELINE   |
|-------|---|
| 3.166 | Avoid large roof elements that visually dominate other architectural building features. Break up rooflines by providing changes in the roof height, form, or other articulations.   |
| 3.167 | Do not use chain link fence or barbed wire in areas with public visibility unless there is no feasible alternative.   |
| 3.168 | Screen all roof-mounted mechanical equipment, trash areas, and loading dock areas from public view.   |
| 3.169 | Avoid the use of long, bleak, unarticulated metal panels. If metal buildings are proposed, use a well-articulated building form and mix the metal surfaces with other materials, or textures and colors. Hide or disguise wall fastening systems and seams. |
| 3.170 | Direct lighting away from public streets and adjacent properties (see 'Preserve Dark Skies' in Chapter 5).  |
| 3.171 | When building a new facility, use a sensitive grading design that respects natural features and terrain (see 'Be Sensitive to Natural Landforms' and 'Be Environmentally Responsible' in Chapter 5).  |
| 3.172 | Preserve as many mature trees on the property as possible (see 'Value Trees and the Landscape' in Chapter 5).   |

## GUIDELINES



*Renovate buildings for modern use. This former factory built in the 1920s was renovated as a first-class office building.*



*Use earth materials excavated during grading to create landscape berms to buffer uses from adjacent properties.*



*Industries that produce a unique product (glass blocks in this example) can display the product in the building.*



*Limit the excessive use of chain link fence and barbed wire along scenic roadways.*

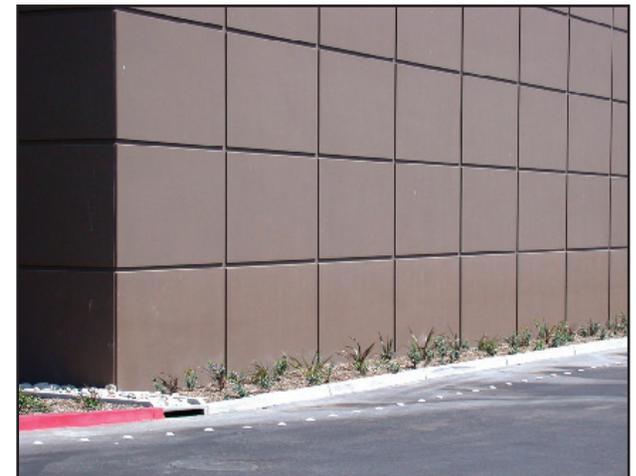
GUIDELINES



*Design the main building entry to reflect a traditional architectural style appropriate for the region.*



*Use landscape screening where necessary to block views of industrial buildings.*



*Apply texture to bleak facades.*

GUIDELINES



*Variations in building materials and colors, the use of awnings, and the placement of large glass windows at the entrance articulate the building and reduce the mass of the structure.*



*Add human-scale features to make large buildings pedestrian-friendly and visually attractive.*

GUIDELINES



*When little can be done to improve the aesthetics of an industry's functional areas, landscape buffering can soften the view., as shown in these BEFORE (left) and AFTER (right) photographic simulations of a manufacturing plant.*

## 3.G: Roadway Corridors

### *Eliminate Visual Clutter*

There are many scenic routes in the region. Some are officially designated (including Pennsylvania Byways, marked with the distinctive Mountain Laurel sign, and Route 6, which is promoted nationally with the slogan “Take the Scenic Route”). Other roads have no formal designation, but are equally scenic and should be considered in the discussion of visual quality.

Roads serve as tributaries to the region’s scenic character; thus, the protection of roadway corridors from view blockage, homogenized design, and unnecessary visual clutter is important. A passing motorist can clearly see the extent to which visual intrusions (e.g., unkept buildings, cellular towers, unsightly land uses, etc.) impact scenic quality.

The most common roadside clutter is excessive signage and billboards, communication towers and utilities, open storage, junk cars, unscreened surface parking lots, and strip commercial development. Visual clutter can lead to motorist stress and cause drivers to pass by a location instead of feeling invited to stop.

### *Determine Visual Sensitivity*

Not all travel routes have the same level of visual sensitivity. Roads with low travel speeds allow longer viewing times and usually have higher levels of visual sensitivity than roads with posted travel speeds of 55 mph or greater. Even roads with high travel speeds, however, can be view sensitive. When making land use decisions on properties along or visible from primary public roadways, professional judgments must be made about the level of visual sensitivity and the need to enforce strict design requirements, or be more flexible.

Tourist routes leading to a town center or connecting two communities are just as visually important to the driver as the town centers and communities themselves.

### *Road to Town*

Visitors desiring to stop in town to eat, shop, sightsee, or rest, do so most often when the town is visible from the roadway. When a town cannot be seen from the primary roadway, “visual isolation” occurs. For communities that are visually isolated and desire to attract more traffic for reasons such as economic gain from pass-by traffic, a simple, unobtrusive, and attractively designed welcome sign is recommended to be placed on the primary roadway.

### *Image of the Interchange*

Interchanges on limited access highways can experience a unique set of aesthetic challenges. Typically, interchanges are popular and profitable spots for travel services (fast food restaurants, motels, and service stations). Usually, travel service businesses are constructed in prototypical corporate-driven architecture, which is not reflective of the region’s desired character or style. Also, unusually tall signs and bright lights are typically used to attract patrons.

By recognizing interchanges as visual entryways to charming communities beyond, measures should be taken to avoid the proliferation of visual clutter at interchange locations.



## GUIDELINES

- | #     | GUIDELINE   |
|-------|---|
| 3.173 | If strip commercial or big box development is a visual concern from the roadway corridor, consult 'Strip Commercial, Big Boxes and Franchises' in Chapter 4.  |
| 3.174 | If view blockage is a visual concern from the roadway corridor, consult 'Protect Scenic Viewsheds and Vistas' in Chapter 5.   |
| 3.175 | If communication towers are visual concerns from the roadway corridor, consult 'Utility Towers' in Chapter 4.   |
| 3.176 | If excessive lighting along roadways is a visual concern, consult 'Preserve Dark Skies' in Chapter 5.   |
| 3.177 | Preserve existing trees along scenic road corridors to the greatest extent possible (see 'Value Trees and the Landscape' in Chapter 5).   |
| 3.178 | Limit clearing and grading along scenic road frontages to the minimum necessary for safety, access and sight distance.  |
| 3.179 | Do not block long distance views to town centers from approaching roadways (see 'Protect Scenic Viewsheds and Vistas' in Chapter 5).  |
| 3.180 | Identify historic aspects of the route through signage or other means.  |
| 3.181 | Encourage the ongoing maintenance of deteriorating or poorly maintained properties along visually sensitive roads.  |
| 3.182 | Remove vacant, deteriorated buildings that are beyond repair when they become a clear safety hazard or visual nuisance.   |
| 3.183 | Screen unsightly views from heavily traveled road corridors by landscaping, berms, walls, and/or fencing.   |
| 3.184 | Do not use chain link or barbed wire fencing along roads unless there is no other viable option.  |
| 3.185 | Reduce unnecessary signage to the greatest extent possible. Use smaller and fewer signs. Design signs to simply communicate the intended message, be compatible with the natural surroundings, and enhance instead of degrade views from roadways.                          |
| 3.186 | The use of billboards is discouraged. They have been found to lower surrounding property values, block views, and create hazardous distractions to motorists. The removal of natural vegetation and trees to accommodate the location of a billboard should be discouraged. |
| 3.187 | On roads that bypass a town center that wishes to attract visitors, place a simple, unobtrusive, and attractively designed identification and welcome sign on the primary roadway approximately 1 to ½ mile before the first available turn-off.                            |

*GUIDELINES*

- | #     | GUIDELINE  |
|-------|--|
| 3.188 | Limit the number of unrestricted access driveways along major roadways. Too many access driveways can lead to traffic tie-ups, accidents caused by constant turning movements, and the demand for road improvements to correct safety and congestion problems. Encourage shared driveways. |
| 3.189 | Consider the development of Access Management Plans for main roadway corridors that preserve the capacity of existing roadways and thereby reducing the need for roadway expansion to maintain levels of service.  |

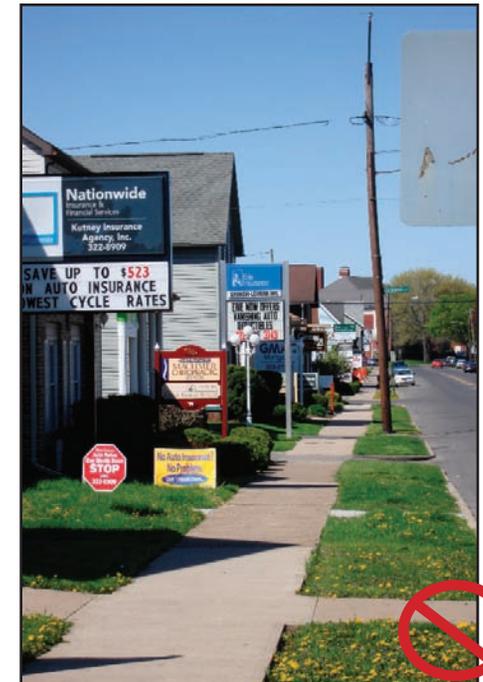
## GUIDELINES



*Preserve existing trees along roadway corridors.*



*Keep travel routes scenic and clear of unnecessary visual clutter.*



*Consolidate signage. Use fewer and smaller signs in a compatible style (as shown left).*

## GUIDELINES



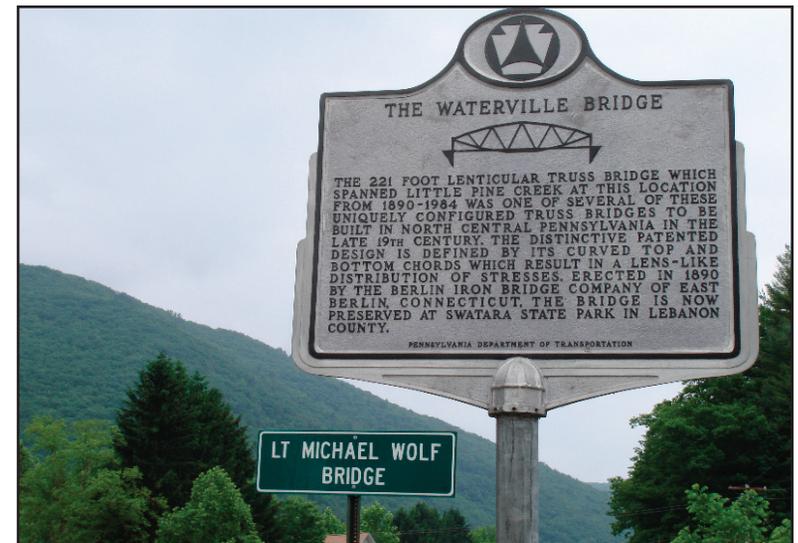
*Assess road safety for passenger cars, trucks, and pedestrians.*



*Post slow travel speeds in areas of pedestrian activity.*



*Maintain original brick or cobblestone roadways.*



*Identify historic aspects of the roadway.*

## TOOLBOX

### *Technique 3-1*

#### **Create a List of Community-Specific Best Practices**

Using this Design Guide, counties and municipalities should consider creating a tailored set of best practices and community character objectives specific to the land use settings, authentic qualities, and other physical elements of their community. For example, Guideline #3.20 can be tailored to read: “Remove vacant and deteriorated buildings along Canyon Road and Valley View Drive.” Guideline #3.97 can be tailored to read: “Restore historic Victorian storefronts along Bridge Street, between 1st and 4th Avenues.” By tailoring best practices, the guidelines are transformed into clear, specific, tangible objectives.

### *Technique 3-2*

#### **Define Authentic Qualities**

This Design Guide covers a large, 12-county region and gives general direction regarding visual quality and community character. Each community in the Pennsylvania Wilds has its own unique mixture of land uses, cultures, histories, architectural styles, and environmental assets. Each community should define its special and authentic qualities. Only with a clear definition can community character be protected and enhanced. To define a community’s authentic qualities, identify the following:

1. Historic and architecturally significant buildings.
2. Predominant cultural or ethnic origins.
3. People or events of historical or social significance.
4. Core industries or other primary economic drivers in the past, present, or future.
5. Defining geographic or natural environmental characteristics.

Document the community’s authentic characteristics in the agency’s comprehensive plan or separate document. Refer to the list when assessing whether land use decisions, capital improvements, new construction, or alterations, additions, or renovations of existing buildings will preserve, enhance, or deter from the defining qualities of authentic character.



## TOOLBOX

### *Technique 3-3*

#### ***Transfer of Development Rights***

The Transfer of Development Rights (TDR) is enabled by Section 603(c)(2.2) of the Pennsylvania Municipalities Planning Code (MPC). When incorporated into and permitted by county or local municipal codes, it allows property owners to voluntarily transfer the development rights of one property to another property that is better suited for development. Municipal codes identify “sending zones” as areas desired to be conserved and “receiving zones” as areas that are most appropriate to handle growth.

In most instances, TDRs are pursued in order to preserve agricultural lands and other lands worthy of permanent conservation. TDR is a strong tool that communities can use to manage growth pressure and steer new development to appropriate locations. In accordance with Pennsylvania law, TDRs must occur within the boundaries of the same municipality, unless an intergovernmental cooperative agreement has been formed.

In a simple example, John would like to retire and sell his 200-acre farm to a developer, “cashing-out” his land for retirement. Municipal zoning allows one home per every ten acres (20 homes). Robert owns 50 acres of land near town and municipal zoning allows one home per every acre (50 homes). Using TDR, John can sell his development right (20 homes) to Robert, and Robert can then develop 70 homes instead of 50 on his property near town. The 200-acre farm would not be developed, and growth was directed to a logical location near town, eliminating “urban sprawl.”

TDR is a voluntary, market-based process and can be an effective tool for preserving land. For more information on TDR, refer to the *Supplemental User’s Guide*.



*Chapter 4 -  
Lessen the Impact of  
Intrusive Development*

*4.A: Assessing the Impact.....4-1*

*4.B: Strip Commercial, Big Boxes, & Franchises..4-3*

*4.C: Hotels and Lodging.....4-13*

*4.D: Utility Towers.....4-17*

*4.E: Wind Energy Facilities.....4-20*

*4.F: Toolbox for Lessening Impacts.....4-22*

## 4.A: Assessing the Impact

### *Pressure to Homogenize*

The 12 counties of the Pennsylvania Wilds have many desirable aesthetic qualities resulting in part from its unique combination of landforms, wild lands, forests, parks, waterways, dark skies, historic sites, and quaint communities. Guarding and nurturing these qualities through both proactive and reactive measures has been an ongoing effort for decades.

As the goals of the Pennsylvania Wilds Initiative are realized, outside interests wanting to capitalize on increased tourist activity and community growth may surface. With this interest may come pressure to site more communication towers and utilities, and to develop more stores and businesses that use prototypical “off-the-shelf” corporate building designs and arrangements.

### *Unappealing Duplication*

Visitors come to Pennsylvania Wilds for a variety of reasons, but mostly to recreate outdoors, relax, and get away from the familiarity of their cities and towns.

The sight of conventional big box stores, mass-merchandisers, homogenous strips of retail commercial developments, franchised national chains, and hillsides littered with

communication towers and utility lines do not appeal to many traditional residents. They also do not appeal to the types of visitors that the region is attracting based on its eco-tourism and geo-tourism efforts. The appearance of these uses, if left undirected, may have a detrimental affect on the Pennsylvania Wilds Initiative and threaten the very essence of what makes the region a memorable place.

Visitors are drawn to the region to take part in one-of-a-kind experiences and to see sights that are not available in other parts of the country. They also come to experience the authenticity of traditional America and a small town culture. Visitors do not travel to the Pennsylvania Wilds to shop, dine, or sleep in the exact duplication of a building they can find in their hometowns. Row after row of indistinguishable retail landscapes are not desired by the region’s residents, and will detract, rather than attract, travelers.

Simple compliance with design standards will ensure that if national companies locate in the Pennsylvania Wilds, they do so in a manner that respects scenic quality, natural resource preservation, and community character of this special place.



*From the appearance of the store, this McDonald's could be located anywhere in the United States, or even anywhere in the world.*



*National chains will conform to local standards if required to do so. This McDonald's in Crisfield, Maryland uses a traditional architectural style.*

## Welcome Investment

It is not the intent of the Pennsylvania Wilds Initiative or this Design Guide to deter private investment in the region. To the contrary, investment is welcomed within a set of design parameters to ensure that the region's positive visual qualities are protected. Well designed and carefully placed developments will be assets to the region, while poorly designed and placed developments could have the opposite effect.

## Region-Wide Goals

To sustain stable regional economic growth based on eco-tourism and geo-tourism, municipalities must share common aesthetic goals and enforce them across the board. If it is easy for utility companies and developers of homogenized building designs to “jump the municipal line” or “slide over to the next town” where no aesthetic design standards are applied, the intent of this Design Guide may be lost. Standardization of the built environment, whether it occurs in one town or the next, will harm the region's character as a whole.

Every community in the Pennsylvania Wilds will need to make choices as development pressure ensues. Some communities faced with economic decline may feel a stronger urge to be lax on design standards in trade for short-term economic gains. Making development decisions with the goals of the Pennsylvania Wilds Initiative in mind, however, will provide a large benefit to the region as a whole, and in turn, to every community within.

*This Design Guide challenges national merchants to “think outside the box” and to be more creative in their designs in response to community desires and environmental context.*



*Desired character of the Pennsylvania Wilds region.*

## 4.B: Strip Commercial, Big Boxes, and Franchises

### *Costs and Benefits*

Altering the exterior architecture plans for a standard, prototypical box store, strip mall, or franchise can often be done in simple ways. Most companies do not perceive design modification requests as barriers to development, provided they are practical and financially feasible.

Major retailers typically prefer to use their prototypes because they are less costly and the logistical details of construction have been worked out ahead of time. That said, they are almost always willing to work with local communities to gain approval for construction and the appreciation of community residents and future customers, if only they are asked.

In response to requests around the country, some retailers have designed region-specific prototypes. Target has four: Northwest/Mountain, East Coast/Traditional, Mediterranean and Rural/Agrarian. Recently, Wal-Mart introduced an Alpine design. In some settings, major retailers also are testing smaller versions of their stores. This shows a willingness on the part of national companies to respond to community concerns about appearance, context, and character.

*“We’re more than happy to review design guidelines and see how we can incorporate them into the design of our stores... If there is a theme of the community, we strive to incorporate it. Little details are important because it draws a connection from our business to the community and ultimately the customer.”*

*Cliff Doxsee, Design Manager of Pennsylvania and West Virginia for Wal-Mart*



*The appropriate placement of a large retail store is just as important, if not more important, than its exterior design. This rendering of the Wal-Mart “Alpine” prototype includes some elements of the Pennsylvania Wilds rustic/wooded character.*

## *Make Compliance Easy*

It is surprising to note how often design modifications are not requested by local communities. There is a false perception that development companies are not agreeable to even discussing, let alone implementing, prototype modifications.

Keep in mind that exterior modifications to buildings do not change functions that occur inside. For this reason, exterior modifications on a building are often acceptable to companies if the requests are reasonable, feasible, and early in the process.

### *To make compliance with design standards easy:*

- 1.** Start a dialogue with applicants regarding façade appearances and design elements as early as possible, well before time-consuming and expensive engineering and design work is undertaken.
- 2.** Give clear direction. An ambiguous request to “design the building better” lacks definition and gives no specific direction to the applicant. Instead, if this Design Guide or other clear design direction is given, applicants will know what is desired and be more responsive.
- 3.** Review the range of available prototypes used by the merchant or builder, and work with a prototype size and shape as a starting point. If a standard prototype can be modified in exterior appearance, there will be more willingness to comply with design standards than if the design of an entire new building layout is requested.
- 4.** Do not ask for façade modifications that will cause confusion to customers. For example, allow the visibility of distinguishing trademarks. At McDonald’s, customers expect to see the golden arches; at Target, the red bull’s-eye; and at Subway, the yellow and white lettering. Also, do not

request elimination or substantial modification of primary operating elements. Warehouse stores cannot operate without loading docks and service stations cannot operate without fuel pumps, for example.

- 5.** Emphasize that exterior architecture that complements community character is most critical on building façades visible to the public under existing conditions and under all probable future conditions. Façades visible from public roads, trails, navigable waterways, historic landmark sites, and other visitor destinations are the most important to consider. If a building is freestanding on a street corner, all four sides should be considered. On the other hand, if a building is only visible from the front elevation, aesthetic enhancements can be limited to only that one side.
- 6.** Seek understanding of the applicant’s economic realities. Design modifications of standard prototypes have the potential to cost more money, but should not be so overly economically burdensome that they cause abandonment of the project for reasons of economic infeasibility. Applicants may be able to offer design ideas that fit within their budgets and achieve the goals of this Design Guide.



## GUIDELINES

#	GUIDELINE
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### Reuse Existing Buildings

- 4.1 Encourage franchises and national chain stores to locate in historic buildings.
- 4.2 Consider the reuse of existing residential structures and other structures fronting heavily traveled roadway corridors for occupation by merchants and other businesses.

### New Sites

- 4.3 Establish firm limits on the permitted lengths of commercial strips. Instead of stringing a strip along the roadway, consider making it deeper and shorter.
- 4.4 Carefully evaluate the placement of new drive-thru restaurants, drugstores, banks, dry cleaners, etc. Do not locate establishments with drive-thru windows in areas with a high level of pedestrian activity.
- 4.5 Tailor the grading operation to save as many mature trees and natural features as possible (see 'Value Trees and the Landscape' in Chapter 5).
- 4.6 Do not site large structures on ridge lines or hilltops visible from public viewing areas unless they are sufficiently set back and/or screened by mature landscaping and vegetation (see 'Protect Scenic Vistas and Viewsheds' in Chapter 5).

- 4.7 Rather than using extensive grading to create one large pad, development on slopes should create smaller pads gradually terracing up or down hillsides. Do not force flat building pads in areas of steep slope (see 'Be Sensitive to Natural Landforms' in Chapter 5).

### Roads and Driveways

- 4.8 Create a visually attractive streetscape. Plant tree borders along frontage roadways and provide a road buffer to soften the appearance of large buildings along roads.
- 4.9 Create a sense of entry or arrival at primary entryways into the development. Entry monuments, landscaping, specialty lighting and other design elements can be used to create this design effect.
- 4.10 Limit the number of unrestricted access driveway openings (curb cuts) along major roadways. Too many access driveways can lead to visual confusion and traffic congestion. Encourage adjacent parcels to share a single driveway whenever feasible.

### Parking Lots

- 4.11 Soften the appearance of large parking areas with landscaping, berms, decorative walls, and other elements.
- 4.12 Divide large parking areas into smaller, separate lots dispersed throughout a site instead of "ganged" into one location.

## GUIDELINES

- | #                   | GUIDELINE  |
|---------------------|--|
| 4.13                | Conceal parking if possible. Place parking lots at the rear or side of buildings rather than in the front.   |
| <b>Architecture</b> |  |
| 4.14                | Use a traditional architectural style appropriate for the region (see 'Theme: Architectural Styles' in Chapter 2).   |
| 4.15                | Use the same architectural style for multiple buildings within a single shopping center.   |
| 4.16                | Apply a harmonious and consistent architectural design style for building materials, colors, forms, roofs and detailing. This includes all in-line and freestanding buildings within a retail development as well as gasoline pump canopies and accessory structures.  |
| 4.17                | Draw upon historical elements of the surrounding area to establish an overall design theme.  |
| 4.18                | Convey a sense of timelessness and quality in the architecture. Trendy building designs are discouraged, as they can quickly go "out of style." Buildings should look durable and permanent, not temporary or makeshift.   |
| 4.19                | Avoid uninterrupted, flat and monotonous building façades.   |
| 4.20                | On large sites (five acres or more), vary the size and mass of multiple buildings in single projects. A transition from low buildings at the site perimeter to larger and taller structures on the interior of the site is encouraged.   |
| 4.21                | On sites that include both large buildings and small buildings, incorporate architectural design elements and details such that the scale of the large building(s) appears compatible with that of the smaller building(s).  |
| 4.22                | Avoid the use of smooth faced concrete block, tilt-up concrete panels, or metal siding as a predominant exterior building material on façades with high public visibility.   |
| 4.23                | In general, earth toned and natural colors typical of the color palette found in the natural environment of the Pennsylvania Wilds are to be used as primary building colors. The use of warm tones with low reflectivity is recommended.  |
| 4.24                | Do not use bold, bright, fluorescent, black, or metallic colors or large areas of bold and garish pattern (striped, polka dot, paisley, plaid, etc.) on the face of any building. Their limited use as accent colors or accent treatments may be appropriate depending on the design and location of the overall building. |
| 4.25                | Provide human-scale architectural features on establishments that market personalized service products (banks, salons, health care offices, etc.).   |

## GUIDELINES

- | #                           | GUIDELINE   |
|-----------------------------|---|
| 4.26                        | Emphasize pedestrian entries into buildings by using overhanging eaves, sloped roofs, or other defining architectural elements.   |
| <b>Roofs &amp; Canopies</b> |   |
| 4.27                        | Use three-dimensional rooftops unless a flat roof is needed for functional purposes. If flat roofs are necessary, use parapets to conceal flat roofs from public view. Alternatively, define the top of the building with cornices or caps. |
| 4.28                        | Design flat canopies (such as those associated with gas station bays) and their support columns to be complementary to the design of the primary building.  |
| 4.29                        | Avoid large roof elements that visually dominate other architectural building features. Break up rooflines by providing change in the roof height, form, or other articulations.  |
| 4.30                        | If metal roofs are used, apply a low gloss finish to reduce glare.  |
| 4.31                        | Screen mechanical equipment on roofs by parapet walls or other building elements.   |
| 4.32                        | Paint rooftop equipment to match the rooftop color, if the equipment is visible from higher elevations. Consider surrounding topography and public viewing areas on surrounding properties at higher elevations.                            |
| <b>Windows</b>              |   |
| 4.33                        | Install windows on building façades that face areas of high pedestrian activity.  |
| 4.34                        | Consider installing windows on large buildings to break up the appearance of blank walls.   |
| 4.35                        | Do not use mirrored or reflective glass.  |
| <b>Signs</b>                |   |
| 4.36                        | In multiple tenant centers, use smaller and fewer signs. Consolidate directional signage in central locations.  |
| 4.37                        | On freestanding buildings visible from four sides, use strategic sign placement instead of overbearing the building with signage on all four sides.   |
| 4.38                        | Design visually appealing signs that are compatible with local character. Consider the use of wood or a wood block design style.  |

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 4.39 | Design signs to simply communicate the intended message.  |
| 4.40 | Prohibit plastic, internally illuminated signs, particularly those that contain large bold lettering.   |
| 4.41 | Do not design building elements to function as signage. The appearance of “franchise architecture” where the building functions as signage is not consistent with the desired character in the Pennsylvania Wilds.  |
| 4.42 | Incorporate franchise or business design elements that are unique or symbolic of the particular business in an unobtrusive manner (logos, trademark symbols, etc.). These elements should be secondary to the overall architectural design of the building. |

### Lighting

- 4.43 Direct lighting downward and away from public streets and adjacent properties (see ‘Protect Dark Skies’ in Chapter 5).
- 4.44 Restrict roof lights, exposed neon signage, colored lights, and illuminated building trims.
- 4.45 Use decorative light fixtures that are consistent with the architectural character of the building.

### Outdoor Elements

- 4.46 Locate soda, water and other vending machines of a similar size inside buildings and out of open public view, as they are a source of visual clutter. Smaller vending machines, such as newspaper machines, are not as visually obtrusive and can be placed outside.
- 4.47 Consider the use of natural wood materials for outdoor patio covers and furniture, such as benches, tables, and trash receptacle covers.
- 4.48 Include publicly accessible outdoor spaces in large centers (such as a pedestrian plaza, park, pavilion or courtyard). A water feature, fountain, sculpture, or other art feature may be considered in lieu of a larger outdoor space.
- 4.49 Locate ground level mechanical equipment, utility boxes, storage and trash areas, and loading docks out of public view, or screen them with landscaping, berms, fencing and/or walls.
- 4.50 Do not use chain link fence in areas with public visibility unless there is no feasible alternative.

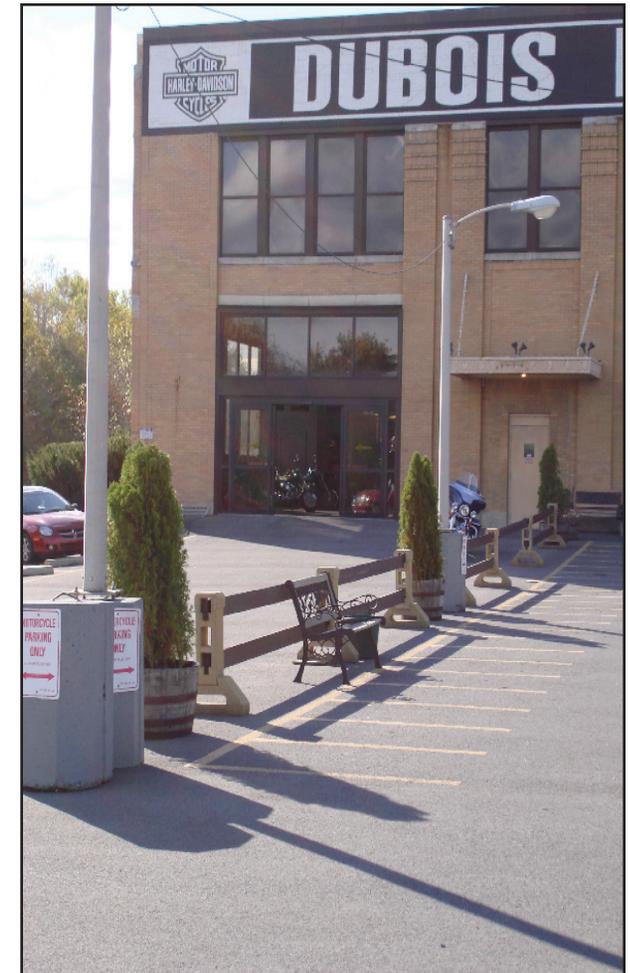
## GUIDELINES



*Apply quality design elements like stone to all visible sides of a building.*



*Incorporate wood accents.*



*Break up the mass of large parking lots. Wood rails, potted plants, and benches can be used.*



*Re-use residential structures located on busy streets.*



*Encourage national chains to assimilate into the community fabric in regard to location and signage.*

## GUIDELINES



*Some prototype designs are appropriate for certain settings and require no modifications. The rustic design style used by Smokey Bones restaurants is fitting for wooded settings.*



*Use artfully crafted identification signs.*



*Use an architecture design theme that complements community character.*

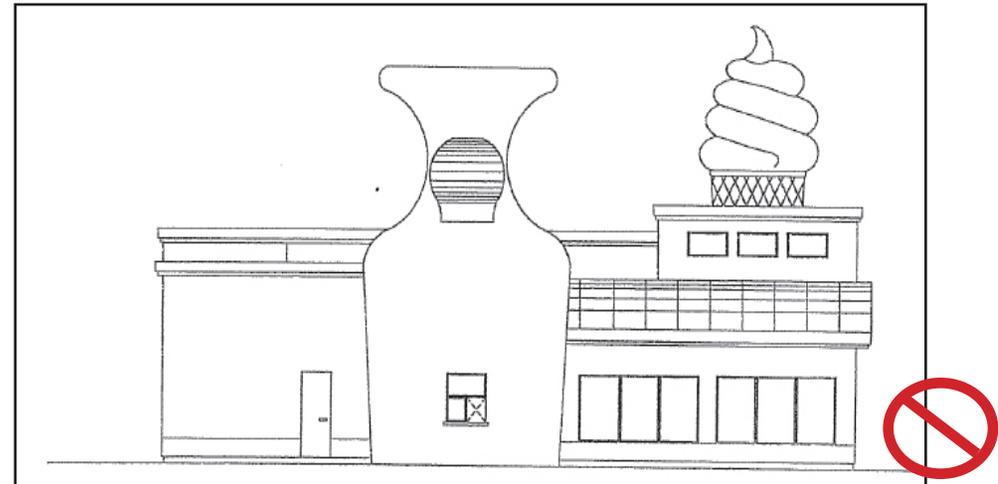


*Install windows on building façades where there is a high level of pedestrian activity.*

## GUIDELINES



Outdoor seating areas are encouraged. The incorporation of this wood patio cover reflects the establishment's natural setting.



Strictly prohibit building elements that function as signage, like this proposed building designed to look like a milk jug and ice cream cone.



Minimize the negative visual impact of rooftops and large parking areas from surrounding higher elevations.



Three-dimensional roof forms are preferred; however, where flat roofs are used, define the top of the building with a cornice or cap as shown on this Home Depot.

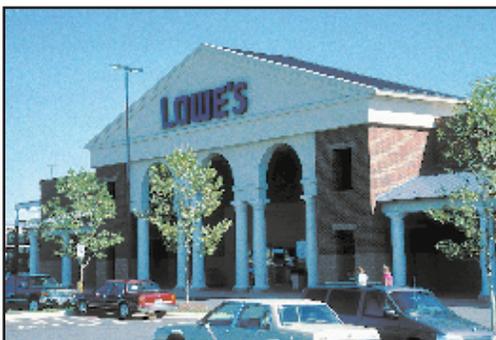
## GUIDELINES



*Use landscape islands to soften large parking lots.*



*Attractively screen ground level mechanical equipment from public view.*



*Request that large retailers design exterior building facades in a traditional architectural style.*



*Use quality building materials and incorporate attractive and architecturally appropriate design elements on all four sides of freestanding structures.*



*Remove plastic, internally illuminated signs with bold lettering, and replace them with a sign type that reflects the character of the region.*

## 4.C: Hotels and Lodging

### Visitor Services

The design of hotels, motels, and other places of overnight stay requires special consideration because they provide such a personal service. The Pennsylvania Wilds Initiative is expected to draw in hundreds of thousands of visitors annually. With an increase in tourism will come increased occupancy rates and a potential increased demand for additional places of overnight lodging. The Lumber Heritage Region Management Action Plan noted that there are a low number of quality hotels in the region given the demand potential. Further, the Management Action Plan states that increasing the availability of visitor services will be a key issue in the ensuing years.

An important part of the overnight lodging business model is to understand the needs and desires of guests and to successfully accommodate them. Visitors to the Pennsylvania Wilds are primarily sightseers and outdoor enthusiasts. They come to the region to experience nature, outdoor experiences, local festive events, and small town charm. Considering this profile, historic residences and buildings are excellent choices for adaptation to hotels and inns. In new construction, the design of lodging facilities should reflect the community's historic roots and the natural character of the region's outdoor environment.

### Authentic Experience

The recommendations in this Design Guide fuse the goals of the Pennsylvania Wilds Initiative to provide authentic experiences with the goals of the lodging businesses model to meet demanding guest expectations. By providing genuinely unique guest experiences, visitors will return to the region time and time again.

The business of providing guest services will be left to the lodging operator. This Design Guide focuses on principles that can be followed in building and site selection, orientation, and the exterior façade design.

*"The graciousness and hospitality extended to guests of small historic inns enhances their experience. After an overnight stay, visitors sense the respect and love we have for our historic heritage."*

*Marcia Miele, Co-owner of The Peter Herdic Inn*



*This bed-and-breakfast inn reflects the desired character of the Pennsylvania Wilds region.*

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
|      | <i>In addition to the guidelines listed below, please refer to Chapter 2 and Chapter 5. Many of the guidelines given in those chapters are applicable, and most are not repeated here.</i>  |
| 4.51 | Encourage places of lodging to locate in historic buildings or to renovate and use existing buildings. (Historic buildings are good candidates for full service hotels. Large farmhouses, cabins, Victorian homes, and homes of other traditional styles are good choices for bed-and-breakfast inns.)  |
| 4.52 | Use a traditional architectural style and incorporate other regional thematic elements in the building design (see Chapter 2).  |
| 4.53 | Draw upon historical elements of the surrounding area to establish an overall design theme.   |
| 4.54 | Consider the need for visibility. Places of lodging do not always have to be provided in highly visible areas.  |
| 4.55 | Very carefully consider the appearance of lodging facilities located at highway interchanges. Interchanges are magnets for travel services and a collection of homogeneously appearing hotels, motels, and other travel services sets the wrong visual image for the region. These areas should be given a higher design consideration in a cumulative context. |
| 4.56 | Enhance scenic views from common areas and guest rooms by positioning places of lodging in historic districts and/or open space areas rather than busy roadways.  |
| 4.57 | Preserve as many mature trees and natural features on the property as possible (see 'Value Trees and the Landscape' and 'Be Environmentally Sensitive' in Chapter 5).   |
| 4.58 | Use wood as a primary visual theme for decorative features such as porches, doors, window trims, stairs, etc., if appropriate to the architectural style (see 'Theme: Wood and Timber' in Chapter 2).   |
| 4.59 | Avoid uninterrupted, flat and monotonous building façades.  |
| 4.60 | Use natural materials (wood, brick, stone) and earth toned and natural colors typical of the color palette found in the natural environment of the Pennsylvania Wilds on building faces.  |
| 4.61 | Provide human-scale architectural features at the entry such as small windows, shutters, covered porches, and outdoor seating.  |
| 4.62 | Use a three-dimensional rooftop unless a flat roof is needed for functional purposes. If flat roofs are necessary, use parapets to conceal flat roofs from public view.   |
| 4.63 | Design visually appealing signs that are compatible with local character. Consider the use of wood or a wood block design style.  |

*GUIDELINES*

- | #    | GUIDELINE   |
|------|---|
| 4.64 | Direct lighting downward and away from public streets and adjacent properties (see 'Preserve Dark Skies' in Chapter 5). |
| 4.65 | Locate soda, water and other vending machines of a similar size inside buildings and out of open public view.           |

## GUIDELINES



*Provide human-scale common areas that offer views to scenic landscapes.*



*Full service hotels are encouraged to renovate historic buildings to accommodate overnight guests.*



*Design guest lodges and cabins to be complementary to a wooded setting.*



*Use exterior architecture designs that complement the region's wooded, rustic character.*



*Unique residential homes are good candidates for bed-and-breakfast inns.*

## 4.D: Utility Towers

### *Necessity or Luxury?*

Wireless communication service availability is an issue of concern in the Pennsylvania Wilds. On one hand, communication is almost a necessity for businesses to stay competitive and for quick access to information. People of the 21st century almost unconditionally expect a consistent, operable coverage area.

On the other hand, the Pennsylvania Wilds, as its name implies, has many wild land areas and part of its appeal is that the region offers the opportunity to “get away from it all.” In the case of the Pennsylvania Wilds Initiative, relative geographic isolation is a blessing, not an inconvenience.

### *Technicalities*

The Federal Telecommunications Act of 1996 was passed with the intent to provide fair access to communication services for every American, and to encourage the growth of technologies. Since then, companies have been aggressively building and expanding their networks. According to the Telecommunications Act, municipal governments cannot outright restrict communication towers, but they can be regulated.

In the wireless communication business, the goal is to serve the largest number of people with as few antennas as possible. Because a clear line of sight is needed for quality transmission, towers tend to be very tall in regions like the Pennsylvania Wilds with varied topographical conditions. Otherwise, more towers are needed to compensate for line of sight interruptions.

As tower siting has become more competitive and locations have become more restricted, towers seem to be springing up just about anywhere – on hilltops, along busy streets, in farm fields and parks, and even in residential neighborhoods and on churches.

### *Sensitively Place and Design*

The visual presence of communication and utility equipment can interrupt scenic views and views of wide open sky. They also serve as reminders that the modern, hectic world is still out there, just beyond the horizon.

The decision of whether to pursue constant coverage or to allow communication “black holes” in the region is beyond the scope of this Design Guide. The recommendations provided herein serve as criteria that can be applied to assure that when present, these facilities have a minimal effect on scenic quality.



*These cell towers are poorly placed and ruin a potentially scenic view.*

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 4.66 | Ensure that zoning codes address location criteria and permitting requirements for telecommunication towers that consider public health, safety, and welfare. Categorize wireless telecommunications towers as special use structures in zoning codes to subject them to more stringent review criteria. Without local land use control, towers can be sited almost anywhere. |
| 4.67 | Require the immediate removal of abandoned towers.  |
| 4.68 | Reduce the visibility of communication towers and antennae to the highest degree possible.  |
| 4.69 | Carefully weigh the advantages and disadvantages of having more towers of a shorter height that are less visible vs. a fewer number of tall towers that are more visible.   |
| 4.70 | Do not place cellular service antenna sites in designated Historic Districts or on designated historic buildings unless no other alternative exists.  |
| 4.71 | When cellular equipment is attached to buildings, conceal the equipment in a replica of a rooftop structure, such as a chimney, mechanical penthouse, flagpole, or church steeple.  |
| 4.72 | Monopines (towers costumed to look like a tree) are not advanced enough in their design to appear natural. The use of monopines is not recommended unless they are of equal height of the surrounding natural tree canopy. Monopines soaring in height over the natural tree line look artificial and contrived.  |
| 4.73 | Cluster towers to reduce their proliferation across the same service area.  |
| 4.74 | Encourage the joint-use of towers by multiple service companies.  |
| 4.75 | Where feasible, locate antennas on existing water towers, flag poles, street lamps, clock towers, church steeples, silos, or other appropriate structures to mask their visual dominance.   |
| 4.76 | Do not permit towers to substantially extend in height above existing surrounding buildings or natural features of the landscape.   |
| 4.77 | In forested areas, mount antennas on wooden poles that protrude only slightly above adjacent treetops.  |
| 4.78 | Prohibit the placement of commercial messages, signs, and lights on utility towers and antennae except for required safety warnings and identification.   |

## GUIDELINES



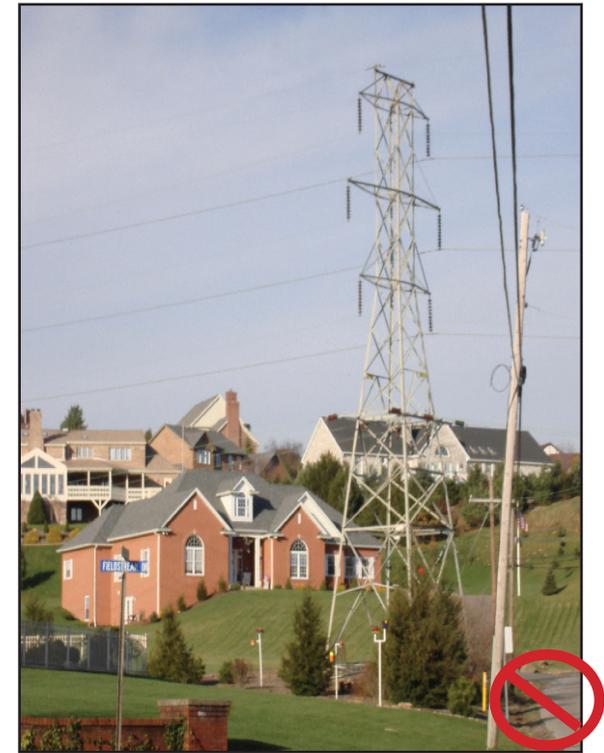
*Screen utility sites by natural vegetation and tree canopies.*



*Conceal equipment on building structures.*



*Encourage joint-use of single towers instead of multiple towers.*



*Do not locate visually intrusive utility towers in residential neighborhoods.*

## 4.E: Wind Energy Facilities

### *Clean Energy*

The popularity of clean energy sources is increasing, due to the lowering of operational costs and increasing public concern about fossil fuel use and global warming. Wind energy has no air emissions, an obvious environmental benefit. As such, wind energy facilities and wind farms (fields of windmills) are being developed to capture wind energy.

Generally, wind turbines have four primary visual components: a tower, a rotor (blades), a nacelle, and a transformer.

Towers are most often constructed of tubular steel, which can be painted any color, and reach heights of over several hundred feet. On the top of the tower is a nacelle, which houses all of the turbine's mechanical components and connects with the rotor. The rotor consists of blades that are turned by the wind. The blades can vary in number and length. When the rotor spins, the diameter can reach to over 300 feet. At the base of the tower usually sits a transformer, which is connected to the substation by underground cables. Other visual components can include the electrical collection system, substation, meteorological towers that collect wind data, service roads, and connections to the regional power grid.

Wind farms generally need to be placed on high elevations in open fields to be effective. Therefore, they will always be somewhat visible and the opportunities to reduce their visual prominence are limited. Due to the height of individual turbines and the moderate to large size of most wind farms, screening with berms, fences, or planted vegetation will likely not be effective in reducing project visibility or visual impact. Regardless, by following the guidelines listed within this section, visual intrusiveness will be reduced to the greatest extent possible.



*“The clean energy sector is one of the fastest growing parts of the U.S. economy and I am determined to put our state in the forefront of this coming economic renaissance.”*

*Governor Edward G. Rendell*

## GUIDELINES

- | #    | GUIDELINE  |
|------|--|
| 4.79 | Limit the number of overhead lines or above-ground structures required as part of the collector system. Place underground as many of the lines and as much equipment as possible.  |
| 4.80 | Design all turbines in a single location to have a uniform appearance, speed, color, height and rotor diameter.  |
| 4.81 | Prohibit or limit the use of exterior ladders and catwalks.  |
| 4.82 | Design any operations and maintenance buildings to reflect the community's architectural style. If located in an agricultural area, for example, the maintenance building should resemble an agricultural structure.             |
| 4.83 | Construct service roads at the minimum widths necessary. To the extent possible, use unimproved roads and mimic the appearance of farm lanes.  |
| 4.84 | Keep artificial lighting to a minimum. Use downward directed lighting fixtures to minimize nighttime impact. Control substation lighting with a motion detector or switch.   |
| 4.85 | If aviation warning lights are needed, comply with FAA guidelines requiring synchronization of flashing lights to reduce adverse visual impacts from multiple flashes of light and use only the minimum number of lights needed. |
| 4.86 | Paint the wind turbines a color that minimizes contrasts with the landscape and sky. White or off-white is recommended.  |
| 4.87 | Do not attempt to camouflage the turbines to look like something else (trees, for example). This will result in an unnatural appearance and increase visual impact.  |
| 4.88 | Require that facilities be well-maintained, clean, free of litter, and properly operated.  |
| 4.89 | Require the immediate removal of above-ground elements from any facility that goes out of service.   |
| 4.90 | Screen the substation facility with fencing, walls, landscaping and/or natural vegetation.   |
| 4.91 | Use fencing materials that complement the landscape. Do not use chain link fence unless no other barrier option exists.  |

## TOOLBOX

### Technique 4-1

#### Conduct Design Review

When evaluating new construction or alterations, additions, or renovations of existing buildings, consider the structure's exterior design. Evaluate each building for its visual compatibility with the community's established character and palette of traditional architectural styles. Also consider visual compatibility with adjacent buildings. Evaluation criteria should include, but not be limited to:

- Building height, and building size and mass.
- Building placement in relation to surrounding buildings and properties.
- Architectural style.
- Exterior building materials, textures, and colors.
- Placement and style of doors, windows, chimneys, trims, porches, railings, and decorative accents.
- Roof pitch, material, and color.
- Sign placement, size, and design.
- Other exterior features (walls, fencing, lights, sidewalks, driveways, etc.).



### Technique 4-2

#### Prepare Community Impact Study

The development of new, large retail commercial enterprises (particularly mass-merchandisers), has the potential to draw customers away from community businesses and jeopardize the vitality of traditional (town center) shopping areas. If enough business is drawn away, stores may close leaving vacant spaces that may not be reoccupied and fall into a state of disrepair. Long-term vacancies can be extremely harmful to community character and pride.

To determine whether or not this may occur, require applicants of large commercial enterprises to prepare a community impact study. This study takes the form of a thorough fiscal, economic, and retail market evaluation of the proposed new development and determines if the project would have the potential to contribute to physical deterioration within the

market areas it serves. If there are underserved retail demands or a strong demand for new services, the community impact may be positive. If the opposite is true, the community impact may be negative. Refer to the *Supplemental User's Guide* for more information.



## TOOLBOX

### *Technique 4-3*

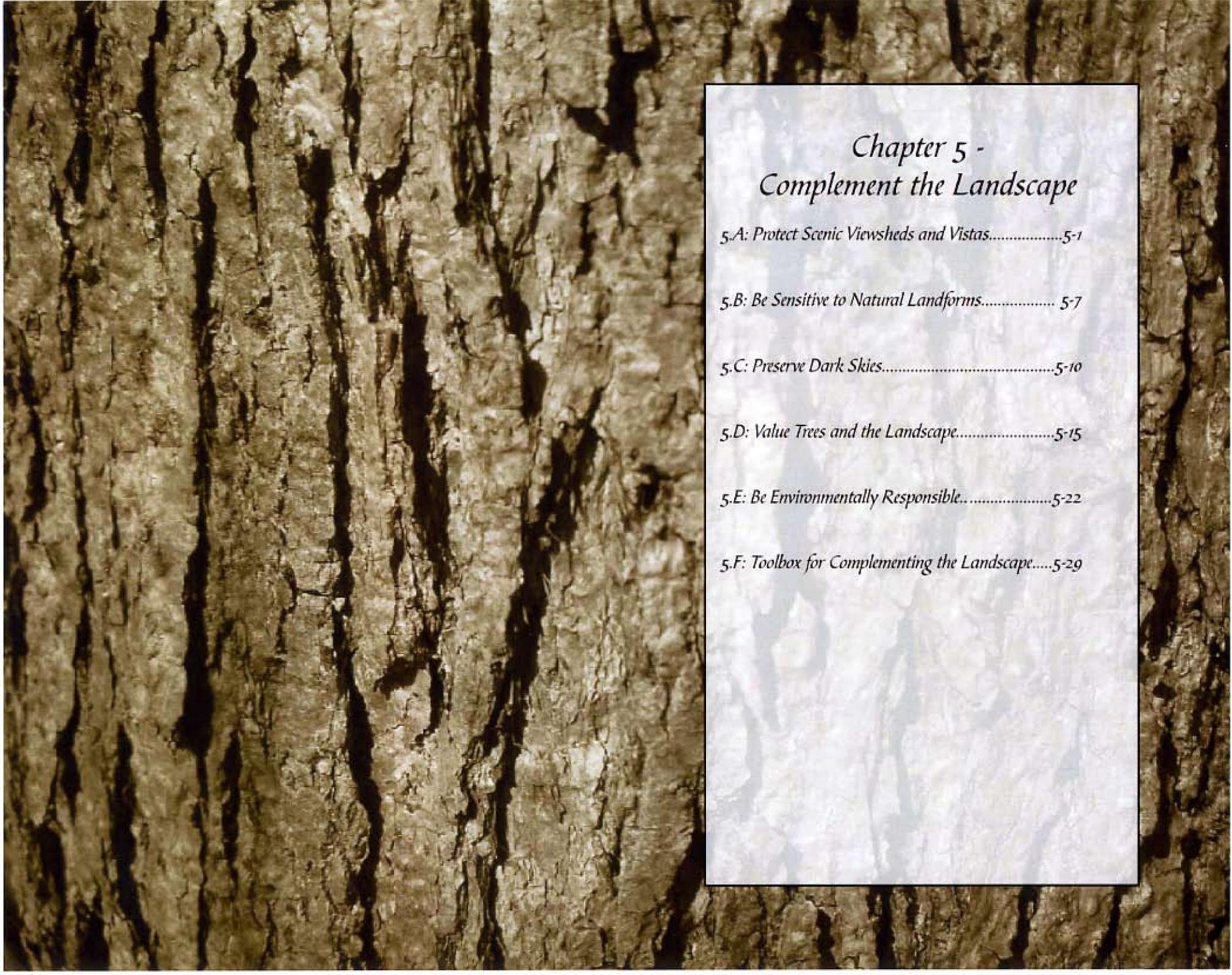
#### ***Make Conscious Decisions Regarding Communication Towers***

Several steps can be taken in each community so that citizens, businesses, and government bodies can make collective and conscious decisions about the visibility of communication towers. Consider the following strategies:

1. Update zoning codes to place height and setback requirements on towers. Although communities are banned from prohibiting the construction of wireless communication towers, control can still be exercised over their size and placement.
2. Educate residents and property owners about the pros and cons of locating communication towers in their communities. Encourage landowners to consider community character when deciding to agree/not agree to the placement of towers on their property.
3. Work with telecommunication companies to determine the best locations for towers. Scrutinize applications and consider alternative sites, co-location of antennas on existing towers, or attaching antennas to existing buildings, water towers, street lights, utility poles, church steeples, and even farm silos.
4. Enforce a provision for the removal of abandoned towers, as a condition of permit approval.



*Consider the use of monopines (utility towers designed to look like trees) in wooded settings.*



*Chapter 5 -  
Complement the Landscape*

*5.A: Protect Scenic Viewsheds and Vistas.....5-1*

*5.B: Be Sensitive to Natural Landforms..... 5-7*

*5.C: Preserve Dark Skies.....5-10*

*5.D: Value Trees and the Landscape.....5-15*

*5.E: Be Environmentally Responsible.....5-22*

*5.F: Toolbox for Complementing the Landscape.....5-29*

## 5.A: Protect Scenic Viewsheds and Vistas

The preservation of scenic viewsheds and vistas is vital to maintaining the overall ambiance of the Pennsylvania Wilds. Relatively “untouched” vistas can leave a memorable mark in the minds and eyes of visitors and residents.

Scenic viewsheds and vistas are defined as areas within a field of panoramic view that contain scenic resources with a high level of visual quality. This considers overall character, condition, and quality of a scenic landscape or other visual resource and how it is perceived and valued by the public.



*Panoramic views of natural landscapes such as this viewshed seen from Hyner View State Park (Clinton County) are important to protect from visual degradation.*

Scenic viewsheds and vistas include, but are not strictly limited to, views of:

- Scenic landforms, including canyons, ridges, and peaks;
- Lakes, rivers, streams, and their shorelines;
- Significant bedrock outcroppings or other unique geologic features;
- Forests and large stands of mature trees;
- Open expanses of agricultural landscape;
- Town centers from long-distance vantage points; and
- Visually prominent historic sites and resources.



*Public views of rock outcroppings provide a hint of the hidden treasures present in places like Bilgers Rocks near Grampian (Clearfield County) and Bear Town Rocks near Clear Creek State Park (Jefferson County).*

## *Protecting Public Views*

While it is difficult if not impossible for governmental bodies to assure the protection of scenic views from private property, the protection of views from public places should be carefully considered.

Views from public use areas is of the highest importance in any case, because people most frequently experience the visual quality of an area from public areas, such as roads, parks, trails, navigable waterways, historic landmark sites, and other visitor destinations. For this reason, aesthetics and scenic beauty as experienced from public viewing areas should be considered with every land development decision made in the Pennsylvania Wilds.

It is recognized that not all travel routes and public viewing areas have the same level of visual sensitivity. Municipal bodies will need to make professional judgments and classify the levels of visual sensitivity as experienced from their highways, roads, public trails, visitor destinations, historic landmarks, and shorelines. The greater the visual sensitivity, the more important it will be to control the design and placement of development in the visual foreground.

Keeping the overall goal in mind that scenic viewsheds and vistas should be protected from visual degradation and obstruction, three items should be considered when considering land use and development decisions in the visual foregrounds of these areas:

- The level of visual sensitivity;
- The extent to which the development would blend in or contrast with its surroundings; and
- The extent to which view degradation or obstruction could occur.

Protecting scenic views and preserving visually prominent natural features also can affect human behavior. Magnificent scenery and natural surroundings promotes respect for ecology. When people are awestruck by nature, their actions will become respectful of the environment.



## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 5.1  | County and municipal governments are encouraged to identify important scenic vistas and viewsheds in their comprehensive plans.   |
| 5.2  | Apply the applicable design principles contained in this document to development and land use decisions in the visual foregrounds of scenic vistas and viewsheds.   |
| 5.3  | Recognize and enhance the scenic qualities of long-distance views to town centers. Avoid view blockage and minimize unsightly appearances along roadways leading toward scenic town centers and community focal points.   |
| 5.4  | Public views to scenic hillsides, ridges, peaks, and forests should not be blocked or obscured by intervening buildings, signage, or other obtrusive development.   |
| 5.5  | Public views of agricultural landscapes should be preserved wherever possible as important contributors to the rural character of the Pennsylvania Wilds. County and municipal governments should encourage and support the ongoing operation and maintenance of farms that comprise all or part of a scenic agricultural landscape visible from public travel routes and other public viewing areas. |
| 5.6  | Exercise caution when positioning structures on the rims and slopes of scenic canyons and valleys to avoid hindering views. Carefully consider building height, orientation, materials, scale, and design.  |
| 5.7  | Do not place structures on ridgelines or hilltops highly visible from public viewing areas unless they are not obstructive, sufficiently set back, and/or screened by mature landscaping and vegetation. In forested settings, select building materials that are complementary to the surroundings.  |
| 5.8  | Screen unsightly views from heavily traveled road corridors and other public use areas by landscaping, berms, walls, and/or fencing. A passing motorist can clearly see the extent to which visual intrusions (unkept buildings, cellular towers, unsightly land uses, etc.) impact scenic quality.   |
| 5.9  | Wireless communication towers and overhead utility lines can significantly diminish the quality of scenic views. Do not site these facilities in areas where the natural landscape is of high scenic value (see 'Utility Towers' in Chapter 4).   |
| 5.10 | Development in the visual foreground of scenic vistas should be of low profile construction and use exterior building materials, forms, colors, and non-reflective glass that complement the environmental setting. Development should not dominate the appearance of the natural landscape.  |

## GUIDELINES



*Maintain long distance views across valleys.*



*When development occurs, encourage low-profile development that does not draw attention away from scenic landforms.*

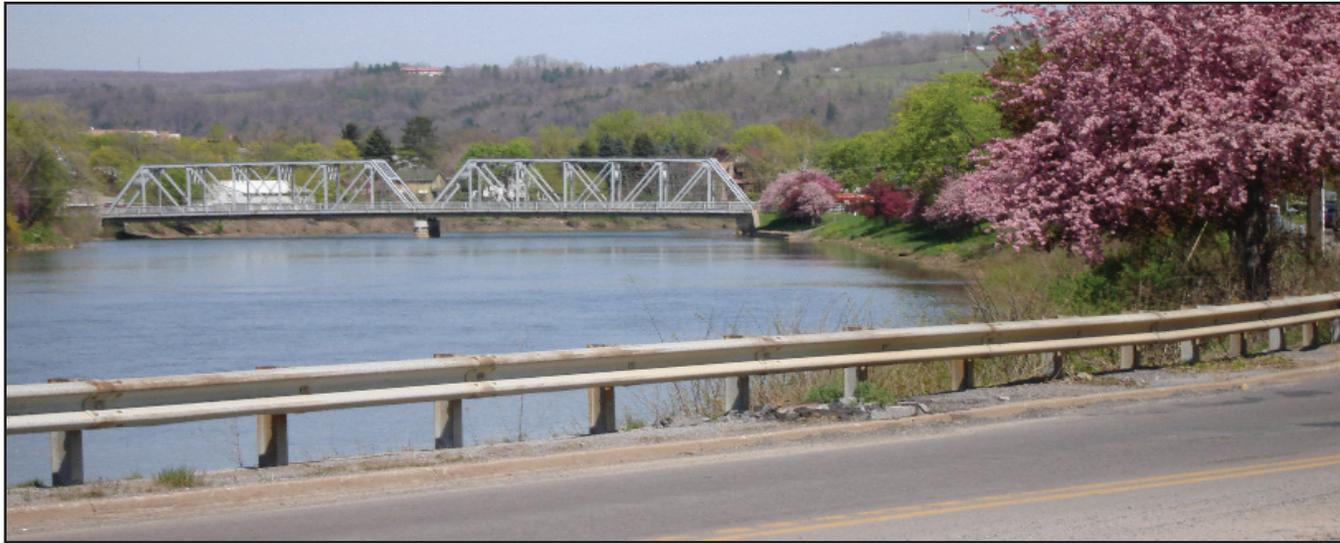


*Provide opportunities for enjoyment of scenic resources.*



*Limit the potential for view blockage by using deep setbacks.*

## GUIDELINES



*Protect scenic views seen from primary travel routes.*

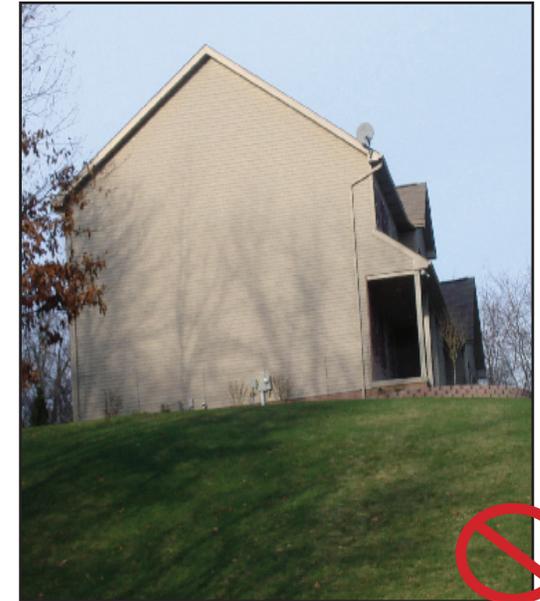


*Development along the shoreline of the Allegheny River in Warren County appears non-intrusive. Buildings are low in profile and allow views of the distant hillside. Rooftops appear shorter than the natural tree canopy. Note how the color palette used on the buildings is complementary to the natural foliage colors of autumn.*

GUIDELINES



*Protect views of town centers from approaching roadways, such as this one of Punxsutawney from Route 119, as such views are considered scenic.*



*Avoid placing blank building walls on hilltops unless they can be screened.*



*Billboards and utility lines can ruin views from a public roadway.*

## 5.B: Be Sensitive to Natural Landforms

### *Protecting the Natural Landform Character*

This Design Guide promotes the retention of natural landforms and the use of sensitive grading and building techniques.

Protecting landform features such as peaks, ridgelines, hillsides, steep slopes, and canyons will strengthen visual experiences and create a higher quality image of the region.

Wooded hillsides and slopes not only provide aesthetic value, but also provide ecological and recreational benefits. As such, when development is proposed on steeply sloping terrain, there is a greater chance for public health, safety, and welfare to be compromised.

For example, hillside development can cause landslides, rockfalls, and increased erosion and the transport of sediment and urban pollutants to streams and water supplies. In addition, hillsides and canyons overcome with development quickly lose their appeal to residents, visitors, and recreational enthusiasts such as hikers and backpackers.

For these reasons, proposals to place new development on steep slopes or to modify landforms should be more carefully scrutinized

than development on flat properties with little topographic relief.

Although it would be fantastic if every scenic peak, ridgeline, hillside, steep slope, and canyon in the region were preserved, complete preservation is often not practical or realistic due to private ownership patterns and property rights; therefore, the guidelines in this section are provided to limit, as much as possible, the impact of grading and landform alteration.

As part of nearly every new land use, roadway, or infrastructure project, some amount of grading will be necessary. The degree of acceptable landform alteration will need to be evaluated on a case-by-case basis and will vary for different land use types and locations.

In every situation, however, the primary objective is to protect the natural landform character and reduce environmental and visual damage. This is important from an aesthetic perspective because if scenic hillsides and canyon slopes become developed, or if undulating topography becomes replaced with manufactured slopes that look engineered and artificial, a defining element of the region's natural backdrop will be lost.



## GUIDELINES

- | #    | GUIDELINE  |
|------|--|
| 5.11 | Retain unique landforms in their natural states, especially those of high scenic value. Guide development, grading, and ground disturbing activities to flat sites or hillside areas with no or low visibility from public viewing areas.  |
| 5.12 | When grading occurs on a property, the appearance of the graded landform should reflect a natural condition and blend with surrounding natural topography. Consider topographic elevation, relief, visual character, and slope gradient. Use landform contouring techniques so that grading appears to blend with the surrounding natural terrain.     |
| 5.13 | Avoid long, continuous manufactured slopes that have hard edges and sharp, angular forms.  |
| 5.14 | Round and blend the toes and tops of manufactured slopes with the adjoining natural topography to create a more natural appearing slope.   |
| 5.15 | When grading occurs on flat or gently sloping properties, minimize earthwork quantities to a small volume. Building pads should not be noticeably raised above existing topography, unless required in response to engineering constraints.  |
| 5.16 | When grading occurs in steep terrain, limit the acreage of ground disturbance to the smallest possible extent. The extent of hillside scarring is of greater concern than the total earthwork quantity.  |
| 5.17 | Do not force flat building pads in areas of steep slope. Doing so can destroy an area's topographic character, as well as create safety hazards like rock fall and landslides.   |
| 5.18 | Rather than using extensive grading to create one large pad, development on slopes should create smaller pads gradually terracing up or down hillsides, which produces smaller slopes that are more easily revegetated, visually less obtrusive, and more suitable for slope contouring and blending.  |
| 5.19 | Transition finished floor elevations and parking areas with the natural property grades whenever feasible.   |
| 5.20 | Where retaining walls are necessary, face them with local stone, wood, or other earth-colored material so that they blend with the natural surroundings. Plantable walls also are encouraged.  |
| 5.21 | New golf courses should be sensitively designed and weaved into the natural topographic character of the landscape.  |
| 5.22 | Construct new roads to minimize disturbance to the natural topography caused by excessive cuts and fill. Road alignments should be designed to cross contours at angles to reduce landform disturbance and visibility. Where feasible, wind and curve roads with the natural terrain to help retain the appearance of an undisturbed, rural landscape. |

## GUIDELINES



*Specifically design buildings foundations for hillside development as opposed to recontouring the hillside to accommodate flat land building designs.*



*Site new development sensitively into the natural topography.*



*Minimize earthwork quantities on flat sites to retain views of distant hillsides.*



*Engineer roads to follow natural contours to reduce extensive alterations.*



*Avoid long manufactured slopes with hard edges.*

## 5.C: Preserve Dark Skies

A dark night sky is a natural resource that is worthy of protection with equal weight as other natural resources like plants, animals, water bodies, and landforms. The Pennsylvania Wilds currently enjoys a dark nighttime sky. Astronomers and stargazers flock to areas such as Cherry Springs State Park in Potter County, which is officially designated as a Dark Sky Park and is promoted as one of the best places on the east coast to practice astronomy. Dark skies not only attract stargazers, but also tell the story of a nighttime environment unaltered by the hand of man.

*Communities working towards preserving their dark skies can become an official “Dark Sky Community.” Contact the International Dark Sky Association at [www.darksky.org](http://www.darksky.org) for more information.*

Turning night into day by the simple flip of a switch is rarely given a second thought in today’s 21st century society. Excessive artificial lighting has been shown to negatively affect natural human sleep patterns and harm wildlife species, especially nesting birds and animals that move nocturnally.

Light pollution causes a glow in the nighttime sky, often called “sky glow.” Sky glow is produced by glare, light trespass, and up-lighting caused by excessive over-lighting, and by lights that are misplaced, misdirected, and/or not properly shielded. Too much artificial lighting can overcome the night sky and reduce the visibility of stars and other astronomical features. Excessive use of artificial lighting also wastes energy and is not respectful of Pennsylvania Wild’s desire to be admired as a region that respects environmental resources.

The purpose of these guidelines is threefold: one, to limit the adverse impacts that artificial lighting is known to cause to wildlife and humans; two, to protect regional character and quality of life; and three, to continue attracting stargazers and astronomers as part of the regional tourism effort. By promoting the ability to view the dark nighttime sky and by limiting the affects of sky glow, low light level conditions will be maintained that are inherently characteristic of rural and mountainous areas.

*“Municipalities need to enact lighting ordinances before they are needed, not when a developer submits a plan to a municipality. Lighting ordinances are involved with the health, safety, and welfare of the public, issues for which municipalities have responsibility.”*

*Stan Stubbe, President of Pennsylvania Outdoor Lighting Council (POLC)*



*The dark night sky is a mystical natural resource worthy of protection.*

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 5.23 | Incorporate outdoor lighting regulations into zoning, subdivision and land development ordinances. (Model ordinance text is available from the Pennsylvania Outdoor Lighting Council.)  |
| 5.24 | Provide outdoor lighting at the minimum quantities and brightness levels necessary for safety, security and the enjoyment of outdoor living.  |
| 5.25 | Avoid excessive lighting and sources of direct and indirect glare. Consider winter conditions and the potential for light to reflect off snow and cause glare and glow.   |
| 5.26 | Provide street lights only on roads with high traffic volumes and in town centers and densely populated areas. Rural areas do not necessarily require street lights.  |
| 5.27 | Limit the use of reflective building materials on structure façades to reduce the potential for glare from sunlight and artificial light sources, including vehicle headlights.   |
| 5.28 | Do not light billboards. If lighting is necessary, light signs softly from the top. Install timers to turn off billboard lights during late night hours (when there is little traffic).   |
| 5.29 | Light building identification signs from the top.   |
| 5.30 | Limit lighting of pedestrian walkways to that necessary for public safety.  |
| 5.31 | Prohibit brightly flashing lights and signs that give the illusion of movement, as they can not only cause light pollution, but also create distractions to drivers.  |
| 5.32 | Main street and pedestrian area lighting should be human-scale (10-15 feet high).   |
| 5.33 | Use opaque covers on lighting fixtures to reduce the brightness and glare of the light bulb.  |
| 5.34 | When selecting exterior lights, chose fixtures that are fully shielded. Shielded light fixtures control light output in order to keep the light shining in the intended area and from “spilling over” onto areas that are not necessary to light.   |
| 5.35 | Do not over-light retail commercial and business areas. A good lighting design will be subtle and soft, while still making outdoor areas feel secure without causing light pollution.   |
| 5.36 | Avoid bright sources of artificial light that are not opaque or fully shielded. During building renovation projects, these undesirable types of light fixtures should be replaced.  |
| 5.37 | Encourage retail commercial stores, businesses, schools, parks, and municipal service buildings to turn off or dim their exterior lights and parking lot lights after business hours and/or when not in use. Lighting during non-business and non-use hours should be limited to that necessary for security. |

## GUIDELINES

- | #    | GUIDELINE  |
|------|--|
| 5.38 | Lights on a timer or motion-activated lights are encouraged to reduce the amount of time lights are operating.   |
| 5.39 | Fully recess or fully shield canopy lights, such as service station lighting to ensure that no light source is visible from or causes glare on public roadways or adjacent properties.   |
| 5.40 | Consider the necessity of illuminating flags. In most cases, it may not be appropriate or necessary to light a flag at night. When lighting occurs, use shielded and down-directed lighting options mounted near the top of the flagpole.  |
| 5.41 | Night lighting of sports fields (baseball, soccer, football, tennis, etc.) is a significant source of light pollution and is not recommended. If installed, lighting of sports fields should be well shielded or fully shielded to reduce the spillage of light beyond the areas of play. Direct up-lighting is discouraged. |
| 5.42 | Angle floodlights so that they are not directed into the air more than about twenty-five (25) degrees, measured from the ground to the center of the light bulb.   |
| 5.43 | Prohibit the use of sweeping laser or searchlight beams. These types of lights are typically projected high into the sky, are visible for many miles, and serve no practical purpose other than to attract attention.  |
| 5.44 | Prohibit lights on communication, navigation, radio, and water towers unless a light is required by Federal Aviation Administration (FAA) regulations for aircraft safety, or as required by another agency for safety reasons.  |

## GUIDELINES



*Streets with a low level of traffic don't need any lighting at all.*



*Use downward directed gooseneck lights.*



*Avoid these types of fixtures, which are neither shielded nor opaque and represent sources of light pollution.*



*In pedestrian areas, use decorative, human-scale lighting, and use opaque shades.*

*GUIDELINES*



*Reduce brightness and glare of the light bulb by using opaque covers such as the one shown here.*



*Light pathways by a series of downward directed lights that limit light spillage beyond the pathway.*



*Although this light is not cast downward, the bulb is enclosed by an opaque cover, which reduces brightness and glare.*

## 5.D: Value Trees and the Landscape

The Commonwealth's forest product industry generates over \$5 billion annually; clearly, this important industry requires the cutting of trees.

Many conservation laws are in effect to regulate and mitigate the adverse environmental effects of logging. The Pennsylvania Bureau of Forestry implements a Forest Stewardship Program and Forest Legacy Program, both of which promote responsible forest management practices. In addition, the Bureau of Forestry implements a certification program under the national Forest Stewardship Council (FSC) that meet international standards for sustainable practices and forest stewardship. Responsible forest management is strongly supported by this Design Guide.

The region's forests, trees, wetlands, and diversity of plant life are important visual, as well as ecological, features of the landscape. Mature trees, old grove forests, shrubs, understory, and other vegetation not only contribute to the medley of visual pattern, but also provide environmental benefits such as filtration of pollutants from water, production of oxygen, protection from wind and rain, reduction of erosion and sedimentation, and provision of habitat and food for an array of wildlife species.

When vegetation is removed, or when mature trees are cut down and replaced by saplings, the various benefits of a mature and diverse landscape are diminished.

In the Pennsylvania Wilds, retention of mature forests and trees should occur wherever possible, as they are a visual symbol of the region's lumber heritage and reinforce thematic elements of the native landscape. This Design Guide discourages the widespread and careless removal of mature trees and vegetation beyond defined areas used responsibly by the timber industry.

*“We want to preserve the beauty and economic potential of our forests, provide recreational opportunities for our residents and visitors and harvest our timber responsibly to create jobs.”*

*Governor Ed Rendell*



## *The Cost of Tree Removal*

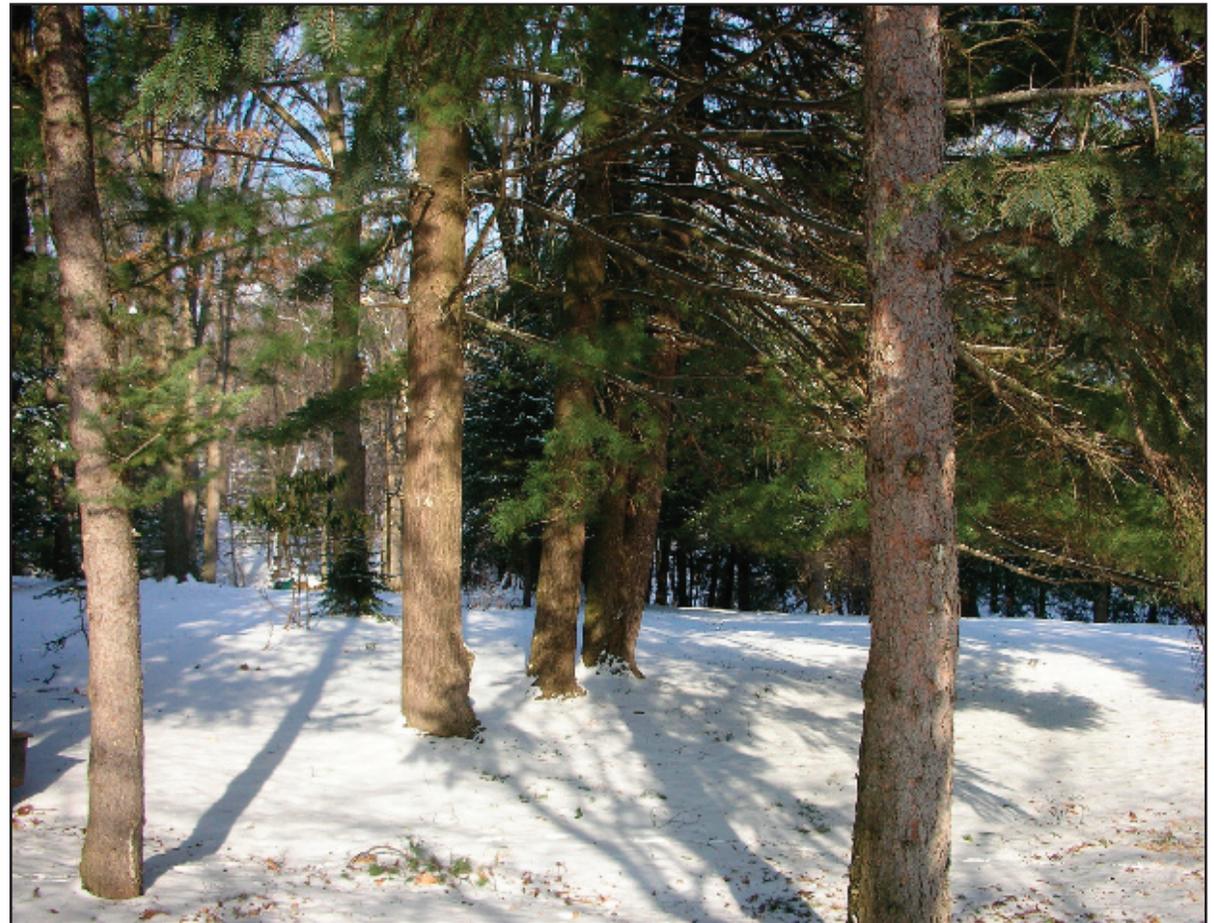
The location and health of mature trees and vegetation should be carefully considered as part of land use and development decisions. Uncontrolled and careless removal and cutting of trees, particularly on steep slopes and along stream corridors, can result in increased municipal costs to control drainage, soil erosion, and water quality.

Tree removal also can deteriorate property values, decrease soil fertility, restrict recreational opportunities, reduce wildlife habitat and movement, and leave land unsuited for its most appropriate use – nature.

*“Pennsylvania’s state forest represents one of the largest expanses of public forestland in the eastern United States, making it a truly priceless public asset.”*

*State Forest Resource Management Plan*

During land development and construction projects, healthy mature trees and vegetation should be preserved to the maximum extent possible. When installing new landscaping, plant materials that are native and naturalized to the region should be selected for use. Not only will the new plant materials be more visually compatible with the natural landscape, but they also will have ecological needs for water, sunlight, nutrients, etc. that are suitable for the climate and soil type.



*A large part of the Pennsylvania Wilds’ environmental and cultural heritage is held in its trees.*

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 5.45 | Provide education on sustainable forest practices administered by the Pennsylvania Bureau of Forestry.  |
| 5.46 | Retain forests and the size of forest tracts by prohibiting premature harvesting of trees, forest fragmentation, and conversion of forests to non-forest uses.  |
| 5.47 | Maintain the visual landscape and economic benefits of “working forests” by requiring that lands harvested for timber always be reforested.   |
| 5.48 | Discourage the removal of trees and natural vegetation on steep slopes, ridgelines, and at the edges of waterways and wetlands, especially in areas that are scenic or in prominent public viewsheds.   |
| 5.49 | Retain tree groves adjacent to heavily traveled public roadways to reinforce the wooded character of the Pennsylvania Wilds and enhance the driving experience.   |
| 5.50 | Maintain and prune mature trees as needed in town squares, public parks, and other gathering areas where trees are valued as public assets. Replace any dead or dying tree with an appropriate size and species.  |
| 5.51 | Retain mature trees and plant visually prominent trees along main streets, focal point streets, and streets with formal sidewalks.  |
| 5.52 | Retain tree canopies along streets, especially at entry corridors.  |
| 5.53 | When grading occurs for land development projects, save as many mature, native healthy trees as possible. Install tree protection markers or fences during construction along wooded edges, and around stands of trees or individual trees that are intended to be saved (be sure to include the tree’s root zone). |
| 5.54 | If mature trees will be removed during construction projects, consider tree relocation as a viable option instead of clear cutting. The relocation of mature trees can increase property values and provide greater shade and visual screening than young saplings.   |
| 5.55 | After land clearing or grading for construction projects, revegetate areas not developed as quickly as possible.  |
| 5.56 | When landscaping projects are undertaken adjacent to naturally wooded areas, plant trees and other plant materials in random, natural patterns to emulate the natural condition. This provides a better blend at development interfaces.  |
| 5.57 | Incorporate existing native trees and vegetation into the design of new development projects.   |

## GUIDELINES

- | #    | GUIDELINE  |
|------|--|
| 5.58 | Never plant non-native, invasive plant materials immediately adjacent to natural landscapes. Non-native plants can be appropriate for some applications (e.g. formal entrances, herb gardens, yards) but available materials and cultivars are not always well described. Consult with a person or entity with botanical expertise during the design of projects that require plantings.           |
| 5.59 | During the installation of new landscaping, use plant materials that are native and naturalized to the region. Not only will the new plant materials be more visually compatible with the natural landscape, but they also will have ecological needs for water, sunlight, nutrients, etc. that are suitable for the climate and soil type.  |
| 5.60 | Use hardwood trees in landscaping projects in more densely forested parts of the region and in areas that capitalize on timber industries and tourism from lumber heritage promotion.  |
| 5.61 | Consider the four-season climate to provide a high-quality year-round visual appearance of landscape materials. A palette of plant materials should be selected that will look nice all year long. By mixing deciduous trees with evergreens, more visual interest will be provided regardless of the season. With improper plant selection, winter landscapes can appear lifeless and distressed. |

## GUIDELINES



*Retain mature trees in public parks.*



*Preserve treelines along scenic roads.*



*Consider the four-season climate when landscaping.*



*Retain mature trees between homes to provide visual relief and shade.*

GUIDELINES



Compare trees in these two town centers. The young tree on the left is undervalued by the pedestrian, while the mature trees on the right appear stately and respected.

## GUIDELINES



*Value trees for their visual appeal.*



*Preserve mature trees around construction sites. The trees provide visual screening, shade, erosion control, and wildlife habitat.*



*Trees create an impressive backdrop behind this home.*



*Retain trees or relocate trees during construction to screen newly constructed homes from the roadway. The homeowner has enhanced the landscape by planting another row of younger trees in front.*

# 5.E: Be Environmentally Responsible

## Environmental Responsibility

In today's 21st century society, most people agree that the world needs to be more environmentally responsible. Reports of water contamination, oil spills, ozone depletion, global climate change, toxic air emissions, and full landfills drive the population to become more environmentally conscious in everyday lifestyle choices.

*“The people have a right to clean air, pure water, and to the preservation of the natural, scenic, historic and esthetic values of the environment. Pennsylvania’s public natural resources are the common property of all the people, including generations yet to come. As trustee of these resources, the Commonwealth shall conserve and maintain them for the benefit of all the people.”*

*Pennsylvania Constitution; Article I, Section 27*

A tremendous opportunity exists to consider the natural environment in all future land use and construction decisions made in the Pennsylvania Wilds. When environmentally responsible design practices are used, buildings are more thoughtfully placed, designed, constructed, and retrofitted in an environmentally sensitive manner. Environmental impacts of the construction process and over the life of the buildings also are minimized.

In the design of a large-scale development or in site-specific design, it is important to consider the property’s environmental resources and to properly designate areas for development vs. areas to retain as natural open space. In building construction, the architect should consider design elements that reduce energy needs and building materials that made from renewable and recycled materials.

Every piece of property in the Pennsylvania Wilds can contribute something positive to the region’s compilation of ecology, economy, and visual character. When property is preserved, it contributes to all three aspects. When property is developed, it also can contribute to all three aspects.



*“A good site designer or architect can strike a balance between development needs and environmental sensitivity.”*

*Firouz Ghaboussi, T&B Planning*

## *Think Cumulatively*

A healthy natural ecosystem is geographically wide and varied. As such, the environmental and visual sensitivities of a site must consider surrounding contexts.

A cumulative analysis is conducted by looking beyond the boundaries of the property and the municipal jurisdiction, and taking into consideration other contributing factors to a collective impact on the natural resource. The environmental effects of past projects, other approved projects, projects under construction, and probable future projects should all be considered.

For example, building one house on a steep slope may not seem significant when evaluating a single property in isolation. However, the extent of visual change to the natural appearance of that slope may be substantially compounded or increased if a series of other homes were built on other surrounding parcels. The construction of that one home also may induce the development of other properties that may have not otherwise developed. For these reasons, it is very important to think cumulatively.

## *Protect Forests, Nature Parks, and Wild Areas*

There are over two million acres of public lands in the Pennsylvania Wilds that provide wildlife habitat, clean water, fresh air, timber industry wood resources, recreational opportunities, scenic views, and places to enjoy nature.

Most of the Commonwealth's publicly owned lands are in state parks and forests. In addition to recreational opportunities and working tree farms, public lands also contain designated Conservation Areas, Natural Areas, and Wild Areas that are managed by DCNR to allow little or no human intervention.

The placement and design of land development and construction projects on properties surrounded by or located on the borders of these lands must consider their environmentally sensitive neighbor – Mother Nature.

The most important items to consider when making land use decisions on the borders of these areas are: a) detriments to the forest's scenic qualities as viewed by the public, b) forest fragmentation or the potential to encourage fragmentation, and c) indirect environmental impacts such as exotic plant species invasion, water runoff, artificial light intrusion, and human trespass.

Protecting forests, nature parks, and wild areas from the ill effects of fragmentation and disruptive development is vital to the environmental and scenic integrity of the Pennsylvania Wilds.



*Consider the cumulative effect of development.*

## *Consider the Value of Natural Resources*

When contemplating the development of any previously undeveloped site, give consideration to the natural resources that exist on the property and the values that would be accrued from protecting them.

Conserving sensitive natural resources achieves the following benefits:

- Increased scenic quality.
- Conserved visual resources.
- Protected water quality and quantity.
- Protected functions and values of ecological systems.
- Protected wildlife habitats and movement corridors.
- Protected agriculture lands.
- Reduced forest fragmentation.
- Preserved historic sites and resources.

Development should work around natural features rather than be imposed on them.

Except for resources that may be isolated (like an historic building) conserved areas provide the greatest scenic and ecological benefits when they are connected to other conserved areas on-site or off-site. Isolated blocks of preserved open space surrounded by development do not retain the same scenic or biological values as large connected blocks. Small blocks of open space may be viewed as undesirable vacant lots as opposed to valued resources. Small isolated blocks also experience edge effects on all four sides, and are cut off from interlinked systems that promote healthy biodiversity.



*Homes in this residential subdivision were concentrated in areas of low environmental sensitivity, preserving the natural slope and drainage area, around which a community trail was placed. Use bio-filtration techniques and clustered development to ensure that important environmental resources are protected.*

## *Use Natural Solutions*

Natural systems should be used to the greatest extent possible to minimize negative environmental effects caused by the human-built environment. In many cases, natural systems are more cost effective and more visually pleasing than traditional engineering solutions.



For example, grass channels can be used along roadways instead of curbs and gutters to filter and convey runoff. Topographic landforms can provide natural buffers between development and open space to limit impacts of noise and artificial light. Rainwater can be captured and reused for landscape irrigation. Runoff from lawns can be filtered by rain gardens instead of being immediately directed to storm drains. The list goes on and on.

There are many sustainable engineering and design solutions that respect natural environmental conditions and enhance

visual appearances. Each solution needs to be tailored to the particular conditions of a particular property or project. Design professionals such as engineers and architects should be encouraged to explore such solutions and incorporate them to the extent feasible into development and construction projects.

## *Use Natural and Locally Produced Products*

Transportation of building materials is costly in both energy use and pollution generation. Builders are encouraged to use locally produced materials such as local hardwoods. Lumber should only be used, however, from certified well-managed forests. (Also see Chapter 3 regarding use of wood as a thematic element). Brick is also an appropriate building material that is made from an abundant resource (clay), and the production process is relatively free of harmful by-products.



The American Institute of Architects notes that specifying materials and products from local or regional sources has many beneficial results, including:

- Stimulates the local economy.
- Reduces the pollution caused by transportation from distant sources.
- Increases the availability of local and regional environmental materials and products.
- Encourages the formation of local or regional environmental businesses.
- Promotes the awareness of the origin of the materials and products.



Creative use of on-site materials and other materials locally available also will enhance the visual identity of the Pennsylvania Wilds. For example, rocks found on a site can be used to build retaining walls, walkways, and benches.

## Conserve Energy

In building construction, reducing energy loads of heating, cooling, and lighting systems can produce several economic and public health benefits. Also, using non-toxic, renewable or recycled-content materials also can conserve energy and protect the environment. Water conserving technology also has advantages.

Recent advances in “green building” have been shown to result in long-term economic benefits over the life-time of building operation. The shift to new, environmentally sensitive building practices would position the Pennsylvania Wilds as a leader in environmental sensitivity.

As energy conservation is not directly related to visual character, the discussion of energy conserving principals in this Design Guide is limited. Counties and municipalities should, however, encourage the use of building techniques that conserve energy and reduce reliance of fossil fuels.

*The Leadership in Energy and Environmental Design (LEED) program is a collaboration between the U.S. Green Building Council, the Congress for the New Urbanism, and the Natural Resources Defense Council. LEED principles and techniques are commendable and should be considered in the Pennsylvania Wilds.*



*Utilize Energy Star appliances.*

## Mitigate Environmental Impacts

If a development or construction project is determined to have a measurable, negative environmental effect, impacts should be mitigated. The determination of whether a project will have a significant environmental effect requires careful judgment, based to the extent possible on scientific and factual data.

A mitigation measure is a strategy taken to reduce or eliminate a project’s expected environmental damage. **Mitigation must have a direct nexus or correlation to the level and nature of the impact.**

It is recognized that it may not be physically practical or economically feasible to fully mitigate all environmental impacts of every project. In this case, the government body approving the development or construction project should consider the circumstances surrounding the project and explain their decision to approve the project, despite expected environmental damage. There may be reasons why a project’s benefits outweigh its environmental costs.



*Mitigate the environmental impacts caused by development.*

## GUIDELINES

- | #    | GUIDELINE   |
|------|---|
| 5.62 | Avoid forest fragmentation whenever possible. (Fragmentation occurs when a forest becomes isolated or separated from its original forest block, resulting in negative impacts to scenic forest views and biodiversity.)   |
| 5.63 | Assist the Bureau of Forestry in providing information to interested landowners adjoining forest property boundaries about environmentally responsible practices for lands adjoining forests.   |
| 5.64 | Identify and map large tracts of mature upland forests. Where possible, promote reforestation and linkage of these forest tracts to avoid their isolation and to mitigate some of the adverse visual and environmental impacts of forest fragmentation.   |
| 5.65 | Consult County Natural Heritage Inventories to understand where ecologically significant places lie and what activities are recommended for the health and survival of the plants and animals that live there.  |
| 5.66 | Consider the <i>Growing Greener: Conservation by Design</i> approach when preparing or revising a subdivision and land development ordinance or designing a residential subdivision. (Refer to the <i>Supplemental User's Guide</i> for more information.)  |
| 5.67 | Update comprehensive plans and official maps to reflect long-range environmental conservation goals. When environmental resources and other site conditions are thoroughly reviewed and addressed as part of the comprehensive plan and official map, they will be more effective tools to achieve the governmental body's planning objectives and become more effective in serving as the basis for the evaluation of future permits for individual projects within the plan area. |
| 5.68 | Use sustainable engineering and design solutions to reduce environmental impacts and enhance the visual appearance of technical functions (bio-filtration techniques and rain gardens for water runoff, rock fills for water recharge, natural landforms for noise attenuation, etc.)   |
| 5.69 | Update zoning ordinances and land development ordinances to allow landowners and developers to cluster development on smaller lot sizes in exchange for conserving environmentally sensitive open space.  |
| 5.70 | Incorporate Transferable Development Rights (TDR) provisions into county and municipal ordinances to allow for the complete conservation of environmentally sensitive and scenic open spaces in exchange for increased development intensity on properties that would result in less environmental damage and less visual intrusion. (See PA MPC §619.1).   |

## GUIDELINES

- | #    | GUIDELINE  |
|------|--|
| 5.71 | Apply conservation and protective easements or use other mechanisms to ensure permanent protection of properties intended to be preserved as perpetual open space.   |
| 5.72 | Design development projects to value, conserve, and work around on-site sensitive resources instead of destroying or imposing on them.   |
| 5.73 | Consider cumulative impacts that can result from individually minor but collectively significant activities taking place over a period of time, and require mitigation for the project's contribution to the larger environmental impact.                |
| 5.74 | Give serious consideration to site design and building construction alternatives that provide a greater level of environmental protection than may be first proposed.  |
| 5.75 | Use locally produced products in construction (such as hardwood, brick, and stone) as a primary building material.   |
| 5.76 | Encourage the installation of products bearing an ENERGY STAR® label. (ENERGY STAR® homes can reduce energy usage by 25 to 30%.)   |
| 5.77 | Install high-efficiency heating and cooling equipment (furnaces, boilers, air conditioners and their distribution systems), which produce less pollution during operation.   |
| 5.78 | Install water-efficient equipment (water-conserving toilets, showerheads, and faucet aerators) to reduce water use and demand on septic systems or sewage treatment plants.  |
| 5.79 | Consider the installation of solar panels in new construction (At 2007 electricity rates, the average household could save about \$600 a year with a 5 kW system, or solar panels that generate more than half of the electricity consumed in the home.) |

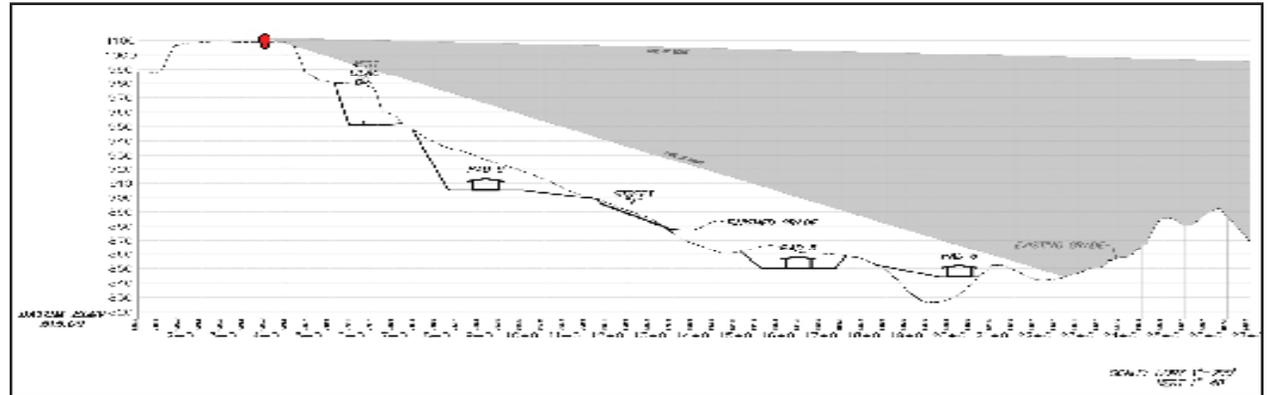
## TOOLBOX

### Technique 5-1

#### Prepare Line-of-Sight Studies

When buildings are proposed in areas that may obstruct or impact a scenic view, a line of sight study can be prepared to demonstrate if views would be blocked or changed

In a line of sight study, an imaginary line is drawn from the public viewing point (such as a scenic vista point) to illustrate whether the proposed structures would block scenic views or be visible from the view point under study.



Example line-of-sight study from a proposed street to residential homes.

### Technique 5-2

#### Establish and Apply Visual Sensitivity

##### Classifications

The sensitivity of scenic views and vistas as seen from public roads, trails, visitor destinations, and other public use areas should be classified as Very High, High, Moderate, or Low by each county and municipality. Such classifications can assist property owners, investors, and municipal officials in determining the extent to which design guidelines need to be applied to development projects in their visual foregrounds. Areas classified with very high sensitivity should be controlled with strict design guidelines, while in less sensitive areas more flexibility can be allowed.



A 'Visual Sensitivity Map' prepared using a GIS program to determine areas of visibility from a particular vantage point.

## TOOLBOX

### *Technique 5-3*

#### *Evaluate Architectural Drawings & Visual Simulations*

When buildings that are exceptionally tall, large, or have characteristics that may be unbecoming to the region's character are proposed in areas that may degrade scenic views, a careful review of the building design, placement, height, profile, and exterior building materials and color scheme should occur. Through this review process, county and municipal officials can ensure that the structure will have a subtle appearance, be complementary of the region's rustic character, and minimize impact to its surroundings.

If the application materials submitted for review and approval do not provide enough detail to enable informed decision-making in regards to scenic quality, more information should be requested of the applicant such as architectural drawings, material and color boards, roof profiles, etc. When necessary, a visual simulation study can be prepared. Visual simulation studies show before and after views of proposed developments on a photograph and provide realistic representations using artist renderings or computer modeling.



*Example of a visual simulation study. This study depicts the existing natural conditions of a project site and how a proposed residential development will appear from an adjacent public roadway.*

## TOOLBOX

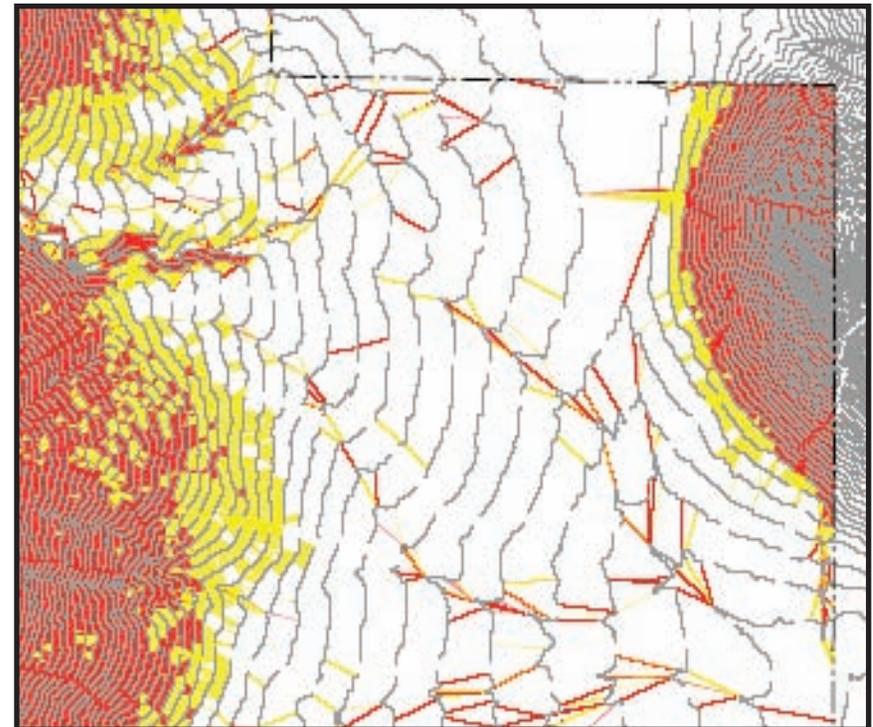
### *Technique 5-4*

#### ***Prepare Slope Gradient Studies***

When grading is proposed on a steep slope that is considered a distinct or significant visual feature of the landscape, prepare a slope gradient study. The analysis is based on a topographic map using ten foot contour intervals or less. The resulting illustration will map and quantify (in acreage or square feet) slope gradient categories for the entire property. The suggested categories are:

- Less than 15% slope
- 15% and greater up to 25% slope
- 25% and greater up to 50% slope
- 50% and greater slope

Also label all major peaks, summits, ridges, canyon bottoms, and significant geologic rock outcroppings. Next, plot the limits of grading on the exhibit. This information will assist county and municipal governments in determining if the proposed extent of ground disturbance and proposed grading techniques are appropriate given the specific topographic conditions of the site. In general, mass grading is not recommended on steep slopes exceeding 15%. Slopes with natural gradients above 25% are a high priority for preservation as open space.



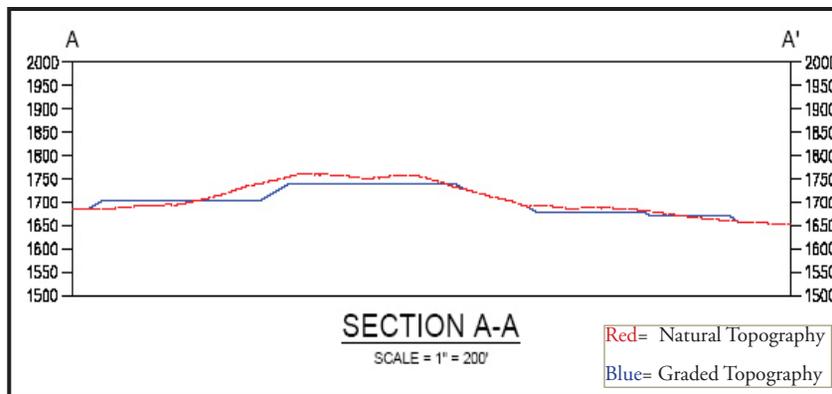
*A slope gradient study maps the steepness of natural slopes to assist in evaluating the appropriateness of grading. Steeper areas are signified by red and yellow colors.*

## TOOLBOX

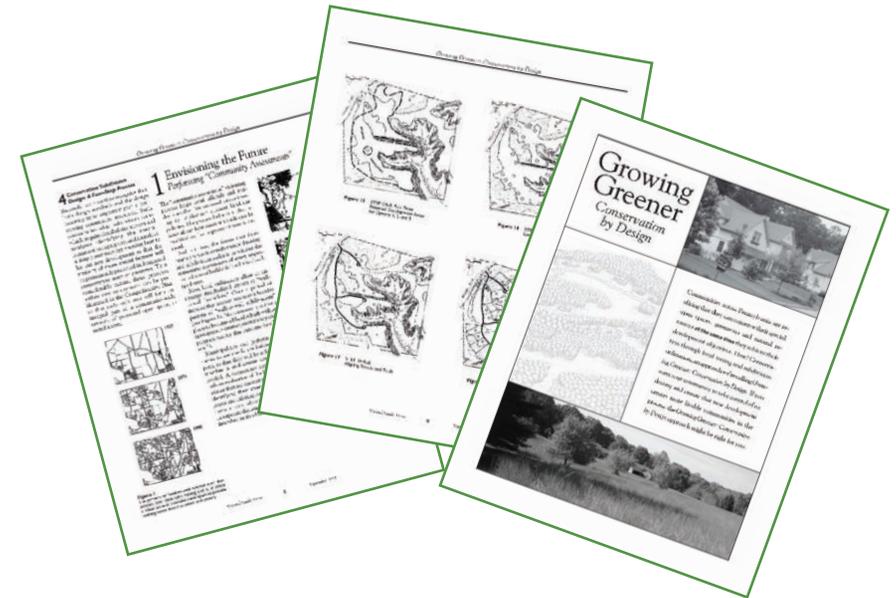
### Technique 5-5

#### Prepare Aspect Studies

An aspect study shows cross-sections of a landscape facing a given direction. The illustrations plot the natural ground surface elevations before the grading operation compared to ground surface elevations after the grading operation. This will clearly show cut and fill depths. The desired result is a development that does not appear to have significantly altered the topographic character and fits into the existing natural environment as much as possible.



*The depth of cut and fills should be minimized to the extent practical. This cross-section shows how the existing hillside character (the red line) would be changed by grading (the blue line), with toes and tops of slopes rounded to mimic a natural appearance.*



### Technique 5-6

#### Use Growing Greener Techniques

DCNR, through a cooperative effort with the Natural Lands Trust and other state agencies, developed a statewide community planning initiative called *Growing Greener: Conservation by Design*. The initiative is a green development strategy that helps communities preserve open space and natural areas in residential housing developments.

Refer to the Conservation by Design techniques, which are primarily intended to connect and conserve open space in communities. Many visual quality benefits are derived from using this approach. Concentrating development and conserving connected greenways provides needed visual relief in developed areas.

## TOOLBOX

### *Technique 5-7*

#### ***Require Lighting Plans***

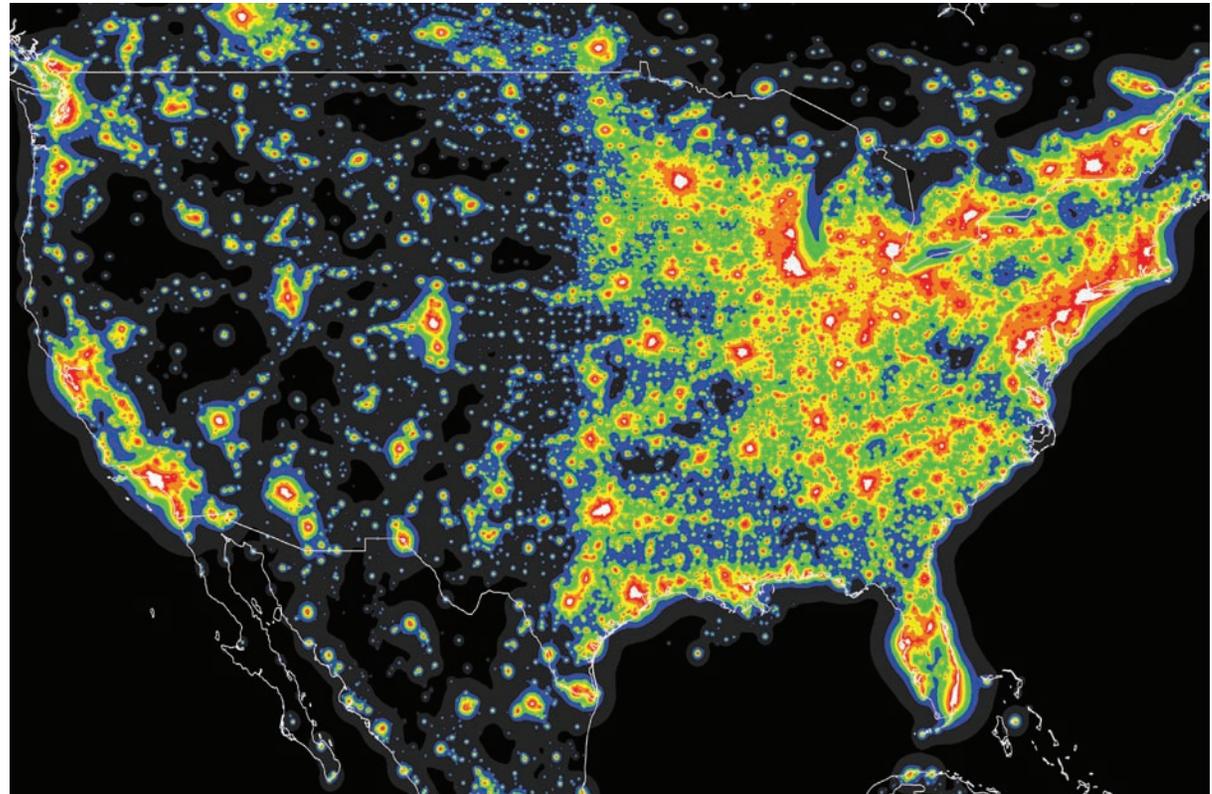
Require that applicants for land development permits, sign permits, or building permits prepare a lighting plan showing location, type, style, height, lumen output, and luminance levels in order to verify that lighting conforms to the recommendations in this Design Guide.

### *Technique 5-8*

#### ***Develop Lighting Ordinances***

Few municipalities within the Pennsylvania Wilds region have lighting ordinances. To ensure our dark skies can be enjoyed by many generations to come, municipalities should develop their own lighting ordinances.

Although all effective lighting ordinances have certain basic requirements, variations exist to address a municipality's individual needs. For a lighting ordinance to be effective, it must regulate illuminate levels, fixture shielding, fixture maximum mounting heights, hours of operation, and method of control. For sample language for a lighting ordinance, contact the Pennsylvania Outdoor Lighting Council.



*This light pollution map is based on information from the World Atlas of Artificial Sky Brightness. Black areas contain few, if any, sources of artificial light, and blue and green areas contain some artificial light. Yellow, orange, red, and white areas represent increasing amounts of artificial light. The Pennsylvania Wilds region is mostly blue, green, and yellow. If municipalities enact lighting ordinances and require new development to conform to lighting plans, the beauty of our dark skies will be preserved for many generations.*

## TOOLBOX

### *Technique 5-9*

#### ***Monitor/Regulate Large Tree Removals***

The Right to Practice Forestry Act prohibits local governments from using a zoning ordinance to unreasonably restrict forestry activities. Timbering cannot be outright prohibited. However, for other types of land clearing, such as that needed for new construction, redevelopment, or infrastructure projects, governmental bodies are encouraged to discuss tree removals with property owners, builders, engineers and architects. Require the plotting of mature trees over a certain trunk diameter (12” for example) as part of application submittal requirements for clearing, grubbing, grading, and building permit applications. All mature trees proposed for removal should be clearly identified. Thousands of trees can be saved in the Pennsylvania Wilds by merely discussing tree preservation goals with property owners and applicants.

### *Technique 5-10*

#### ***Develop a Recommended Plant Palette***

Regional governments, counties and/or municipalities can develop a recommended list of plant materials that are appropriate for the region, given climate conditions, soil types, precipitation levels, and wind speeds. All new landscaping projects would select plant materials only from the approved list.

### *Technique 5-11*

#### ***Review Landscape Plans***

As part of zoning and land development ordinances, applicants for grading permits, land development permits, building permits, etc. can be required or asked to prepare a landscaping plan. Plant materials should be selected from the agency’s recommended plant list, or if no list exists, plant materials should be appropriate to the region’s climate and soil type. Landscape plans should show the quantity, sizes, and common names/scientific names of all plant materials. Review and approval of landscape plans should always occur prior to issuance of the permit.



*Example of a graphic from a Landscape Plan.*

## TOOLBOX

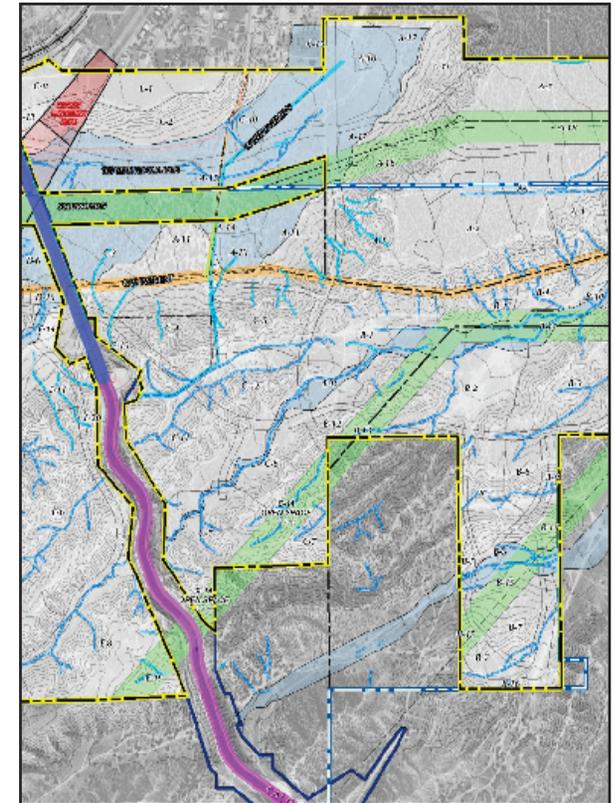
### Technique 5-12

#### Prepare an Environmentally Sensitive Lands Evaluation

At the initial sketch plan stage of considering a land development proposal, municipal officials can work with the applicant to assess the property's environmental setting and identify the existing natural features. On a topographic map or aerial photograph, plot the following resources:

- Steep slopes (over 15% grade)
- Large rock outcrops
- Unique topographic landforms
- Wetlands, wetland buffers, and waters
- Floodplains
- Known locations of sensitive plant and animal species
- Wildlife movement corridors
- Mature trees (over 12" caliper)
- Historic sites and buildings
- Known archaeological resources
- Prime agricultural soils
- Known mineral resource deposit areas
- Surrounding land uses within a reasonable distance (600')

Next, plot the limits of proposed grading/construction on the map to clearly show the resources that would be destroyed vs. the resources that would be preserved. Evaluation of this map can assist county and municipal officials in determining if the proposed project's design is appropriate given the conditions of the site and the recommendations provided by this Design Guide. Natural features of environmental importance should be preserved at every opportunity and development should be directed to the least environmentally sensitive portions of the site.



Example of an environmentally sensitive lands evaluation map.

TOOLBOX

*Technique 5-13*

***Mitigate Impacts to Natural Resources***

If a development or construction project is determined to have a measurable, negative environmental effect, municipal governments should require environmental mitigation. The determination of whether a project will have a significant environmental effect requires careful judgment on the part of the municipality, based to the extent possible on scientific and factual data.

A mitigation measure is a strategy taken to reduce or eliminate a project’s expected environmental damage. Mitigation must have a direct nexus or correlation to the level and nature of the impact.

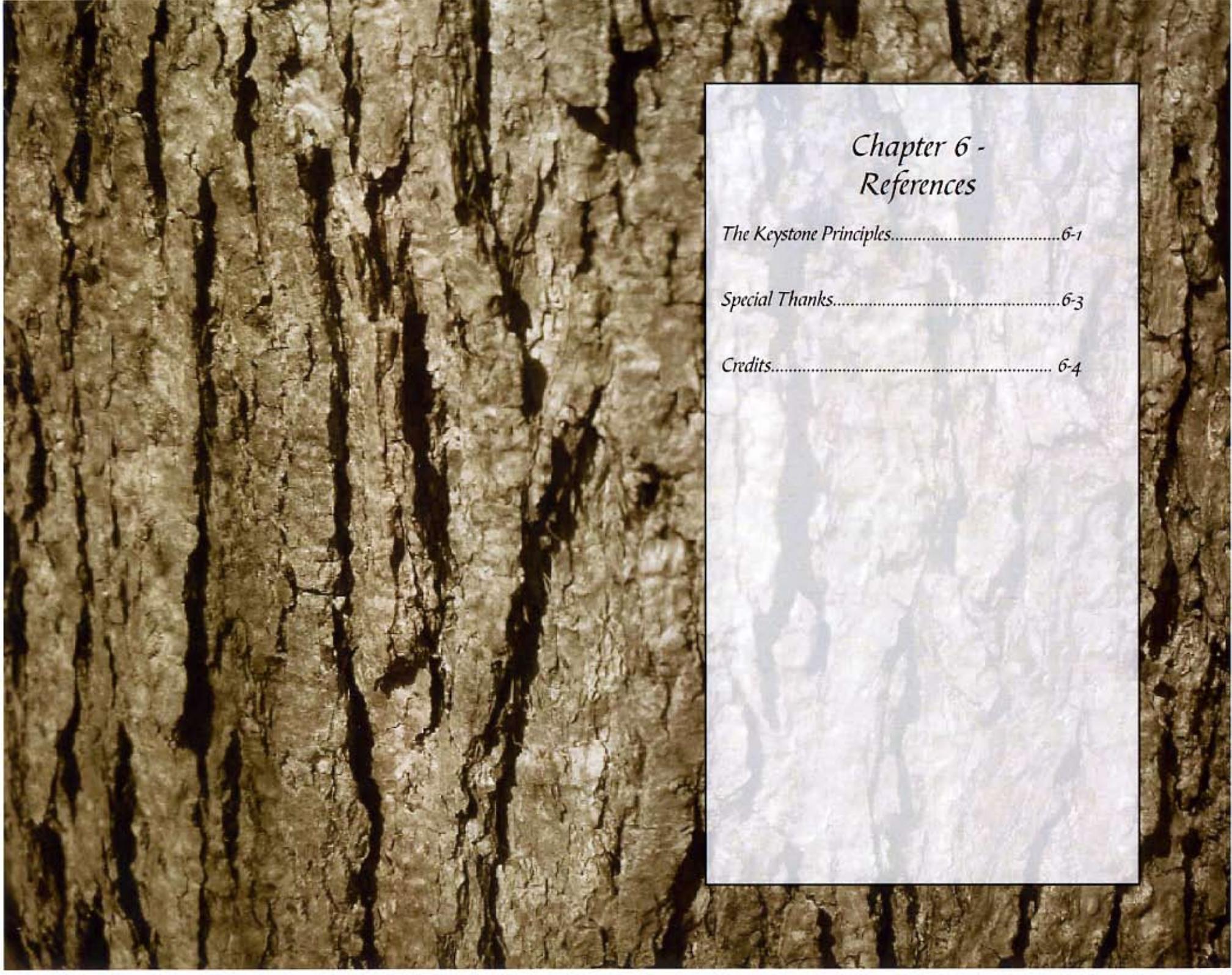
There are three primary methods of mitigation:

***Avoid:*** Some mitigation measures are designed to avoid a potential impact. For example, prohibiting tree removals during bird breeding seasons to avoid impacts to nests and eggs; or ceasing grading during periods of high wind to avoid dust being blown long distances.

***Repair/Restore/Rehabilitate:*** In some instances, mitigation measures are designed to repair, restore or rehabilitate a damaged area. For example, revegetating a graded slope with native plant materials; removing fill placed in a floodplain and restoring natural water flows; or refurbishing an historic structure.

***Compensate:*** Others types of mitigation measures may compensate for environmental loss by providing substitute resources or environments. For example, planting trees to replace those removed during construction; providing a conservation easement over 20 acres of land with equal biological functions and values as 20 acres lost by grading; or providing roadway improvements along segments impacted by newly generated traffic.

Fee payments also can compensate for impacts, so long as: a) there is a proportional nexus between the fee amount and the level of impact; b) the fee is paid into an approved fee program; and c) the fees are earmarked for the repair, restoration, rehabilitation, or compensation of the impacted natural resource (see MPC §§ 504-A to 508-A).



## *Chapter 6 - References*

*The Keystone Principles.....6-1*

*Special Thanks.....6-3*

*Credits..... 6-4*

# The Keystone Principles

The following set of ten principles is used by state agencies to guide investment and support local growth and economic development across the Commonwealth.

## *Commonwealth of Pennsylvania Keystone Principles for Growth, Investment, and Resource Conservation:*

**1. Redevelop First:** Support revitalization of Pennsylvania’s many cities and towns. Give funding preference to reuse and redevelopment of “brownfield” and previously developed sites in urban, suburban, and rural communities for economic activity that creates jobs, housing, mixed use development, and recreational assets. Conserve Pennsylvania’s exceptional heritage resources. Support rehabilitation of historic buildings and neighborhoods for compatible contemporary uses.

**2. Provide Efficient Infrastructure:** Fix it first: use and improve existing infrastructure. Make highway and public transportation investments that use context sensitive design to improve existing developed areas and attract residents and visitors to these places. Provide transportation choice and intermodal connections for air travel, driving, public transit, bicycling and walking. Increase rail freight. Provide public water and sewer service for dense development in designated growth areas. Use on-lot and community systems in rural areas. Require private and public expansions of service to be consistent with approved comprehensive plans and consistent implementing ordinances.

**3. Concentrate Development:** Support infill and “greenfield” development that is compact, conserves land, and is integrated with existing or planned transportation, water and sewer services, and schools. Foster creation of well-designed developments and walkable, bikeable neighborhoods that offer healthy life style opportunities for Pennsylvania residents. Recognize the importance of projects that can document measurable impacts and are deemed “most-ready” to move to successful completion.

**4. Increase Job Opportunities:** Retain and attract a diverse, educated workforce through the quality of economic opportunity and quality of life offered in Pennsylvania’s varied communities. Integrate educational and job training opportunities for workers of all ages with the workforce needs of businesses. Invest in businesses that offer good paying, high quality jobs, and that are located near existing or planned water & sewer infrastructure, housing, existing workforce, and transportation access (highway or transit).

**5. Foster Sustainable Businesses:** Strengthen natural resource based businesses that use sustainable practices in energy production and use, agriculture, forestry, fisheries, recreation and tourism. Increase our supply of renewable energy. Reduce consumption of water, energy and materials to reduce foreign energy dependence and address climate change. Lead by example: support conservation strategies, clean power and innovative industries. Construct and promote green buildings and infrastructure that use land, energy, water and materials efficiently. Support economic development that increases or replenishes knowledge-based employment, or builds on existing industry clusters.

**6. Restore and Enhance the Environment:** Maintain and expand our land, air and water protection and conservation programs. Conserve and restore environmentally sensitive lands and natural areas for ecological health, biodiversity and wildlife habitat. Promote development that respects and enhances the state's natural lands and resources.

**7. Enhance Recreational and Heritage Resources:** Maintain and improve recreational and heritage assets and infrastructure throughout the Commonwealth, including parks & forests, greenways & trails, heritage parks, historic sites & resources, fishing and boating areas and game lands offering recreational and cultural opportunities to Pennsylvanians and visitors.

**8. Expand Housing Opportunities:** Support the construction and rehabilitation of housing of all types to meet the needs of people of all incomes and abilities. Support local projects that are based on a comprehensive vision or plan, have significant potential impact (e.g., increased tax base, private investment), and demonstrate local capacity, technical ability and leadership to implement the project. Coordinate the provision of housing with the location of jobs, public transit, services, schools and other existing infrastructure. Foster the development of housing, home partnerships, and rental housing opportunities that are compatible with county and local plans and community character.

**9. Plan Regionally; Implement Locally:** Support multi-municipal, county, and local government planning and implementation that has broad public input and support and is consistent with these principles. Provide education, training, technical assistance, and funding for such planning and for transportation, infrastructure, economic development, housing, mixed use and conservation projects that implement such plans.

**10. Be Fair:** Support equitable sharing of the benefits and burdens of development. Provide technical and strategic support for inclusive community planning to ensure social, economic, and environmental goals are met. Ensure that in applying the principles and criteria, fair consideration is given to rural projects that may have less existing infrastructure, workforce, and jobs than urban and suburban areas, but that offer sustainable development benefits to a defined rural community.

## Special Thanks

### *County Governments*

- Cameron County
- Clarion County Department of Planning and Development
- Clearfield County Department of Planning
- Clinton County Planning Department
- Elk County Planning Department
- Forest County Office of Economic Development
- Forest County Office of Economic Development
- Jefferson County Department of Development
- Jefferson County Office of Economic Development
- Lycoming County Planning and Community Development
- McKean County Planning Commission
- Potter County Planning Office
- Tioga County Planning Office
- Warren County Planning Department

### *Regional Economic Development Organizations (Local Development Districts):*

- Cameron County Industrial Development Authority
- North Central PA Regional Planning and Development Commission
- Northwest PA Regional Planning and Development Commission
- Northern Tier Regional Planning and Development Commission
- SEDA-Council of Governments

### *Regional Heritage Organizations:*

- Lumber Heritage Region of Pennsylvania
- PA Route 6 Heritage Corporation

### *Environmental Interest Groups:*

- Northcentral Pennsylvania Conservancy
- Potter County Cooperative Extension
- Potter County Education Council
- The Conservation Fund

### *Regional Tourist Promotion and Marketing Organization:*

- The Pennsylvania Wilds Marketing Corporation

### *Local Government Associations:*

- PA State Association of Boroughs
- PA State Association of Township Supervisors

### *State and Federal Government Leaders:*

- USDA Forest Service - Allegheny National Forest
- PA Department of Conservation and Natural Resources
- PA Department of Community and Economic Development
- The Office of U.S. Congressman John Peterson
- Pennsylvania Historical and Museum Commission

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