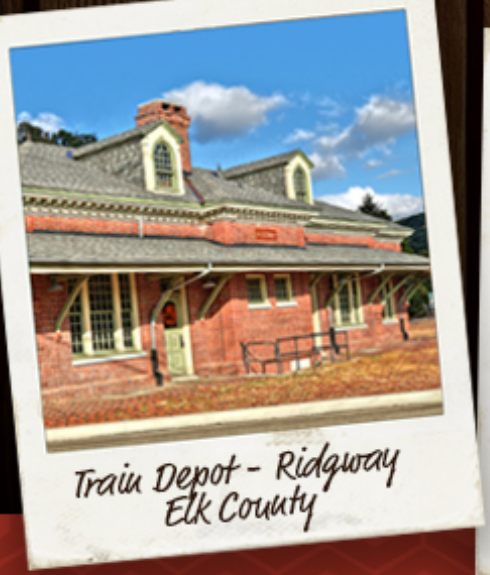
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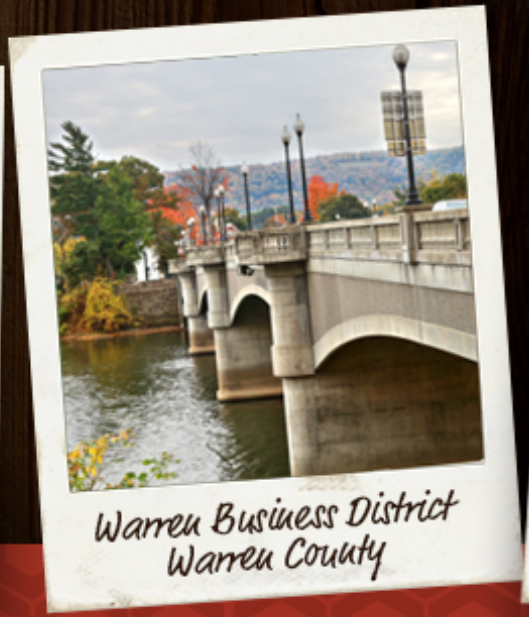
DESIGN GUIDE

for Community Character Stewardship

Second Edition









Pennsylvania Wilds Design Guide for Community Character Stewardship

Second Edition
2017

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Funding Provided by: This publication was financed jointly by the Pennsylvania Department of Community and Economic Development, Governor's Center for Local Government Services, through Land Use Planning and Technical Assistance Program and Shared Municipal Services Program grants and by the Pennsylvania Department of Conservation and Natural Resources, Bureau of Recreation and Conservation, through a "Growing Greener" grant, as well as other sources.

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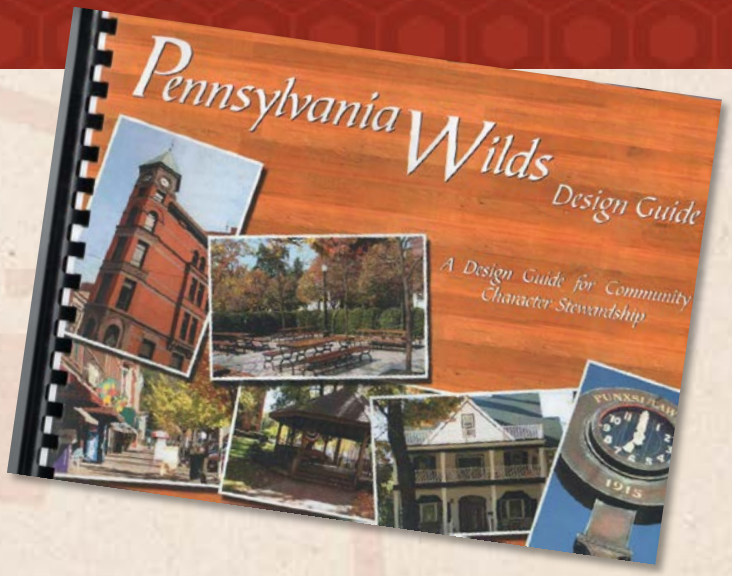
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Foreword

The PA Wilds Planning Team (PWPT) was created in 2006 through an Intergovernmental Cooperative Agreement (the largest geographic area covered by such an Agreement in state history) between the following 12 member counties: Cameron, Clarion, Clearfield, Clinton, Elk, Forest, Jefferson, Lycoming, McKean, Potter, Tioga, and Warren. As an advisory group of county planners, regional economic development and heritage organizations, local government associations and other stakeholders, the Team came together to help communities capitalize on the economic potential of the PA Wilds initiative, while maintaining their rural and unique character. In 2007, they created the *PA Wilds Design Guide for Community Character Stewardship – First Edition* as a resource for the region. The document was well-received and that same year garnered a "Planning Excellence Award" from the American Planning Association Chapter – Pennsylvania Chapter.

The document paved the way for several implementation initiatives to encourage use of Design Guide concepts and principles in projects across the region. This included grant programs for community welcome and business signage, design technical assistance for a variety of specific model projects and recognition of "Great Design" through the PA Wilds Champion Awards Program.

In addition, a companion resource, *Pennsylvania Wilds Design Guide Supplement for Oil & Gas Best Practices* was prepared in 2013 to identify techniques for addressing development related to oil and gas operations in the region. That document can be found at http://www.pawildscenter.org/community-character-stewardship/ .



Now a decade after its original release, a *Second Edition* of the Design Guide is being published to update the document with new material and to bring attention to successful use of Guide principles and best practices in and by PA Wilds communities.

USER'S GUIDE: Audiences & Applications



- County Officials/ Redevelopment Authorities
- Township Supervisors
- Borough Managers
- School Boards
- Regional Planning Orgs.
- State & Federal Agencies

Use to inform plans, zoning, subdivision and land development ordinances, guide decisions on development applications and, to prioritize and design capital improvement projects.

- Developers
- Engineers
- Planners
- Architects
- Landscape Architects

Incorporate into new construction, renovations and redevelopment efforts so they are designed well, fit with regional and community character and employ Design Guide best practices.

- Property Owners
- Property Managers
- Business Owners
- Corporations
- Franchise Companies

Commit to Design Guide concepts in projects and direct hired professionals to apply concepts where appropriate in project plans, construction and facility management activities.

How to Use the Design Guide

The Design Guide hopes to encourage positive design patterns and characteristics through guidelines and best practices. It is not intended as strict regulations, standards or requirements. Its use is voluntary. It should be interpreted with some flexibility and professional judgment tailored to the specific circumstances of a particular property or project.

Chapter 1 of the Design Guide sets the stage for use of the document with overall Guiding Principles and Implementation Strategies.

Chapters 2-6 of the Design Guide have two main components: Guidelines and Toolbox. Guidelines provide specific design criteria and photo examples for concepts being addressed. Toolbox includes techniques that can be used to implement the recommended guidelines and to better evaluate proposed land use and design projects.

Design Guide Legend:



Key Message



Good Example



Avoid!



Toolbox

Important Note:

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



"A community's image is fundamentally important to its economic well-being. The Pennsylvania Wilds Design Guide will go a long way toward helping the region preserve its identity, while also prospering economically.

This Design Guide is one of the best and most comprehensive I have seen."

Ed McMahon, Urban Land Institute and
Author of "Better Models for Development in Pennsylvania"

Downtown Coudersport, Potter County

Chapter 1: Introduction

A Special Place……..p. 9

Why is Regional Character Important?.....p.11

What is a Design Guide? ……..p. 13

Why is a Design Guide Needed?.....p. 14

Guiding Principles ……..p. 17

Toolbox for Using the Design Guide …….p. 27

Pictured:
"Bases Loaded" public art
Birthplace of Little League Baseball
& Home of the Little League World Series
Williamsport, Lycoming County

A Special Place

The Pennsylvania Wilds is a place of endless discovery, a majestic landscape with millions of acres of public land and beautiful natural resources. The Pennsylvania Wilds is also a place to call home with charming and thriving towns & cities, local businesses, creators, makers, and artisans that celebrate and draw on the natural environment and rich history & heritage of the region.



© 2017 PA Wilds Center for Entrepreneurship, Inc.

Fast Facts:

- One of the state's 11 official tourism regions
- A large rural area that covers about a quarter of the Commonwealth's land area.
- The 12 1/2 – county landscape is known for its **2.1 million acres** of public land
- 50 State Game Lands
- 29 State Parks
- 8 State Forests
- Allegheny National Forest
- Two National Wild & Scenic Rivers
- The largest wild elk herd in the Northeast
- Some of the darkest skies in the country
- A rich oil and lumber heritage

A Special Place

The Miracle Forest

Perhaps not obvious to the casual observer, the Pennsylvania Wilds' natural beauty represents a rebirth and a commitment to conservation that dates back nearly a century. Before European settlement, Pennsylvania was blanketed in virgin timber. Early settlers cleared the timber to make way for farming and settlement. With the dawn of the industrial revolution in the early 20th century, the Pennsylvania Wilds, like other large swaths of the American Northeast, saw a vast majority of its virgin timber cut, logged, and used domestically or exported by the1920s. Left behind were heaps of burning debris, blighted mountain slopes, and sediment-choked streams. **The Pennsylvania Wilds was stripped of its timber resources.**



Civilian Conservation Corps (CCC) Statue
Leonard Harrison State Park, Tioga County

CIVILIAN CONSERVATION CORPS: In 1933, President Franklin D. Roosevelt's administration launched the CCC, modelled after a program established in PA by Governor Gifford Pinchot, to create jobs and help rebuild Pennsylvania's forests. We all owe thanks to thousands of men, U.S. Army managers, and foresters who fought forest fires, planted trees, built roads and created many of our state parks.

Thanks to strong convictions and significant investments in conservation efforts, the modern traveler enters north central Pennsylvania to find a renewed landscape. With support from the Pennsylvania Department of Conservation and Natural Resources (DCNR), other resource agencies, conservation organizations, sportsmen's clubs, and private landowners, the integrity and diversity of the forest has been revived. Magnificent hardwood forests, thriving wildlife, and clean rivers and streams are present once again.

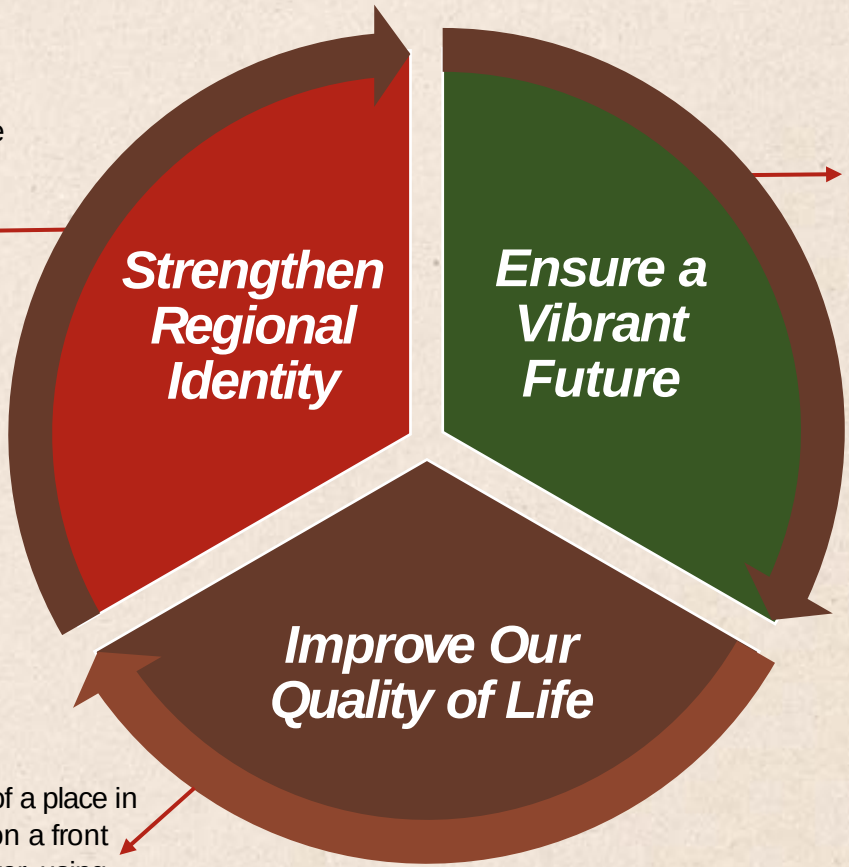


Why is Regional Character Important?

The regional character of the special place we call the Pennsylvania Wilds is inextricably linked to its forested landscape, wild and natural resources and the history, culture and tradition of its communities.

Public lands are interspersed with farms, town centers, rural villages, historic landmarks, locally-owned businesses, and productive industries.

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



Protecting the region's unique character is of paramount importance to the success of the Pennsylvania Wilds.

When it comes to attracting business investment and tourism dollars, looking like "everywhere USA" is not a plus.

A key concept in 21st century economic development is "community differentiation." If people don't see your community or region as different or special, you have no competitive advantage when attracting both financial and human capital.

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 feelings people have about a location, the greater likelihood of them living, visiting, or investing there. The quality of life enjoyed by the region's residents is intricately tied to geography, history, and landscape.



Elk Country Visitor Center, Benezette, Elk County



What is a Design Guide?

1. A Common Tool

A commonly used tool to steer development patterns and aesthetic qualities in a consistent direction that has been used in the U.S. for decades. It is a tool that has become more popular with renewed interest in creating healthy, vibrant communities and reducing impacts on the environment.

2. Sets Design Objectives

Sets forth physical and aesthetic design objectives. It includes photographs, illustrations, and descriptions of design elements and land use patterns that are desirable for preserving a sense of place in an area like the Pennsylvania Wilds.

3. Simple & Flexible

Easily understood guidelines and recommendations that can be applied as appropriate given the situation or project in question. Use of this design guide is voluntary and can supplement existing plans. It can help provide ideas to communities that do not have comprehensive plans or zoning.

4. Promotes Aesthetic Quality

Offers ways to ensure respect during the development process for the natural environment and to promote certain aesthetic qualities in our communities that reinforce a sense of place and uniqueness. It is not a replacement for comprehensive plans, or land development or zoning ordinances.

5. Defines Expectations

Defines expectations so 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 projects.

Why is a Design Guide Needed?

To have the best of both worlds -- more economic development but done in a way to retain what makes the a community and region unique and special.

Increases in tourism to the region is a sign of growth, presenting opportunity and pressure in communities for new development – including retail and commercial, new industry, housing, technology and transportation infrastructure. This is positive but such growth has the potential to harm the very resources and characteristics that are attracting it – the authentic character of the landscape. This is especially true in areas where major new destination facilities have come on line such as the Elk Country Visitor Center in Benezette, Elk County.

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 serve the Pennsylvania Wilds well.



Allegheny Riverside, Warren County

The Design Guide stresses the importance of enjoying growth while taking protective measures to promote community character stewardship.

Why is a Design Guide Needed?

To foster and increase community civic pride…

Strong community character stewardship 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 instills community pride and a commitment to protect 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.



Development decisions of today will impact future economic health and quality of life in the region.

To retain the region's intrinsic charm and beauty for future generations…

The Design Guide equips communities with tools to ensure that both public and private investment entities consider community character and respect the integrity of the natural environment. Utilization of the Design Guide will help the region to retain and strengthen its core identity, maintain a distinct visual character, direct development to be considerate to the land it occupies, preserve natural assets, and ensure that its various parts positively relate to the region as a whole.



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 12½-county region of the Pennsylvania Wilds and the mission of the Pennsylvania Wilds Center 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.

The principles outlined in the Design Guide are voluntary unless and until they are incorporated into local zoning ordinances and land development regulations.

While voluntary, the Pennsylvania Wilds Planning Team highly encourages every county and municipality in the 12½-county region to consult this Design Guide and follow its principles to the greatest extent possible.



GUIDING PRINCIPLES

The Design Guide identifies guiding principles in the following five categories:

1. General / Region-Wide
2. Developed Areas / Town Centers
3. Natural Resources
4. Rural Areas
5. Agricultural Areas

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.



GUIDING PRINCIPLES

General / Region-Wide

- Invoke a welcoming atmosphere and inviting character for residents and visitors
- Enhance regional identity with 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 placement of large-scale development sites 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

General / Region-Wide

Enhance regional identity with coordinated identification signage and thematic design elements



Elk Country Visitor Center
Elk County



Waterville Tavern
Lycoming County



Waterville Tavern
Lycoming County

Invoke a welcoming atmosphere and inviting character for residents and visitors



GUIDING PRINCIPLES

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
- Maintain traditional town centers as community focal points
- Provide elements that encourage pedestrian activity (sidewalks, trails, lighting, and benches)
- Coordinate streetscape elements such as signage, lighting, and street furniture

Developed Areas / Town Centers



Lock Haven River Walk
Clinton County

Provide elements that encourage pedestrian activity (sidewalks, trails, lighting, and benches)



Downtown Coudersport
Potter County

Coordinate streetscape elements such as signage, lighting, and street furniture



Kane Train Depot
McKean County

Retain, enhance, and rehabilitate historic resources and sites



GUIDING PRINCIPLES

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.

Natural Resources



Downtown Warren
Warren County

Improve public access to scenic views



First Game Refuge Monument
Clinton County

Protect character of the existing natural setting by preserving important natural features, landforms, and historic sites.



Nature Inn at Bald Eagle
Centre County

Ensure public views to scenic resources are not obstructed or negatively affected



GUIDING PRINCIPLES

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

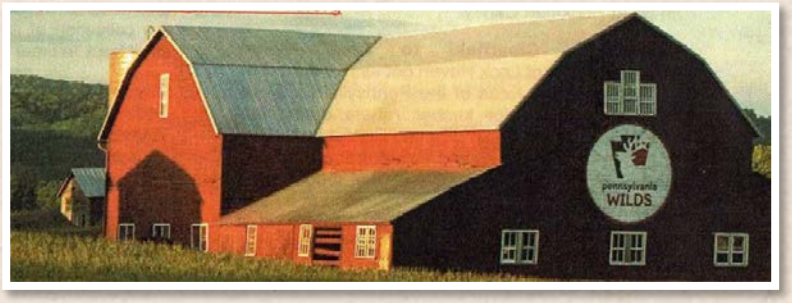


- Discourage uses that are detrimental to rural character
- Properly buffer industrial/manufacturing activities from public views and adjacent incompatible land uses



GUIDING PRINCIPLES

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



design guidelines IN PRACTICE

Recognize the importance of local food production and support the efforts of farmers to remain economically viable

Coudersport, Potter County

TOOLBOX: Using the Design Guide

Consider 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.



Pine Creek Rail Trail, Tioga / Lycoming Counties

Provide 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: Using the Design Guide

Seek Advice

If a community is looking to incorporate Design Guide principles into their local land use regulations for the purpose of preserving their unique community character a first step to consider is seeking advice from your county planning office.

If the county planning office can't directly provide technical assistance then seek advice from a professional planner. When selecting a professional planner, caution should be exercised to assure that the planner understands what you want to achieve and is or will become well versed on the Design Guide principles.

Too often, municipalities adopt a conventional zoning ordinance from another municipality which ends up not producing the desired effect because it was designed for the needs of another community. Each community is unique and as such municipalities should avoid simply using a "cookie cutter" land use ordinance that produces mediocre, homogenous development.

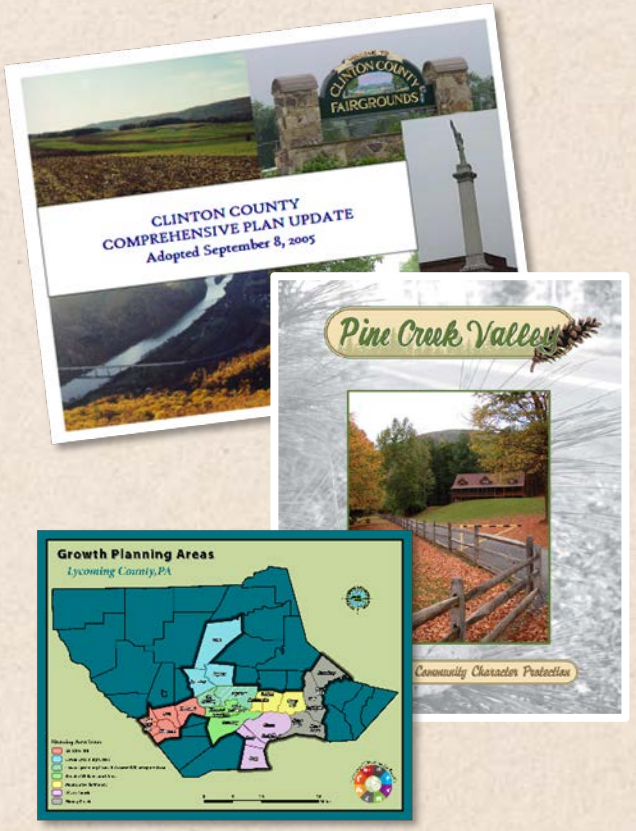


Seek advice on incorporating Design Guide principles into local land use regulations from your county planner or a professional planner.

TOOLBOX: Using the Design Guide

Consider Design Guide when preparing or revising Comprehensive Plans, Zoning Ordinances and Official Maps

The location, type, and intensity of development projects are typically determined through the process of planning, zoning, and permitting conducted by public agencies and elected or appointed bodies. This Design Guide can be reviewed and considered when preparing or revising comprehensive plans, zoning ordinances, official land use maps, design review procedures, and subdivision and land development ordinances.



Guidelines may be tailored to particular circumstances of a community and incentives can be developed to provide benefits for property owners incorporating key design objectives in projects. They can also be used as a model for a stand-alone design manual for the context of a specific community. The Pine Creek Council of Governments utilized principles in this Design Guide when they developed a Corridor Management Plan and Corridor Signage Plan in 2009. You can find these documents at www.pawildscenter.org (Select “Community Character Stewardship” under “Programs and Services.

A sample template for how to include Design Guide principles into a land use ordinance is also available at link referenced above. www.pawildscenter.org .

TOOLBOX: Using the Design Guide

Consider Design Guide when reviewing development applications



Wellsboro, Tioga County

Design review of development applications is strongly encouraged in every instance. When reviewing applications, county and municipal officials should consider the Design Guide concepts and decide if the proposed project meets these guiding principles.

It should always be kept in mind that two primary purposes of this Guide are to provide (1) a better quality of life for residents and (2) to enhance regional economic benefits from geo-tourism, which is based on geographic, scenic and community character of a place.

Although all elements of the built environment contribute to the overall scenic character, properties visible from public viewing areas (primarily 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.

The utilization of the concepts in this Design Guide will benefit the region, communities, and individual property owners.

TOOLBOX: Using the Design Guide

Make Design Guide widely 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 can also 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 helps communities and residents realize that they have choices in how their community grows, develops, and changes.

Chapter 2:
Consider Regional Themes

Thematic Elements

Theme: Pennsylvania Wilds Logo ……...p. 35

Primary Themes:.....p. 33

- **Wood and Timber ……p. 39**
- **History and Patriotism ……..p. 47**
- **Architectural Style ……p. 58**

Secondary Themes:

- **Water …… p. 72**
- **Wildlife …… p. 76**
- **Glass …… p. 80**
- **Stone and Brick …… p. 82**

Toolbox for Regional Themes …… p. 90

PICTURED:
The Nature Inn at Bald Eagle State Park
Centre County

THEMATIC ELEMENTS

One Special Place

The common theme elements presented in the Design Guide help visually link all the counties of the Pennsylvania Wilds as one vast, special place of endless discovery.



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 wild yet welcoming, charming place!

THEMATIC ELEMENTS



Influence Visual Perceptions



Establish Primary Themes

Retain Individuality

Apply Design Themes Widely

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.

One of the most effective ways to impart a regional sense of place is to weave together a number of visually distinct designs that convey a feeling about the region's people, culture, history, and environment. 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?"

The communities of the Pennsylvania Wilds are encouraged apply the thematic elements described here. By using these unifying elements in signage, public art, building products, architectural style, historic markers, etc., regional identity will be strengthened.

Following any set of design guidelines over a big geographic area like the Pennsylvania Wilds can lead to repetitive and "one size fits all" designs if consideration is not given to local context and a community's particular identity. A visitor should be able to notice each community's uniqueness, while still recognizing its location within the larger Pennsylvania Wilds.



THEME: The Pennsylvania Wilds Logo

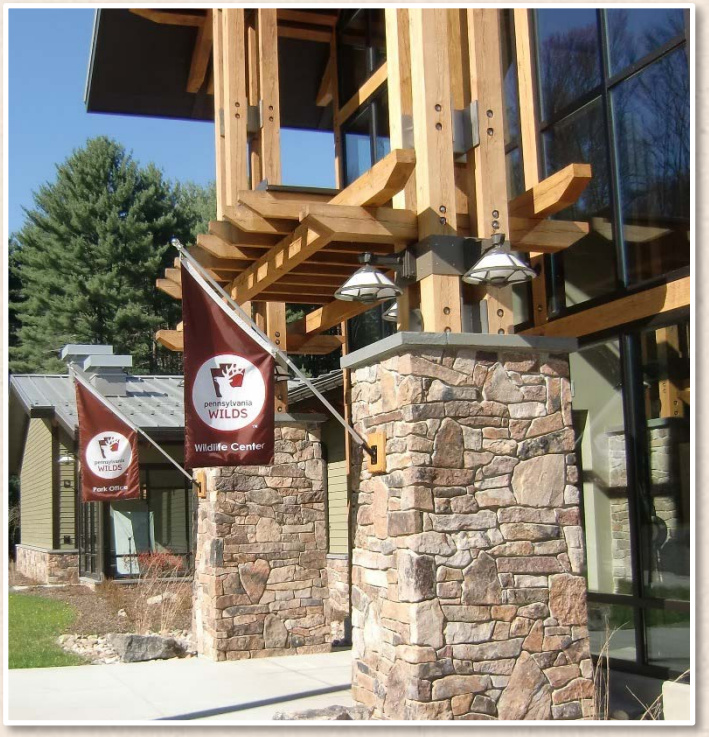
The Regional Brand

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), and should continue to become more visually prominent in the physical environment. The more frequent and consistent display of the logo will assist in tying the region together as one special place.

- The Pennsylvania Wilds logo should be the region's most prominent logo for regional branding.

Guidelines: Pennsylvania Wilds Logo



The Wildlife Center & Park Office
Sinnemahoning State Park

1. Display the Pennsylvania Wilds logo or the words "Pennsylvania Wilds" on community identification signs and other important identification markers.
2. Include the Pennsylvania Wilds logo or the words "Pennsylvania Wilds" on interpretive signs and kiosks.
3. When other visual branding occurs (e.g. when the DCNR logo, 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."
4. Be conscious not to place too many symbols or logos in the same location so not to compete for attention and cause confusion.
5. Display the Pennsylvania Wilds logo or the words "Pennsylvania Wilds" at visitor centers and tourist destinations.
6. Display the Pennsylvania Wilds logo on exterior materials that are durable, weather-proof, and resistant to color-fading.

Pennsylvania Wilds Logo Use

design guidelines IN PRACTICE

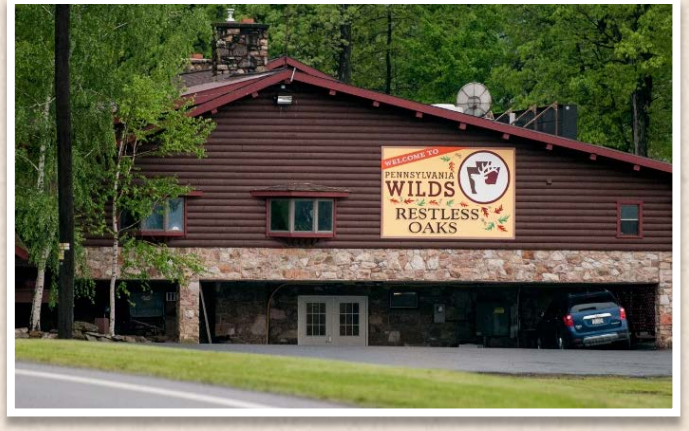


Small business
Marienville, Forest County



DCNR Tiadaghton Forest District Office
Waterville, Lycoming County

Use the Pennsylvania Wilds logo to identify businesses, towns, counties, visitor centers and others throughout the region and to orient visitors in a general way to the region.



Restless Oaks Restaurant, Clinton County



Elk Scenic Drive signage incorporates logo



Allegheny Outfitters, Warren, Warren County

Display the Pennsylvania Wilds logo or the words “Pennsylvania Wilds” at visitor centers and tourist destinations

THEME: Wood and Timber

The Pennsylvania Wilds is a heavily forested region and its history and culture have been shaped by the forest, timber resources and the wood product industries that have grown up around it. The Lumber Heritage Region, one of the state's 12 designated Heritage Areas, was established to build awareness about this part of the state's industrial and conservation heritage. More information about this industry is available at the PA Lumber Museum in Potter County.



Gateway Lodge, Cook Forest, Clarion County

With this history, it is appropriate for a wood and timber theme to resonate in design and development projects. As a readily available raw material, use and application of wood for a variety of purposes also can make good economic sense in well-designed projects.

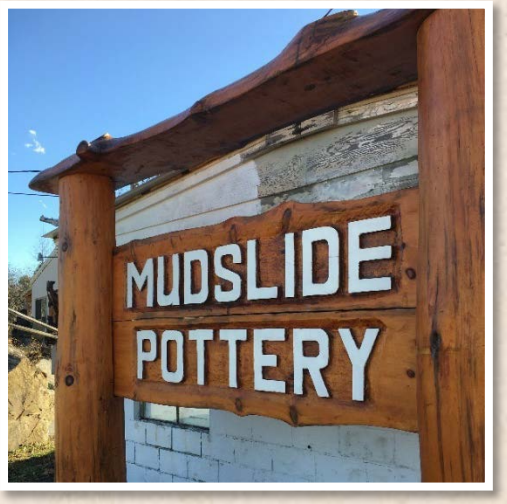
Wood is viewed as a durable, plentiful, and cost effective structural building material. Hardwood products have particular value when used for doors, trim, signs, furniture, public art, and more. This is especially evident in custom work by local craftsmen and artisans whose products add a unique and artistic aspect to renovation and development projects.

THEME: Wood and Timber

In the Pennsylvania Wilds, wood is a valued historic, cultural and natural asset.

Consider applying wood as a strong visual theme where consistent with established and appropriate architectural styles and community context. Using wood products in the region can not only be good for the economy, but also provides a visual reminder of one of the area's most treasured natural and renewable assets – its trees. Wood as a visual symbol will also continue to underscore the importance of the contemporary lumber and forest products industry in the region.

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 the region they should recognize wood as a valued cultural asset through frequent and varied use in the built environment.



Wood signage is encouraged



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

Guidelines: Wood and Timber



Gateway Lodge, Cook Forest, Clarion County



Wapiti Ridge Wine Cellars, Dubois, Clearfield County

1. Encourage contractors and builders to select wood products derived from sustainable forests.
2. Use wood carvings in public art projects.
3. Encourage contractors and builders to utilize high quality reclaimed lumber for heritage conservation and eco-friendly building practices.
4. Use wood for community and business identification signs.
5. Use wood materials for public furniture, such as benches, tables, trash receptacle covers, etc.
6. Build pavilions, bus shelters, and other coverings with wood products.
7. When appropriate to the structure's architectural style, use wood for building accents, such as patio covers, porches, doors, decks, trims, millings, and railings.
8. Display wood products constructed with a high degree of craftsmanship.
9. Some natural wood products require a higher level of maintenance than fabricated building materials so prioritize use in high profile areas. In less visual applications, consider substituting other materials using earth-toned color schemes.

Moon & Raven, Williamsport, Lycoming County

Utilize high quality reclaimed lumber for heritage conservation and eco-friendly building practices.



Bar-top made from restored lumber era cribbing pulled from Susquehanna River ~ 150 years old

THEME: Wood and Timber



The Wildlife Center at Sinnemahoning State Park
Cameron & Potter County



Where appropriate, use wood as a primary building material

Flickerwood Winery
Kane, McKean County



CJ Spirits
Kane, McKean County

THEME: Wood and Timber

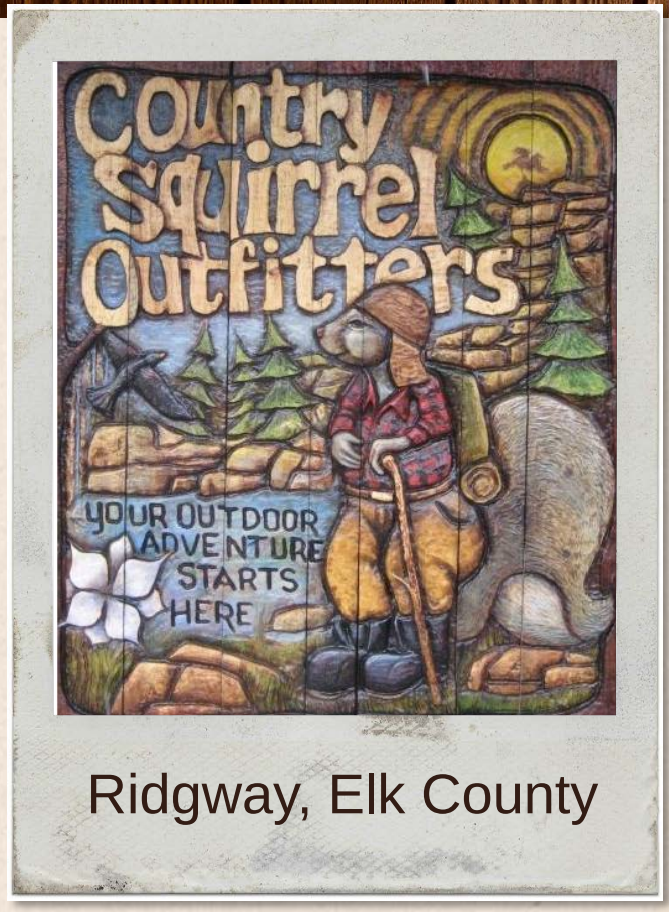
Use wooden fencing and complementary building colors



Hotel Manor, Slate Run, Lycoming County



Offset brick walls with wooden doors



Ridgway, Elk County

Construct signs of wood or seek out an artisan to carve something uniquely handcrafted.



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



Saw Mill Center for the Arts
Cook Forest

THEME: Wood and Timber



Use wood for outdoor furniture



Preserve historic wood staircases



Consider decorative wood doors and trim



Combine wood with other natural building materials



Add character to facades by applying wood details and accent features.



Wood beam ceiling, Wolfes General Store
Slate Run, Lycoming County



Use timber products to make functional features decorative



design guidelines IN PRACTICE

The Gateway Lodge, Cook Forest, Clarion County



THEME: History and Patriotism

The region's rich history should be embraced and visually represented throughout the Pennsylvania Wilds. A variety of heritage narratives and visuals can be utilized to celebrate and honor our region's unique history, including lumber heritage, our conservation legacy, patriotism and service to our nation, as well as prominent regional individuals who made impactful contributions to history.



Civilian Conservation Corps (CCC) Statue
Hyner View State Park, Clinton County

It is also 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.

As regional stakeholders, we have a great responsibility to preserve historic resources and narratives for future generations.



THEME: History and Patriotism

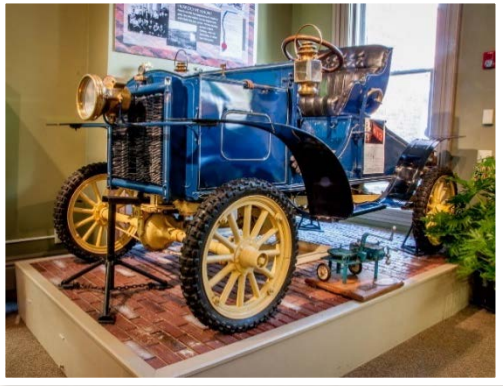


Clinton County Courthouse with Interpretive Sign

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, placement of historical interpretive signs, using artwork, building museum exhibits and selectively placing historical artifacts.



Cameron County Courthouse



Jefferson County History Center
Jefferson County



THEME: History and Patriotism

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.



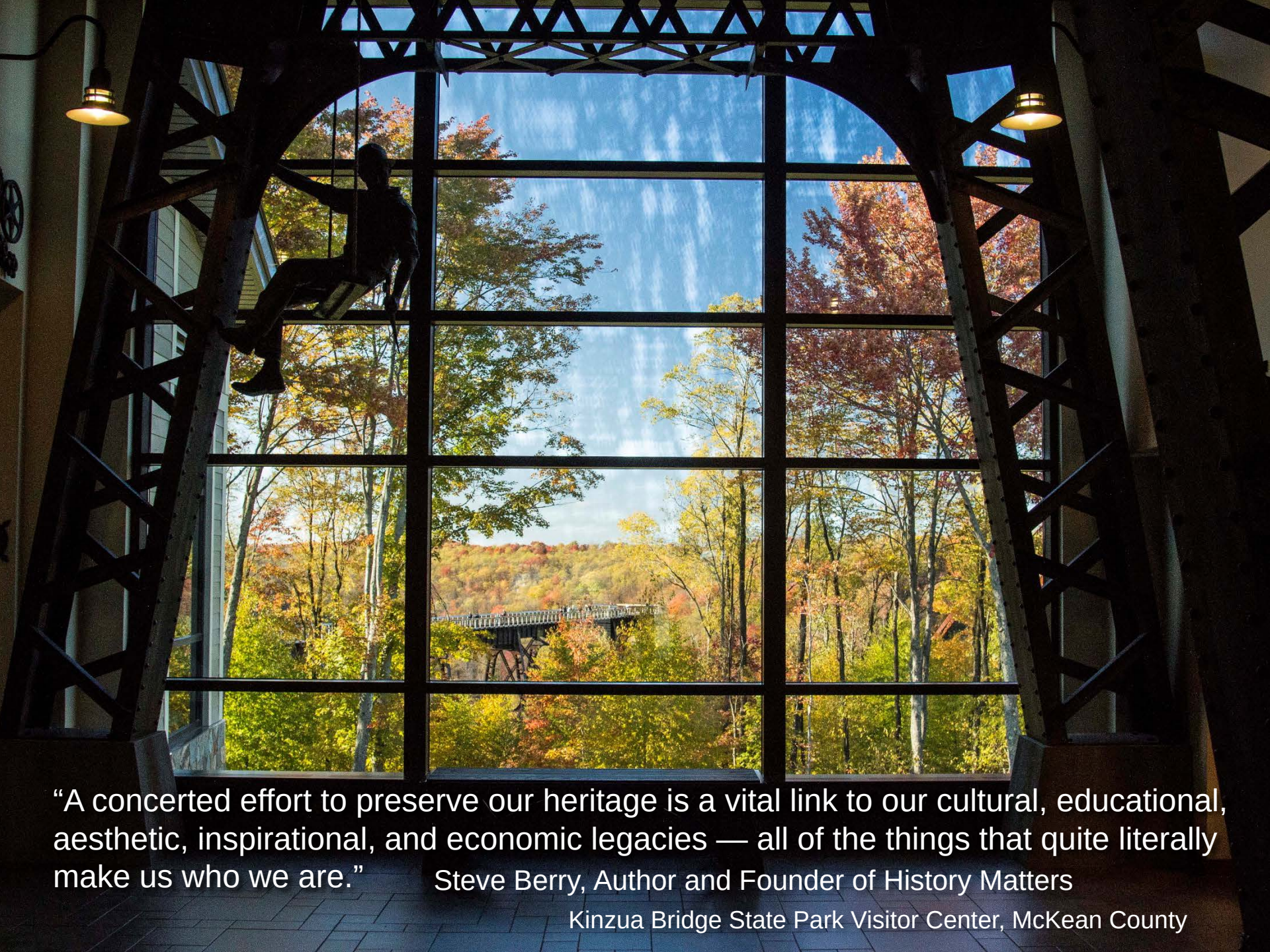
Clarion Courthouse,
Clarion County



Doughboy Monument
Curwensville,
Clearfield County

Guidelines: History and Patriotism

1. Maintain communities as authentic places, each with its own appeal to residents and visitors.
2. Do not attempt to fabricate an artificial past. Visual displays of history should be true and authentic to the community's roots and heritage.
3. Draw upon historic elements of the surrounding area to establish overall community design themes.
4. Repair, recover, or replace historic markers and monuments that have been damaged or removed.
5. Add subtle identification and date markings to historic buildings at every opportunity.
6. Add highly visible identification markings to historic structures and to buildings that house or once housed interesting functions along scenic corridors and traveled public roadways.
7. Permanently mark new buildings with the date of establishment during construction or renovation.
8. Install and maintain historic monuments and artifacts in public gathering places, like parks and town squares.
9. Install identification markers for significant current-day events.
10. Display the American flag in appropriate locations and follow US Government guidelines for displaying the American flag: www.usa.gov/features/usagovs-guide-to-displaying-the-american-flag
11. Display public art as an effective means to create identity and reflect the character and history of the community.



“A concerted effort to preserve our heritage is a vital link to our cultural, educational, aesthetic, inspirational, and economic legacies — all of the things that quite literally make us who we are.” Steve Berry, Author and Founder of History Matters

Kinzua Bridge State Park Visitor Center, McKean County

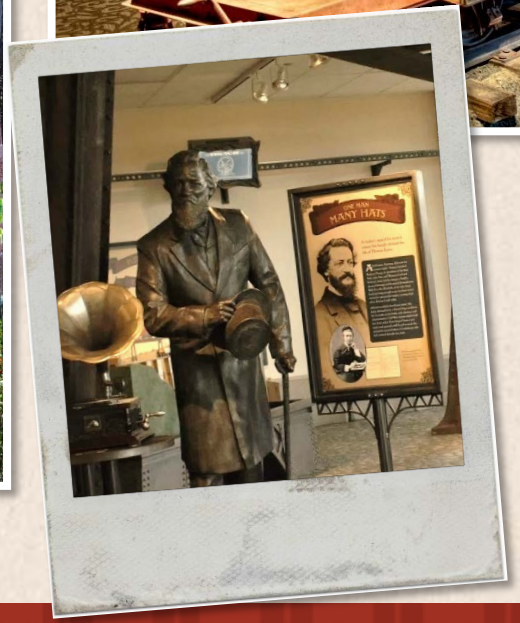
design guidelines IN PRACTICE

THEME: History & Patriotism



Kinzua Bridge State Park
Visitor Center, McKean County







Do not attempt to fabricate an artificial past. Visual displays of history should be true and authentic to the community's roots and heritage

THEME: History & Patriotism

Display public art as an effective means to create identity and reflect the character and history of the community



Emporium, Cameron County



Heritage Quilt Trail, Lycoming County



Dubois, Clearfield County

THEME: History & Patriotism







Display public art as an effective means to create identity and reflect the character and history of the community

THEME: History & Patriotism



Install and maintain historic monuments and artifacts





Uncover historical markers and keep them clear of vegetation overgrowth





Permanently date buildings
Display dates of significant historical sites

THEME: History & Patriotism



Place historical artifacts in public gathering spaces



Erect memorials in public places to show appreciation for historic events



Identify historical people and places



Display the American Flag



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



The Civil War Monument, Smethport, McKean County

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.



THEME: Architectural Styles

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.

THEME: Architectural Styles

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.









THEME: Architectural Styles

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.
- 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.









THEME: Architectural Styles

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.









THEME: Architectural Styles

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.



THEME: Architectural Styles

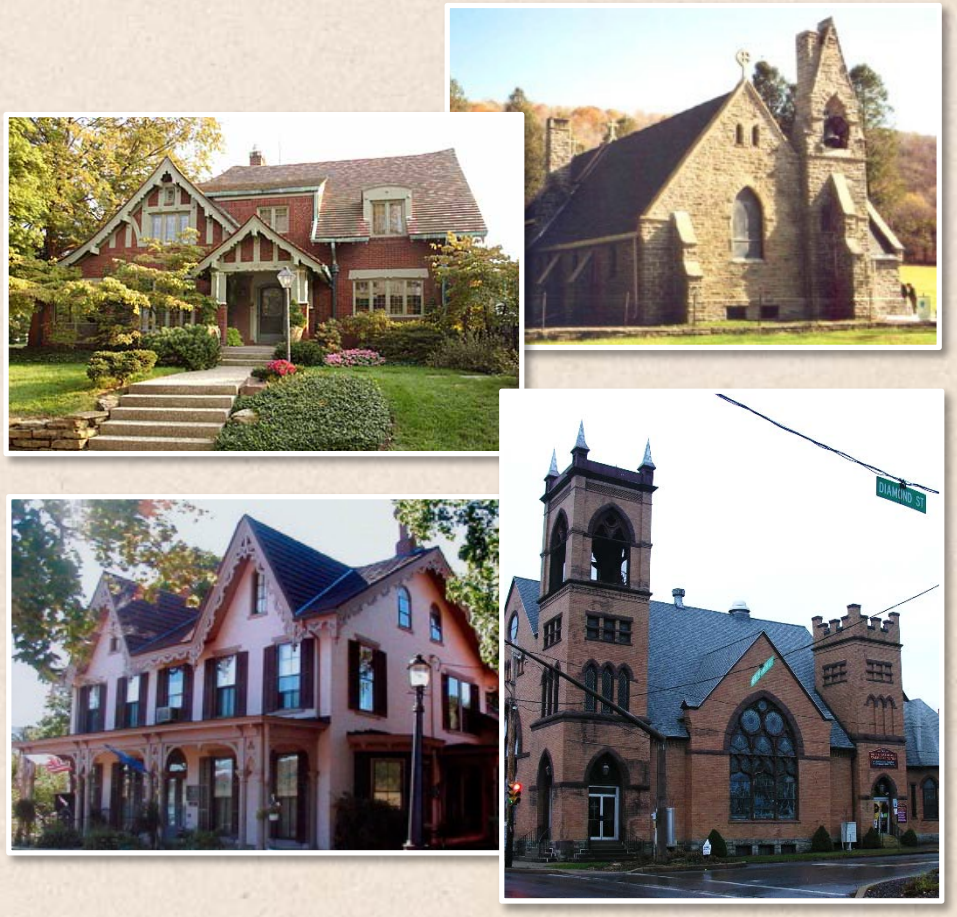
Gothic Revival

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 verge- boards, 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.



THEME: Architectural Styles

Italianate

Like Gothic Revival, Italianate architecture is another classic Victorian style seen in 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.









THEME: Architectural Styles

Queen Anne

Similar to Gothic Revival and Italianate, Queen Anne architecture is also 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 comer of the building.
- Double-hung windows with multiple small lights in upper sash.



THEME: Architectural Styles

Romanesque Revival

Similar to Gothic Revival, Italianate, and Queen Anne architecture, Romanesque Revival architecture is the last of the classic Victorian styles common 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.





THEME: Architectural Styles

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.



THEME: Architectural Styles

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.

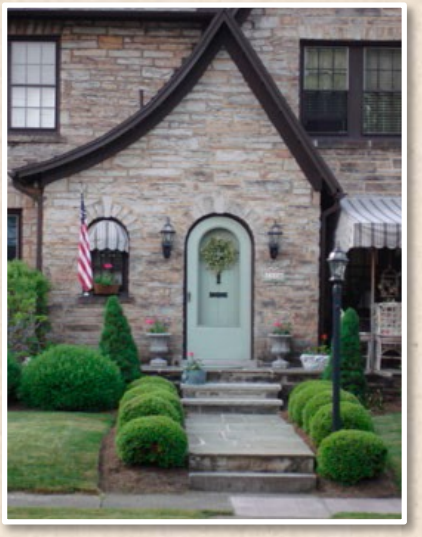
Features common to the English Cottage/ English Tudor style include:

- 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.











Theme: Architecture
English Cottage / English Tudor Style

Guidelines: Architectural Styles

1. 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. 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.
3. Preserve the historic architectural style of visually significant buildings.
4. Treat and design public/civic buildings as visible and tangible examples of the community's desired architectural style and quality.
5. Avoid the destruction of architecturally significant buildings. Renovate, restore, rehabilitate, or preserve as the preferred course of action before demolishing.
6. Incorporate features from the community's traditional architectural styles into new construction.
7. 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.
8. 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:
    - Avoid removing or altering original building materials or distinctive architectural features
    - Retain elements that define the historical and visual character of the building
    - When possible, repair deteriorated materials and architectural features instead of replacing them
    - Use replicas or visually-compatible substitute materials when replacements of defining elements are necessary
    - Do not cover historic building materials with vinyl or aluminum siding, panelized brick, or other composite materials.
9. Select exterior building materials and colors appropriate and compatible with the selected architectural style, as well as the surrounding environment.
10. 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.
11. If adapting a residence to a commercial or office use, respect the traditional residential architectural character of the building.

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 underused in the Pennsylvania Wilds.



As visitors flock to the Pennsylvania Wilds as an escape from a more hectic life in their cities and towns, water elements serve the dual purposes of having relaxing effects as well as being visual reminders of the region's valued water resources.



SECONDARY THEME: Water

The Design Guide recommends the increased use of water elements as secondary thematic symbols.

- In the built environment, place:
  - Water fountains: stand alone and self-contained water features
  - Water gardens: larger water features with plants, and sometimes fish, that make up a miniature ecosystem
- Use rain gardens to manage stormwater runoff and recharge groundwater while providing an attractive feature
- The shallow basins that collect falling water also have the advantage of creating bathing opportunities for birds and other wildlife
- Provide seating for people who like to sit and enjoy the sound of trickling water





The Gateway Lodge, Cook Forest, Jefferson County

The sight and sound of falling water has a calming effect on the human psyche.



Black Moshannon State Park, Centre County

Make scenic shore lines accessible

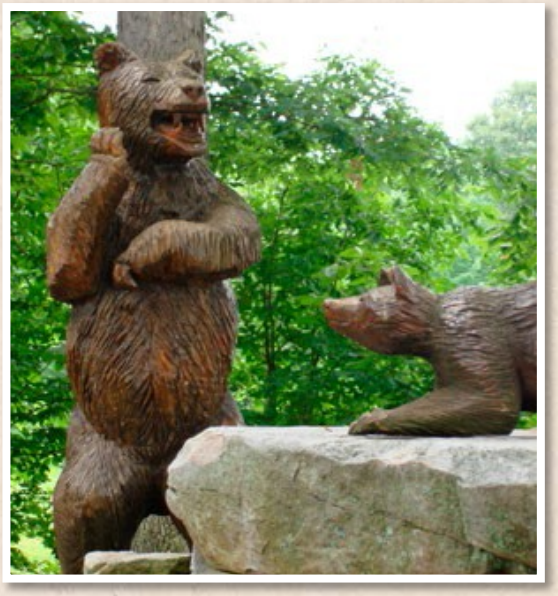


SECONDARY THEME: Wildlife

The Pennsylvania Wilds is home to an abundance of wildlife diversity. Many large mammal and bird watching opportunities attract tourists. Wildlife symbols of prominent Pennsylvania wildlife species can be used by communities and businesses as thematic elements in signage, décor and public art.



Panther Mascot, University of Pittsburgh at Bradford
McKean County





SECONDARY THEME: Wildlife





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.

The Pennsylvania Wilds is famous for wildlife photography opportunities.

Common wildlife symbols used include elk, deer, fox, raccoon, groundhog, eagle and bear, among many others.


design
guidelines
IN PRACTICE
Elk Mountain Winery, Weedville, Elk County



Gobbler's Knob
Punxsutawney, Jefferson County

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 high quality glass production. Brockway Glass Company's facility has been in operation since 1907, earning Brockway the nickname "Glass Town USA." At one point Port Allegany was often referred to as "the glass block capital of the world."





Serenity Park Glass Park made from glass blocks, Port Allegany, McKean County

SECONDARY THEME: Glass







Glass Art

The Pennsylvania Wilds is also admired as a center for glass artists. Local artists produce a myriad of creative glassware pieces including blown glass vases, stained glass windows, glass jewelry, and more.

Glass Building Accents

Due to its rich history within the Pennsylvania Wilds, glass should be woven in as a thematic element whenever 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.

SECONDARY THEME: Stone



Black Moshannon State Park
Centre County

Stone represents 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.



Sinnemahoning State Park Office
Cameron County

SECONDARY THEME: Stone



New Bethlehem, Clarion County
PA Wilds 2016 Great Design Award



Lycoming County Courthouse, Williamsport

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 exterior building elements for residences, government buildings and businesses
- 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

Stone 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

SECONDARY THEME: Stone

Guidelines for selecting stone…

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.



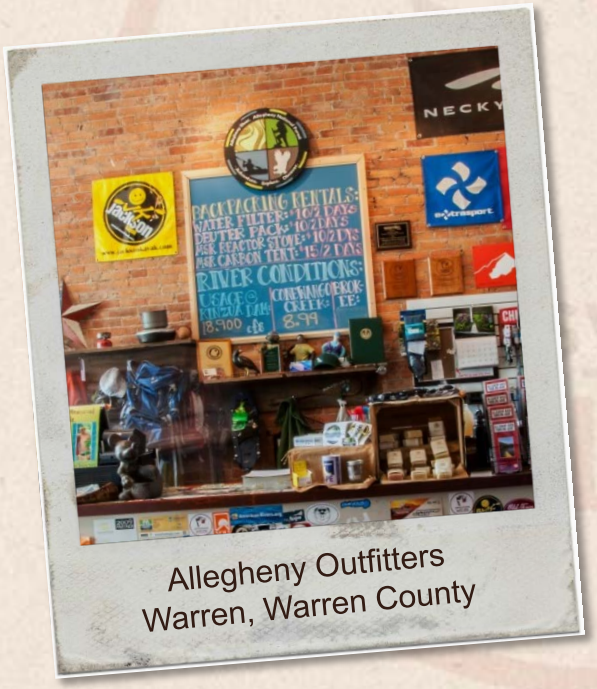
Crary Art Gallery, Warren, Warren County



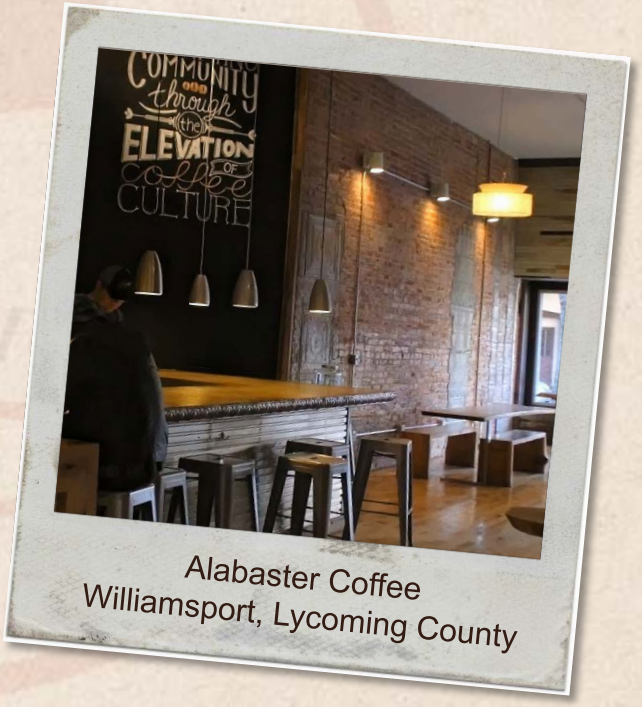


SECONDARY THEME: Exposed Brick

Original brickwork serves a dual purpose of enhancing aesthetic appeal and preserving the heritage of buildings. The time and care that went into laying brickwork many years ago represents a much stronger tie to our cultural heritage than ordinary drywall. Additionally, exposed brick in both interior and exterior built environments is a modern design theme appearing across the United States. The key difference is that our preserved brick is authentic, rather than an element of an artificial modern design scheme. Exposed brick provides authentic character, yet can strike a contemporary chord in certain settings.



Allegheny Outfitters
Warren, Warren County



Alabaster Coffee
Williamsport, Lycoming County

SECONDARY THEME: Exposed Brick



Historic brick exterior with preserved mural

Exposed brick walkway



Guidelines: Water, Glass, Stone & Brick

1. Install benches and other seating areas near waterways.

2. 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.

3. Water gardens are recommended in circumstances where there is ample room and assurance of continual care and maintenance.

4. 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.

5. Consider the use of glass blocks or stained glass accents on the exterior and interior of structures, where appropriate to the architectural style.

6. Maintain decorative, glass storefront windows in commercial districts, where appropriate to the architectural style.

7. Add identification signage to glass manufacturing and production facilities, particularly in cases where these facilities occur along public roadways and tourist routes.

Guidelines: Water, Glass, Stone & Brick

8. Use stone as a primary exterior building material or accent, where architecturally appropriate.

9. Consider stone as a construction material for walls, paths, and driveways as an alternative to concrete and asphalt.

10. Place large stones or boulders in lawns, gardens, and parks as decorative accents and art pieces.

11. 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.

12. Use local stone. Prefabricated or imported stone is discouraged.

13. Preserve and maintain original brickwork to both preserve heritage of the building and to enhance the aesthetic appeal.

14. Do not apply paint or other coatings such as stucco to masonry that has been historically unpainted or uncoated nor remove or change the paint color from historically painted masonry.*

*Source: The Secretary of the Interior's Standards for Rehabilitation.
https://www.nps.gov/tps/standards/four-treatments/treatment-guidelines.pdf



design guidelines IN PRACTICE

Pine Square, Williamsport
Lycoming County

TOOLBOX: Regional Themes

Technique 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 will set the tone for what's to come and establish visitor.

Community entry signs are encouraged to be built from the region's natural assets—wood, stone, brick, etc. Add the Pennsylvania Wilds name or logo somewhere on the sign face to brand the community as being a part of the Pennsylvania Wilds region. Individual expression is encouraged and conveys a sense of the community's charm and personality.





Historic District in Williamsport, Lycoming County

TOOLBOX: Regional Themes

Toolbox Technique 2: Establish Public Spaces



Benches encourage social interaction, Elk County Courthouse, Ridgway

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:

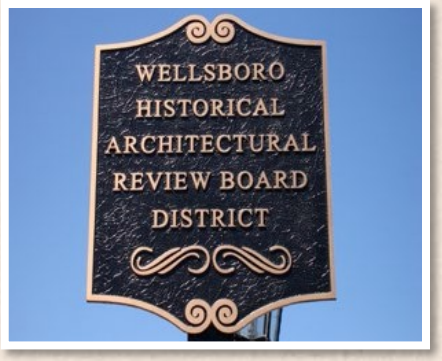
- Work diligently to keep structures well maintained and true to their architectural styles
- Add identification and date markings to buildings
- Install historic monuments and signage
- Display public art that conveys a sense of history and culture
- Use wood and stone materials for building accents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

TOOLBOX: Regional Themes

Technique 3: Conduct Architectural Design Reviews



Restoration Queen Anne-style residence. Emporium, Cameron County



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:

- Color photographs of all four existing building façades, if permit is for a remodel, renovation, or restoration,
- 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.

Always refer to local standards and other resources like the Pennsylvania Historical and Museum Commission publication “Historic District Designations in Pennsylvania.”



design guidelines IN PRACTICE

Work diligently to keep structures well maintained and true to their architectural styles.

Downtown Warren, Warren County



design guidelines IN PRACTICE

Engage community arts organizations to display art on exterior exposed brick walls.

Clarion University Student Art
Clarion, Clarion County



design guidelines IN PRACTICE

Signs easily communicate the historic significance of people and places.

Wellsboro, Tioga County



design guidelines IN PRACTICE

Display public art that conveys a sense of history and culture.

Williamsport, Lycoming County



design guidelines IN PRACTICE

Utilize regional and natural color palettes.

Forest County

Chapter 3:
Implement Best Practices

Best Practices ..... p. 99

Agricultural ..... p. 100

Rural Communities ..... p. 106

Residential Neighborhoods .....p. 113

Town Centers .....p. 127

Industrial .....p. 147

Roadway Corridors .....p. 155

Toolbox for Implementing Best Practices .....p. 163

PICTURED:
Downtown Brookville, Jefferson County

Implement Best Practices

Overview: The best practices presented in this chapter are 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. These guidelines are not all-inclusive, but do provide a general baseline for various contextual settings. Covered in this chapter are the land use settings: Agricultural, Rural, Residential Neighborhoods, Town Center, Industrial, 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.



Agricultural



Rural Communities



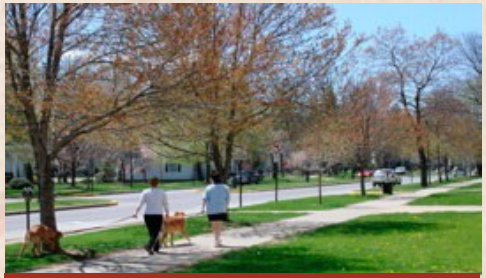
Residential Neighborhoods



Town Centers



Industrial

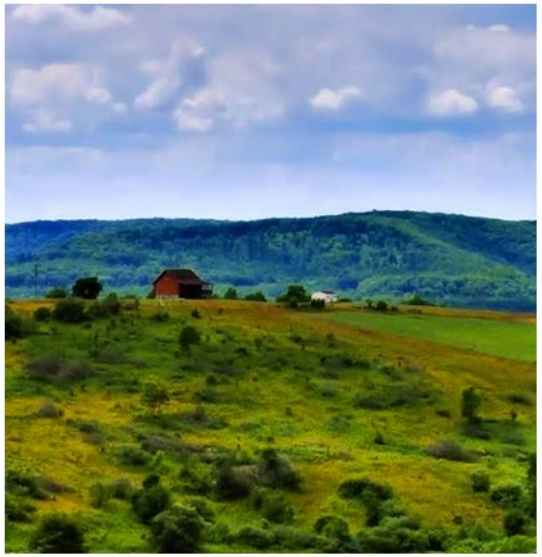


Roadway Corridors

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.



Winslow Hill
Benezette, Elk County



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. 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.

AGRICULTURAL

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 state legislature unanimously passed resolutions recognizing the importance of the state's historic barns. As a result, an inventory of historic barns was conducted by the PA Department of Agriculture, the PA Historical and Museum Commission, 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 it was built from trees growing nearby. 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.

Benezette Hotel Elk-Styled Weather Vane, Elk County

Guidelines: Agricultural

1. Aim to maintain and restore historic barns and silos, especially those located along scenic road corridors.

2. Prevent the demolition of historic barns that are in good condition or candidates for rehabilitation.

3. Investigate programs that offer financial support for barn preservation and technical assistance on barn repair.

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.

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.

6. Give barns a fresh coat of paint when needed.

7. Carefully consider advertisements painted on barns. 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.)

8. During 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.

9. Encourage roadside fresh food stands and farmers’ markets. They are active symbols of agricultural character.

Guidelines: Agricultural

10. Allow for and provide economic outlets and markets for local goods and produce.

11. Consider using existing agricultural buildings and farmhouses for other uses, like shops or farmers' markets.

12. Post attractive roadside signs in front of farms that offer agro-tourism: any activity conducted on a working farm for enjoyment of visitors that generates income for owner: tours, corn mazes, horseback riding, farm-stay vacations, etc.

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.

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.

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.

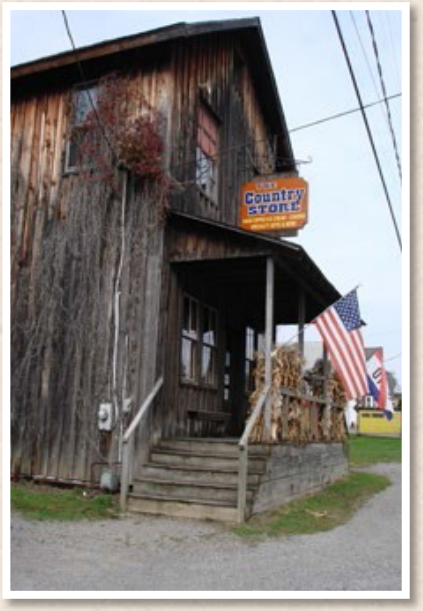
16. Discourage the conversion of prime agricultural lands and economically viable farms to other uses.

17. Use the TOOLBOX in this chapter to learn about transferring development rights on agricultural lands to other properties more appropriate for development.

Guidelines: Agricultural



Paint barns red or white if high visual appeal is desired



Convert existing agricultural structures into shops and other uses, like this store located near Marienville in Forest County



Preserve Mail Pouch Tobacco barns as rural icons



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

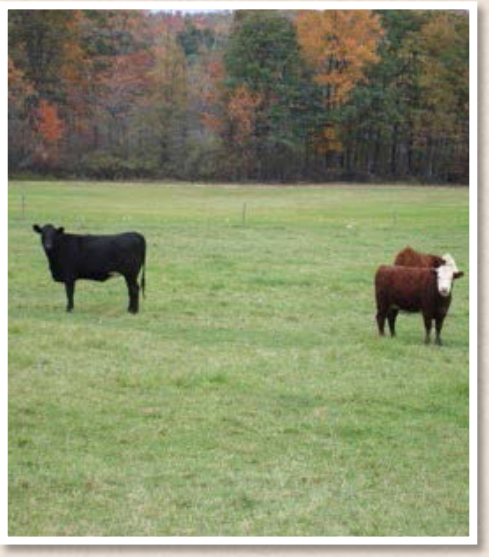


Provide farmers' markets in rural settings

Guidelines: Agricultural



Place well-designed and unobtrusive roadside signs to advertise agro-tourism 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



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.

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.





RURAL COMMUNITIES

Promoting Smart Growth

Communities can successfully balance multiple land use objectives to meet the needs of today without compromising the quality of life for future generations. This type of balance which helps communities grow in ways that expand economic opportunity while preserving community character is commonly referred to as “smart growth”. Smart growth allows for the efficient use of land, revitalization of downtowns, creation of walkable, bicycle-friendly neighborhoods, and encourages design of distinctive, attractive communities with a strong sense of place all while preserving open space, farmland, and critical environmental areas.

Rural communities often lack staff capacity and resources so it’s important for them to know attractive, vibrant, and livable communities are achievable in rural PA. Having an open line of communication during the early stages of development is all it takes in many instances to influence good design.

As rural counties in the region experience growth, our communities can have significant influence on what that growth looks like by promoting Design Guide principles in the early stages of development proposals or plans.


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

Guidelines: Rural Communities

Signs

1. 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.
2. Use the design style established on the welcome sign for other civic signs in the community.
3. 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.

Rural Roads and Roadsides

1. Remove vacant, deteriorated buildings along scenic roadways when they become a clear safety hazard or visual nuisance.
2. Require deep front yard setbacks along rural roadways, except in rural hamlets.
3. Encourage well-maintained properties along rural routes. Seek to reduce and eliminate visual clutter such as abandoned vehicles and other discarded materials.
4. Avoid standard curb and gutter construction on roads except where necessary to ensure safety. Keep road widths narrow.
1. Use grass channels in place of storm drains along rural roadways where needed to filter and convey runoff.
2. 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. 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).
4. 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.
5. Discourage the placement billboards, neon signs, or digital changeable copy signs in rural areas.
6. Construct walls, poles, and other supports for signs along rural roadways of natural materials such as wood or stone.

Guidelines: Rural Communities

Parking

1. Do not allow large asphalt paved parking areas to dominate the landscape of any rural view.
2. 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. 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.

Fencing

1. Select fencing types that complement a rural character.
2. 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. If physical separation is needed along roadways between the public and private space, consider the use of open rail wood fencing.
4. 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.

Utilities

1. Limit pubic 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.
2. 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. 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.

Rural Communities



Encourage maintenance of private properties along rural routes



Promote unique assets



Adapt rural residences for other uses to attract residents and travelers

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



Rural Communities



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 like this large forested lot



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.

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





RESIDENTIAL NEIGHBORHOODS

Old Versus 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 further from the center of town.



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





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 posi- tively to a neighborhood unit and strengthen the traditional character.

Guidelines: Residential Neighborhoods

Homes and Buildings

1. In new construction, use the traditional architectural styles described in this Design Guide (refer to Chapter 2).
2. 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. Hide or buffer unattractive pre-fabricated sheds and other unappealing pre-fabricated structures from primary public viewing areas.
4. 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.
5. 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.
6. 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.
7. If new commercial development is proposed in a rural community, consult ‘Strip Commercial, Big Boxes, and Franchises’ in Chapter 4.
8. 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.



Warren, Warren County

Guidelines: Residential Neighborhoods

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

1. 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).
2. Keep sidewalks and parking areas well-maintained.
3. Select architectural and landscape design themes that integrate well into the natural setting and surrounding community character.
4. 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.
5. 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.
6. Use fence and wall designs, materials, and colors that are compatible with those in the existing neighborhood.
7. 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.
8. Consider the shadow effect of new buildings; do not build tall structures that may cast long shadows on existing residential homes.
9. 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.
10. Convey a sense of timelessness, elegance, and quality. Buildings should look durable and permanent, not temporary or makeshift.
11. 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.
12. Do not over-light residential neighborhoods, but provide appropriate night lighting for security and safety (refer to 'Preserve Dark Skies' in Chapter 5).
13. Install energy-conserving features in homes such as energy-efficient and water-efficient appliances (see 'Be Environmentally Responsible' in Chapter 5).



Private Residence

Warren, Warren County

Guidelines: Residential Neighborhoods

New Home Architecture

1. Use architectural forms associated with traditional styles (see 'Theme: Architectural Styles' in Chapter 2).
2. 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. Provide front porches where style appropriate to add interest and increase opportunities for social interaction.
4. 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.
5. 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.
6. 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.
7. 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.
8. If outbuildings are desired, construct them in the same architectural style as that of the primary structure.
9. Use side entry, recessed, or detached garages where appropriate to minimize the garage door dominance on the residential streetscape.
10. 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.
11. Design driveways to have a minimal surface area. Large aprons, turnarounds, and parking areas on residential lots are discouraged.
12. 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.
13. Permit flat roofs over porches, entryways, or where compatible with the historical style. Otherwise, do not use flat roofs.
14. 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.
15. Design chimneys and spark arrestors to act as thematic forms and vertical architectural elements. Chimney caps should have low profiles and not be visually distractive.



design guidelines IN PRACTICE

Residential Neighborhood

Emporium, Cameron County

Guidelines: Residential Neighborhoods

Multi-Family Housing

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:

1. Use rear loaded garages if possible.
2. Provide porches and/or balconies for as many units as feasible.
3. Avoid visual monotony and box-like appearances.
4. Articulate façades to minimize large blank walls.
5. Use varied color schemes on large buildings or groups of buildings.
6. Use staggered and jogged unit plans to provide visual interest.
7. If the building has a long front façade, vary the front setback within the same structure.
8. Use pitched roofs; flat roofs are discouraged.
9. Screen mechanical systems from public view.
10. Screen large open parking areas from public view.

Guidelines: Residential Neighborhoods

New Subdivisions

1. Name new residential streets to reflect the heritage of the area.
2. 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. Integrate new residential buildings and additions to existing residential buildings into the natural topography (see 'Be Sensitive to Natural Landforms' in Chapter 5).
4. Retain scenic views and vistas from the street system when possible. Scenic views from residential streets will enhance the image and character of the neighborhood.
5. 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.
6. Construct new residential tracts within walking distance to activity centers such as shopping, schools, parks, etc. and integrate pedestrian circulation paths as integral component of the tract design.
7. Incorporate greenbelts, pocket parks, and other natural amenities into subdivision designs. Consider the *Growing Greener: Conservation by Design* approach when preparing or revising a subdivision and land development ordinance or designing a residential subdivision. (For informaton go to www.dcnr.state.pa.us).
8. 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).
9. 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).
10. Provide focal points in neighborhoods (pocket parks, tot lots, etc.)to encourage outdoor living and gathering opportunities.
11. If new neighborhood identification moments or signage is desired, use natural elements in design.
12. Connect new subdivisions to existing streets to allow easy connections. If not possible, allow for other pedestrian and bicycle connections.
13. Use traditional street patterns for new subdivisions.

Residential Neighborhoods



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



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



Select road names that reflect community character and history



design guidelines IN PRACTICE

Embrace the traditional architectural style of existing neighborhoods

Emporium, Cameron County

Residential Neighborhoods







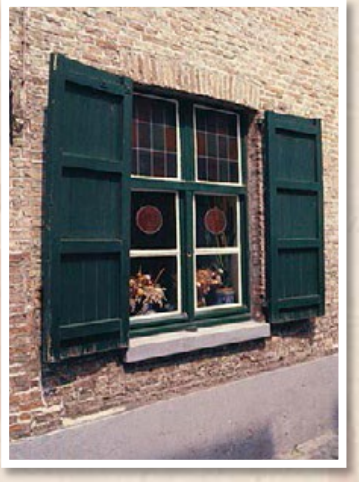
Avoid a sea of garage doors dominating the streetscape (left) by using side entry garages (center and right) or by recessing the garage or detaching the garage from the house. This will allow other elements like front porches, entryways, and windows to be the dominant visual feature of the front façade.

Residential Neighborhoods

Achieve a strong indoor/outdoor relationship by using natural products inside the home, like hardwood cabinetry shown here.



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





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



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

Residential Neighborhoods

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



Pedestrian Bridge, Smethport
McKean County



Clearfield River Walk, Clearfield County





Susquehanna River Walk, Lycoming County

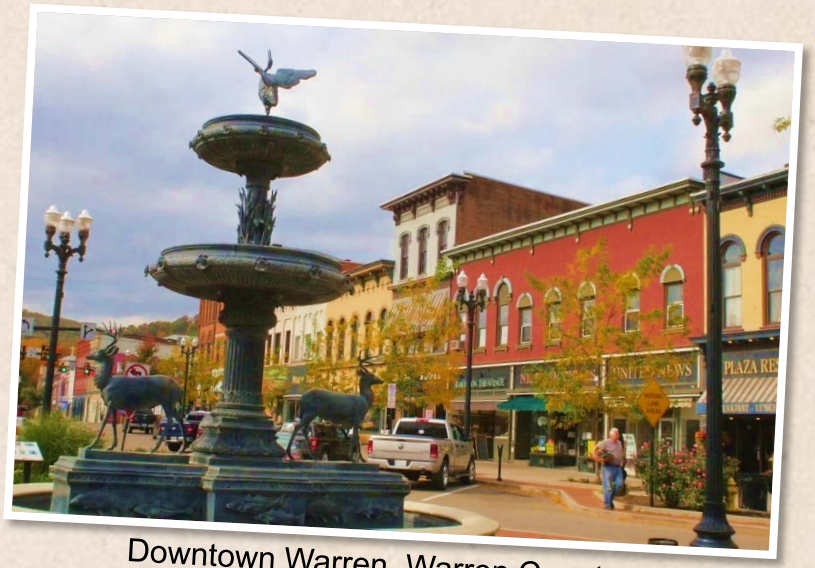


TOWN CENTERS

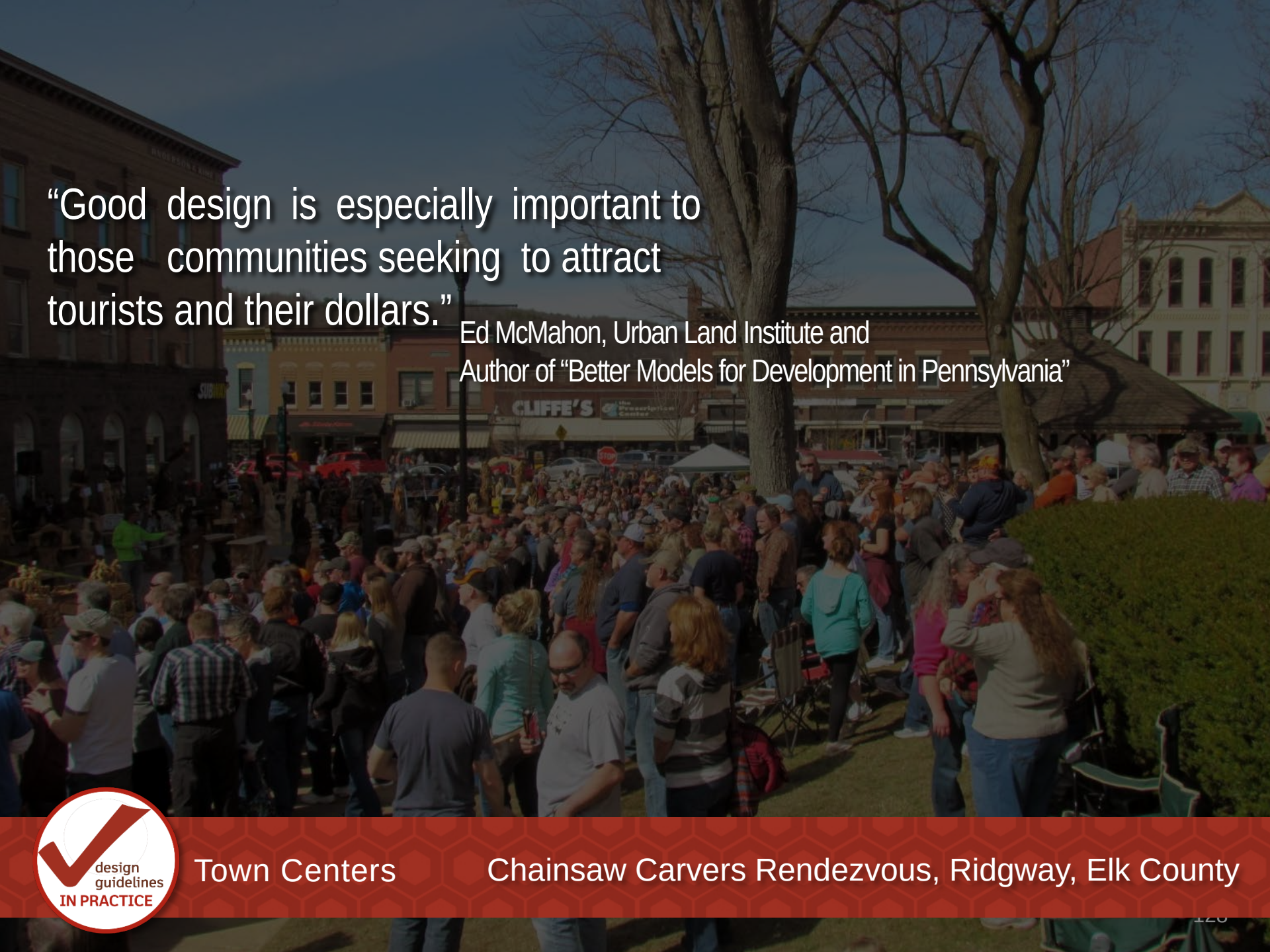
The visual quality and character of the town center is the greatest single indicator of the overall image of a community. Town centers are recognized as community focal points where shopping, business, social gatherings, entertainment, and government activities are concentrated. Their uniqueness in design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

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.



Downtown Warren, Warren County



"Good design is especially important to those communities seeking to attract tourists and their dollars."

Ed McMahon, Urban Land Institute and
Author of "Better Models for Development in Pennsylvania"

TOWN CENTERS

Community Charm

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.



Downtown Clearfield Street Festival
Clearfield County

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 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.



TOWN CENTERS

Welcoming Places

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 convey a sense of reception and acceptance that is sometimes called small-town charisma, or rural charm. This sentiment needs to be visually expressed in communities in order to attract and meet the needs of visitors to the region. Adherence to the concepts contained in this Design Guide will assist in conveying a welcoming charm.

"Gateway" communities around the region serve as the "front doors" to the Pennsylvania Wilds experience.

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. To the contrary, town centers built centuries ago offer so many benefits that can 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.

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Ridgway Chamber of Commerce, Elk County



design guidelines IN PRACTICE

Town Centers

Moon & Raven
Williamsport, Lycoming County



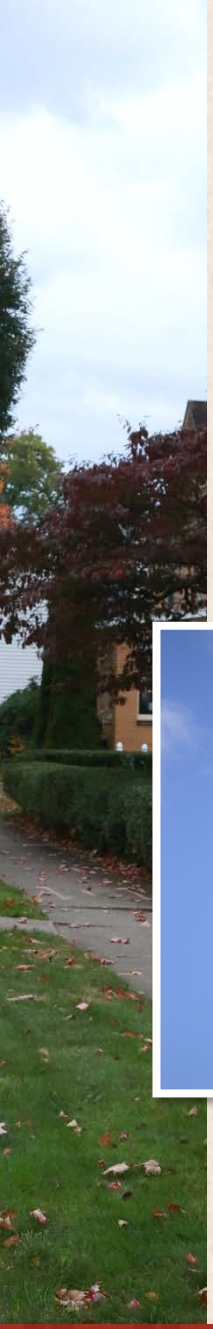
"Little communities and individual property owners may not realize that the commercial district is like the book cover of the town. If you don't have an attractive cover, no one will open the book."

Marlene Lellock, Former Director of Punxsutawney Chamber of Commerce and 2016 PA Wilds Award Winner

design guidelines IN PRACTICE

Town Centers

Sheffield, Warren County



TOWN CENTERS

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: Town Centers

Community Support

1. 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.
2. 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. 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 & Features

1. Pursue the establishment of Historic Districts in town centers that quality for district status.
2. Place particular emphasis on maintaining, restoring, and re-using buildings that were used by or have relation to an historical figure or event.
3. 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.

Historic Structures & Features, continued…

4. 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 Design Guide recommendations and thesed Standards (36 CFR 67), the national standards shall take precedence, particularly when pursuing income tax incentives for building rehabilitations.
5. Restore and maintain historic storefronts constructed before about 1950. Preserve façade features and storefronts that have acquired significance over time, such as Cararra glass or Vitrolite used in storefronts constructed in the 1930s and 1940s.
6. When storefronts and other buildings in the town center are renovated, salvage façade materials, particularly older visually unique materials in good condition. Offer them to other building owners for their building renovations. Moving a visually unique feature to another building is better than losing it altogether.
7. 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.
8. 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.

Guidelines: Town Centers

Civic and Public Spaces

1. 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.
2. 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. If a new civic building is needed, consider locating it in or near the town center.
4. In town squares and parks, include a pavilion, historical markers or monuments, seating areas, patriotic flags, and signs to help establish and reinforce town's history (see 'Theme: History and Patriotism' in Chapter 2).

Streetscape and Parking

1. 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."

Streetscape and Parking, continued…

2. Add street trees along sidewalks to make main streets appear more welcoming. Use hardy varieties free of droppings (acorn, fruit, seed, etc.) that litter sidewalks and cars.
3. Select street trees with mature canopy heights that extend above storefronts so signage and storefront views are not blocked.
4. If the community is participating in a community banner program, display community theme flags on streets of the town center.
5. 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.
6. 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.
7. Use murals to liven up blank walls in alleys and other forgotten spaces and to recognize key leaders or events in town's history.
8. Contact utility providers about feasibility of placing utility lines underground or consolidating overhead utilities to reduce visual clutter.
9. Provide on-street parking to encourage street activity, minimize 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.

Guidelines: Town Centers

Storefronts, Façades, and Infill Construction

1. Design exterior building façades with a richness of detail. Exterior building designs should convey a sense of timelessness and be visually impressive.
2. 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. Do not close in traditional recessed entries.
4. 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.
5. Emphasize front door entries by using roofs, recessions, awnings, pilasters or other details that express the importance of the entrance.
6. Use window sizes and patterns on the upper stories that are consistent with surrounding structures.
7. 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.
8. Develop a recommended complementary color palette for painted commercial façades and encourage storefronts to be repainted during renovation projects.
9. 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.

Guidelines: Town Centers

Storefronts, Façades, and Infill Construction, continued…

10. 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.
11. 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 detract from other materials.
12. 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).
13. 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.
14. Do not construct buildings that have flammable features or buildings that are of temporary or makeshift construction
15. Do not allow the construction of large box-like structures with little architectural detailing in town centers (refer to Chapter 4 for more information). If a building is targeted for demolition, identify the use of the vacant parcel following demolition. All parcels should have an intended use and vacant lots should have a plan for maintenance.
16. If a building is targeted for demolition, identify the use of the vacant parcel following demolition. All parcels should have an intended use and vacant lots should have a plan for maintenance.
17. Demolitions are less damaging to the integrity of a streetscape if they occur at the end of a building row. If a demolition occurs in the middle of a row, develop a plan for short- and long-term use of the parcel. All vacant lots in the middle of a building row should have an active use (new building construction, use as a park, an urban garden, or other useful space).
18. If a historic building with a unique front façade is being considered for demolition to accommodate new construction, determine if the front façade can be stabilized and incorporated into the new construction project. If demolition activity exposes the side wall of an adjacent structure, repair that wall to acceptable standards.

Guidelines: Town Centers

Pedestrian Friendly Features

1. Display historic artifacts and photographs in buildings and shops patronized by travelers.
2. 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.
3. Orient buildings and public spaces to the pedestrian instead of the car. The physical environment should be comfortable, friendly, accessible, and approachable.
4. 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.
5. Encourage street activity by allowing private cafes and restaurants to place tables and vendor carts outside.
6. Screen all outdoor storage and trash collection areas from pedestrian view.
7. 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 and face to face conversation.
8. Maximize pedestrian and bicycle linkages and connections between public and private uses and activity areas to reduce number of automobile trips in the town center. Seeing pedestrian activity serves as a visual enhancement.
9. 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.
10. Do not route pedestrians through visually unpleasant and dangerous circumstances (busy roads, parking lots, service alleys, etc.).
11. Provide bicycle storage racks in strategic locations to encourage bike riding. Develop a standard bicycle rack design and use it consistently for visual consistency.
12. 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.

Guidelines: Town Centers

Signs

1. 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. should be coordinated with all businesses on the same street or block.
2. Prohibit plastic, internally illuminated signs, particularly those that contain large bold lettering.
3. 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.
4. Do not overbear or obscure architectural details of buildings by signs.
5. Do not allow multiple freestanding signs unless they are absolutely necessary, due to their ability to cause visual clutter.
6. 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.

Guidelines:Town Centers

Uses

1. 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.
2. Allow the vertical mixing of uses (such as offices or living spaces on the upper stories of ground-level shops and restaurants).
3. 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.
4. 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).
5. 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.
6. 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."
7. Use public spaces and "left over" parcels wisely to increase outdoor social interaction. Add park benches, gazebos, and pedestrian amenities where possible.
8. If a town center suffers from the presence of blighted buildings or vacant unattractive lots, the municipality should:

    - Work with property owners to keep vacant lots clear of debris;
    - Work with property owners to maintain vacant buildings to the level of occupied buildings Install an attractive and functional fence with landscape screening;
    - If a vacant lot is publicly owned, use it as a temporary community garden or other public use;
    - If the lot or building is planned for a future use, display a well designed sign or mural indicating the future planned use.

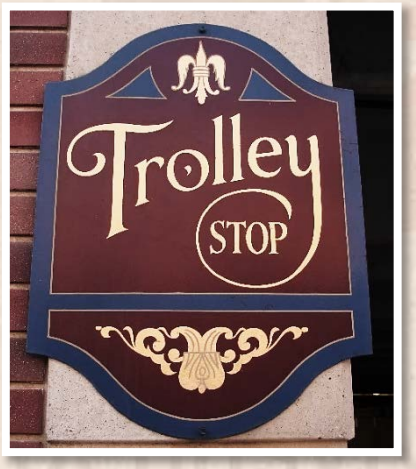
Town Centers



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



Pine Square, Lycoming County



Provide amenities that reduce auto traffic

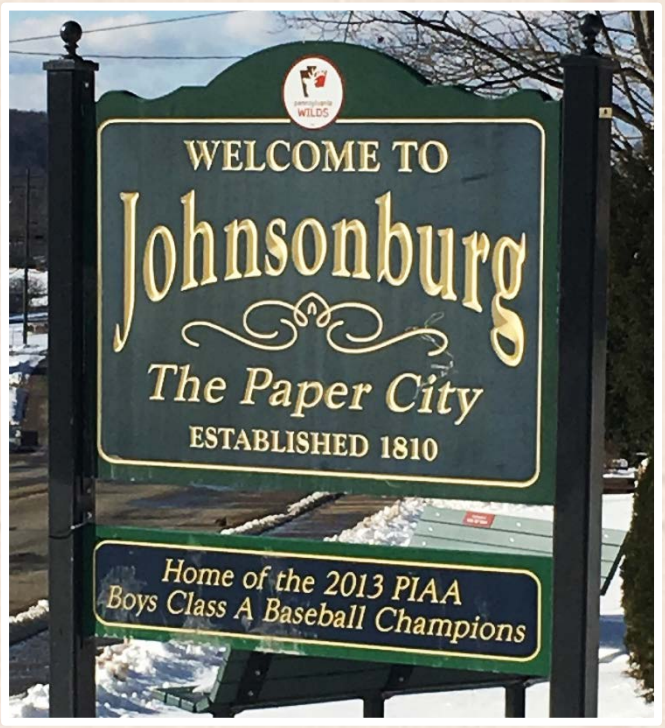
Encourage national chain stores to locate in historic buildings like this Subway in Ridgway



Ridgway, Elk County

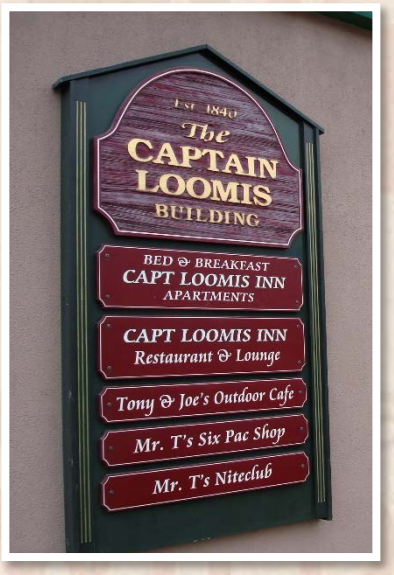
Town Centers

Display welcome signs in appropriate locations.



Johnsonburg, Elk County

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



Identify civic spaces as key elements in the town center



Use finely crafted signs in a consistent style and theme





design guidelines IN PRACTICE

Town Centers

Downtown Wellsboro, Tioga County

Town Centers



Select a public art theme that complements the community's assets and natural setting

"Bases Loaded"
Williamsport, Lycoming County



Display community theme banners

Clearfield,
Clearfield County



Retrofit historic buildings to meet modern-day regulations

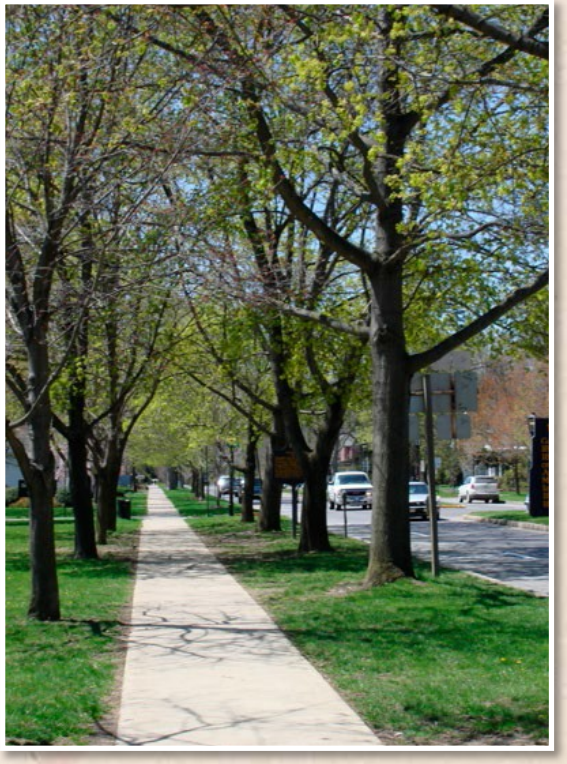
Town Centers



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



Preserve large windowed storefronts to make the town center inviting and educate residents about supporting local business



Provide safe pedestrian walkways

INDUSTRIAL

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 region.





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

INDUSTRIAL

Function Vs. Visual Appeal

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.





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

Guidelines: Industrial

1. 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.
2. Orient building entrances toward the primary public view (street frontage). Avoid turning main entrances away from the street.
3. Design the main building entry to reflect a traditional architectural style appropriate for the region. Entries should be designed to be consistent with overall architectural design, including colors and materials (see 'Theme: Architectural Styles', Chapter 2).
4. 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.
5. Incorporate overhangs, recessed openings, canopies, or other features to emphasize the entrance area.
6. Install windows, particularly along the street-side front elevation(s) to help incorporate a human-scale design element into large buildings.
7. 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).
8. 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.
9. 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.

Guidelines: Industrial

10. Consider reductions in perceived building mass on walls visible from public roads or other public viewing areas by one or more of the following:
    - Recessing building floors above the first story
    - Providing vertical or horizontal offsets in the wall surfaces
    - Articulating details around doors, windows, and plate lines
    - Reducing overly large and tall roof designs
    - Using a variety of textures (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.
11. 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.
12. Do not use chain link fence or barbed wire in areas with public visibility unless there is no feasible alternative.
13. Screen all roof-mounted mechanical equipment, trash areas, and loading dock areas from public view.
14. 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.
15. Direct lighting away from public streets and adjacent properties (see 'Preserve Dark Skies' in Chapter 5).
16. 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). Preserve as many mature trees on the property as possible (see 'Value Trees and the Landscape' in Chapter 5).



design guidelines IN PRACTICE

Use landscape screening to block industrial views where appropriate

Industrial



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



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

Industrial



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

Industrial





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.



ROADWAY CORRIDORS

Function Vs. Visual Appeal

There are many scenic routes in the region. Some of the most well-known are PA Route 6, the Longhouse Scenic Byway and the Bucktail Scenic Byway. 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. unkempt buildings, cellular towers, obtrusive signage, 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.



design guidelines IN PRACTICE

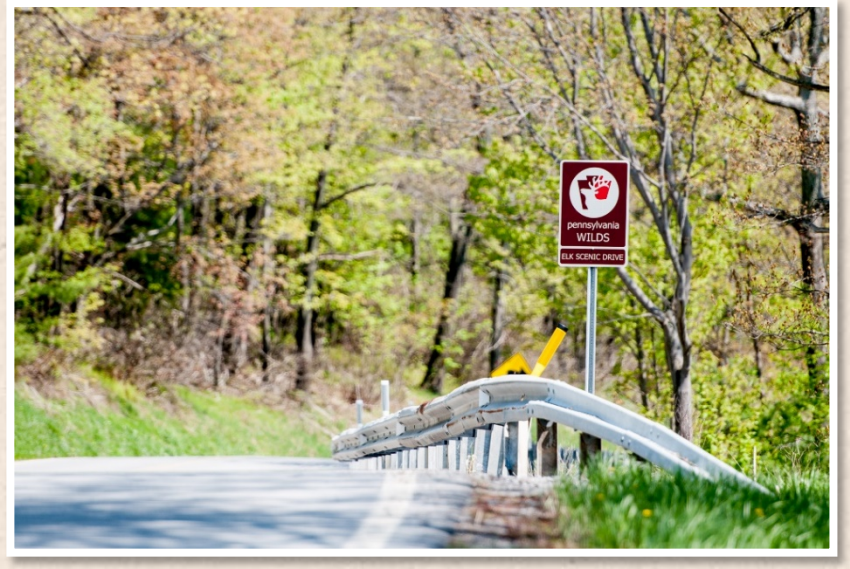
Bucktail Scenic Byway

Clinton County

ROADWAY CORRIDORS

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.



ROADWAY CORRIDORS

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 can't be seen from the primary roadway, "visual isolation" occurs. For communities that are visually isolated and desire visitor foot traffic to increase economic opportunities, a simple, unobtrusive, and attractively designed welcome sign is recommended to be placed on the primary roadway.

Image of the Interchange

Although not prevalent in all parts of the region, 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 and beyond, measures should be taken to avoid the proliferation of visual clutter at interchange locations.

Avoid proliferation of visual clutter at interchange locations



Guidelines: Roadway Corridors

1. 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.
2. If view blockage is a visual concern from the roadway corridor, consult ‘Protect Scenic Viewsheds and Vistas’ in Chapter 5.
3. If communication towers are visual concerns from the roadway corridor, consult ‘Utility Towers’ in Chapter 4.
4. If excessive lighting along roadways is a visual concern, consult ‘Preserve Dark Skies’ in Chapter 5.
5. Preserve existing trees along scenic road corridors to the greatest extent possible (see ‘Value Trees and the Landscape’ in Chapter 5).
6. Limit clearing and grading along scenic road frontages to the minimum necessary for safety, access and sight distance.
7. Do not block long distance views to town centers from approaching roadways (see ‘Protect Scenic Viewsheds and Vistas’ in Chapter 5).
8. Identify historic aspects of the route through signage or other means.
9. Encourage the ongoing maintenance of deteriorating or poorly maintained properties along visually sensitive roads.
10. Remove vacant, deteriorated buildings that are beyond repair when they become a clear safety hazard or visual nuisance.
11. Screen unsightly views from heavily traveled road corridors by landscaping, berms, walls, and/or fencing.
12. Do not use chain link or barbed wire fencing along roads unless there is no other viable option.
13. Reduce unnecessary signage to the greatest extent possible. 14. Use smaller and fewer signs. Design signs to simply communicate the intended message, be compatible with the natural surroundings, and enhance instead of degrade view from roadways.

Guidelines: Roadway Corridors

14. 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.

15. On roads that bypass a town center, place a simple, unobtrusive, and attractively designed identification and welcome sign on primary roadway, approximately 1 to ½ mile before the first available turn-off.

16. 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 demand for road improvements to correct safety and congestion problems. Encourage shared driveways.

17. 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.



Bucktail Scenic Byway /Route 120
Cameron County

Roadway Corridors





Preserve existing trees, maintain landscaping and utilize high quality streetscape features such as light posts.

Post slow travel speeds in areas of pedestrian activity





Wykoff Run Road, Cameron County



Maintain original brick or cobblestone roadways



Lenticular Truss Bridge, Clinton County

Keep travel routes scenic and clear of unnecessary visual clutter.

Identify historic aspects of roadway especially bridges.

TOOLBOX: Implementing Best Practices

Technique 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, “Remove vacant and deteriorated buildings along Canyon Road and Valley View Drive” or “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 2: Define Authentic Qualities

This Design Guide covers a large, 12 ½ 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, and document them in comprehensive plans or separate documents. 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. To define a community’s authentic qualities, identify the following:

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

TOOLBOX: Implementing Best Practices

Technique 3: Transfer of Development Rights

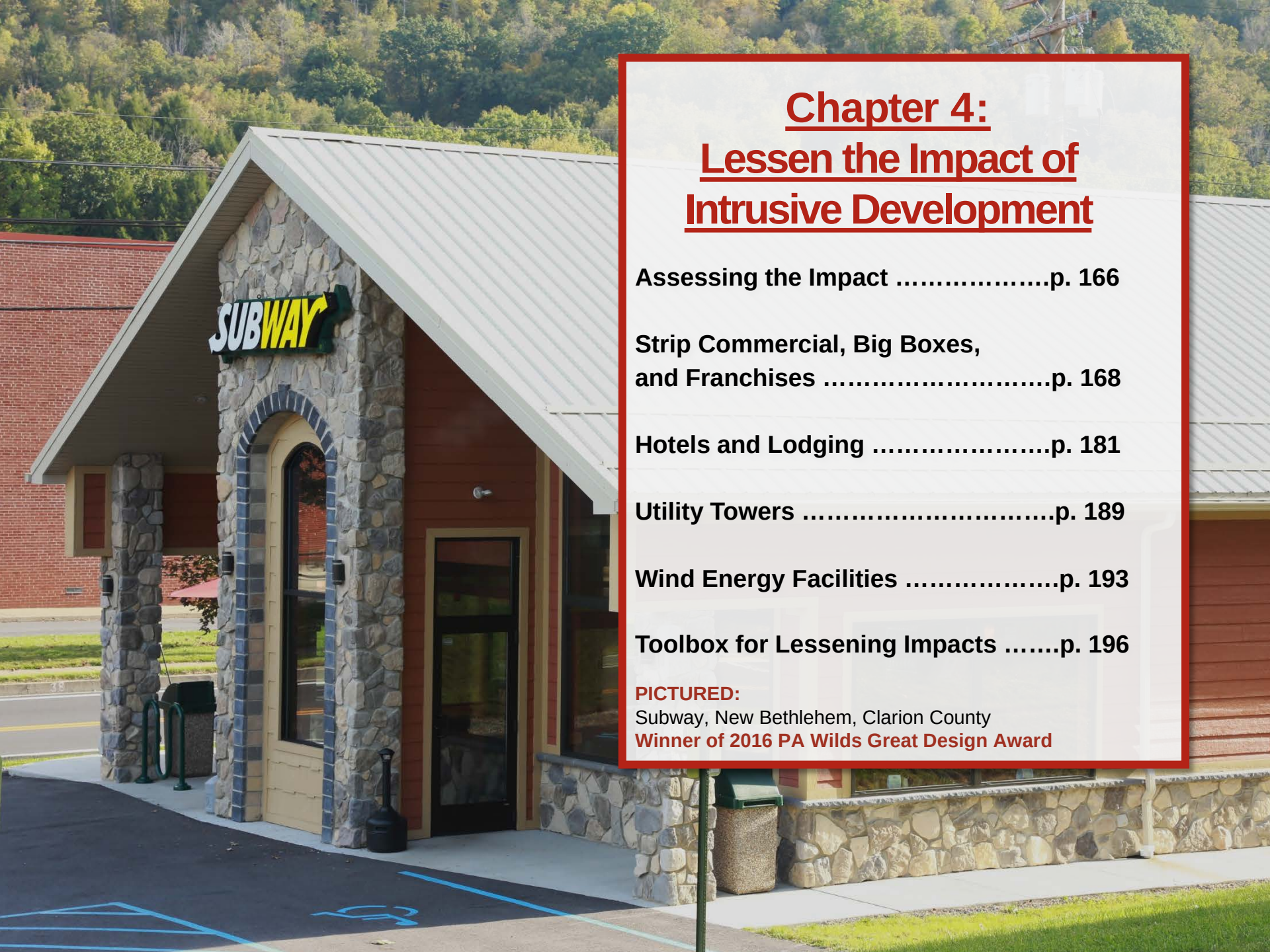
The Transfer of Development Rights (TDR) is enabled by Section 603(c) (2.2) of the Pennsylvania Municipalities Planning Code (MPC). When incorporated into and permitted by county or local municipal codes, it allows property owners to voluntarily transfer the development rights of one property to another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



Chapter 4: Lessen the Impact of Intrusive Development

Assessing the Impact ……p. 166

Strip Commercial, Big Boxes, and Franchises ……p. 168

Hotels and Lodging ……p. 181

Utility Towers ……p. 189

Wind Energy Facilities ……p. 193

Toolbox for Lessening Impacts …….p. 196

PICTURED:
Subway, New Bethlehem, Clarion County
Winner of 2016 PA Wilds Great Design Award

ASSESSING THE IMPACT

Pressure to be “Everywhere USA”

Guarding and nurturing the natural resources, unique aesthetics, heritage, and community character of the Pennsylvania Wilds has been an ongoing effort for decades, occurring through both proactive and reactive measures. As regional goals for the Pennsylvania Wilds are realized, outside interests wanting to capitalize on increased tourist activity and community growth may surface. With this interest may come pressure to homogenize or be “everywhere USA”, to the detriment of authentic community character stewardship. 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.



Risks of Uncontrolled Development

- Prototypical “off-the-shelf” corporate building designs
- Big box stores and franchise chains that do not adjust to local community character
- Homogenous strips of retail commercial developments
- Unmanaged increase of communication towers and utilities

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.

ASSESSING THE IMPACT

Welcome Investment

Growth is good, if it is well-planned and managed. It is not the intent of the Pennsylvania Wilds 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 authentic qualities are protected. Well-designed and carefully placed development will be an asset to the region, while poorly designed and placed development could have the opposite effect.

Set Regional Goals

To sustain stable regional economic growth based on nature tourism, municipalities must share common aesthetic goals and re-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 or requested of developers, 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.

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 region in mind, however, will provide a large benefit to the region as a whole, and in turn, to every community within.

Every community in the Pennsylvania Wilds will need to make choices as development pressure ensues.

STRIP COMMERCIAL, BIG BOXES & 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 timely, 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.



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

STRIP COMMERCIAL, BIG BOXES & FRANCHISES

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.

> "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

Exterior modifications on a building are often acceptable to companies if the requests are reasonable, feasible, and <u>early in the process</u>.

STRIP COMMERCIAL, BIG BOXES & FRANCHISES

Make Compliance Easy

- 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 begun.
- Give clear direction. An ambiguous request to “design the building better” lacks definition and gives no specific direction to the applicant.
- Provide a copy of this Design Guide. With more information on what is desired, developers will tend to be more responsive.
- 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 design of an entire new building layout is requested.
- 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.

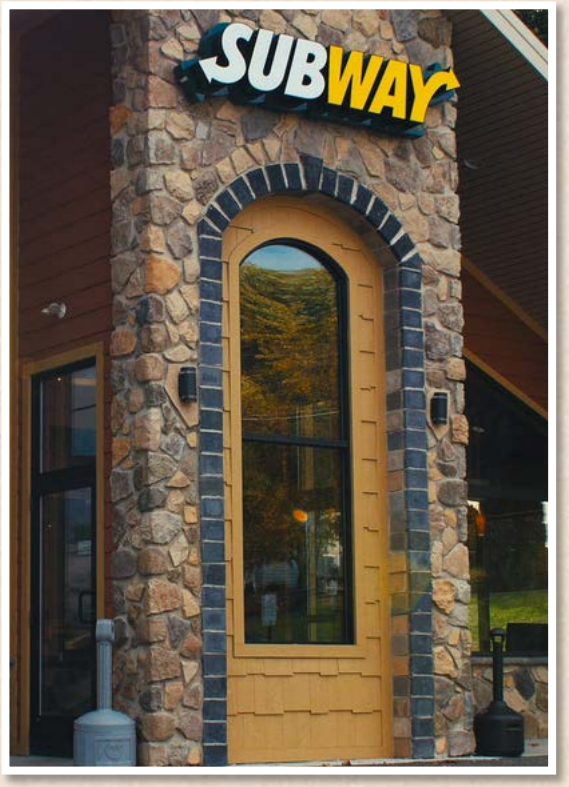


STRIP COMMERCIAL, BIG BOXES & FRANCHISES

Make Compliance Easy

- 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 side.

- 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.



New Bethlehem, Clarion County
Adjacent to Red Bank Valley Trail

Guidelines: Strip Commercial, Big Boxes & Franchises

Reuse Existing Buildings

1. Encourage franchises and national chain stores to locate in historic buildings.
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

1. Establish firm limits on permitted lengths of commercial strips. Instead of stringing a strip along the roadway, consider making it deeper and shorter.
2. Carefully evaluate 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.
3. 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. 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).
5. 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

1. 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.
2. 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.
3. 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

1. Soften the appearance of large parking areas with landscaping, berms, decorative walls, and other elements.
2. Divide large parking areas into smaller, separate lots dispersed throughout a site instead of "ganged" into one location.
3. Conceal parking if possible. Place parking lots at the rear or side of buildings rather than in the front.

Guidelines: Strip Commercial, Big Boxes & Franchises

Architecture

1. Use a traditional architectural style appropriate for the region (see 'Theme: Architectural Styles' in Chapter 2).
2. Use the same architectural style for multiple buildings within a single shopping center.
3. 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. Draw upon historical elements of the surrounding area to establish an overall design theme.
5. 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.
6. Avoid uninterrupted, flat, and monotonous building façades.
7. 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.
8. 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).
9. 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.
10. 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 for most buildings. When the architectural style of a building is historically associated with a particular color palette (such as vivid colors for Victorian style homes), then the historic color palette is recommended.
11. 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.
12. Provide human-scale architectural features on establishments that market personalized service products (banks, salons, health care offices, etc.).
13. Emphasize pedestrian entries using overhanging eaves, sloped roofs, or other defining architectural elements.

Guidelines: Strip Commercial, Big Boxes & Franchises

Roofs and Canopies

1. 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.
2. 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.
3. 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. If metal roofs are used, apply a low gloss finish to reduce glare.
5. Screen mechanical equipment on roofs by parapet walls or other building elements.
6. 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.

Windows

1. Install windows on building façades that face areas of high pedestrian activity.
2. Consider installing windows on large buildings to break up the appearance of blank walls.
3. Do not use mirrored or reflective glass.

Signs

1. In multiple tenant centers, use smaller and fewer signs. Consolidate directional signage in central locations.
2. On freestanding buildings visible from four sides, use strategic sign placement; signage on all four sides likely is overkill.
3. Design visually appealing signs that are compatible with local character. Consider the use of wood or a wood block design style.
4. Design signs to simply communicate the intended message.
5. Prohibit plastic, internally illuminated signs, particularly those that contain large bold lettering.
6. Do not design building elements to function as signage. Appearance of “franchise architecture” where the building functions as signage is not consistent with the desired character in the Pennsylvania Wilds.
7. 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.

Guidelines: Strip Commercial, Big Boxes & Franchises

Lighting

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

Outdoor Elements

1. 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.
2. Consider the use of natural wood materials for outdoor patio covers and furniture, such as benches, tables, and trash receptacle covers.
3. 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. 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.
5. Do not use chain link fence in areas with public visibility unless there is no feasible alternative.

Strip Commercial, Big Boxes & Franchises



Apply quality design elements such as stone to all visible sides of a building



Incorporate wood accents

Break up the mass of large parking lots with wood rails, potted plants, and benches.



Dubois, Clearfield County

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



Ridgway, Elk County



design guidelines IN PRACTICE

Challenge national merchants to “think outside the box” and be more creative in their designs in response to community desires and environmental context

Cobblestone Inn, St. Marys, Elk County

Strip Commercial, Big Boxes & Franchises



Some prototype designs are appropriate for certain settings and require no modifications like rustic style of Smokey Bones restaurant.



Use an architecture design theme that complements community character



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



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

Strip Commercial, Big Boxes & Franchises

Emphasize pedestrian entries using overhanging eaves, sloped roofs, or other defining architectural elements



Fox's Pizza
Ridgway, Elk County



Attractively screen mechanical equipment from view



Attractive entrance with use of stone

Use artfully crafted signs



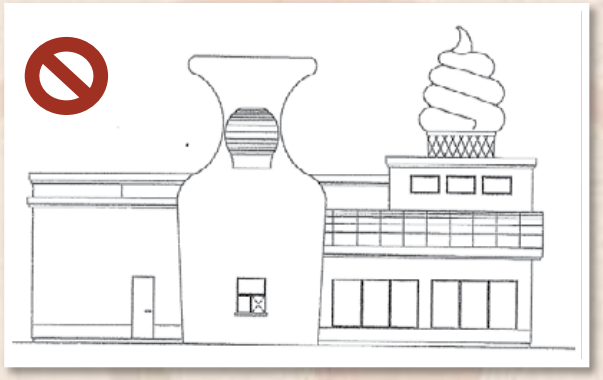


Use landscape islands to soften large parking lot

Strip Commercial, Big Boxes & Franchises



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

HOTELS AND LODGING



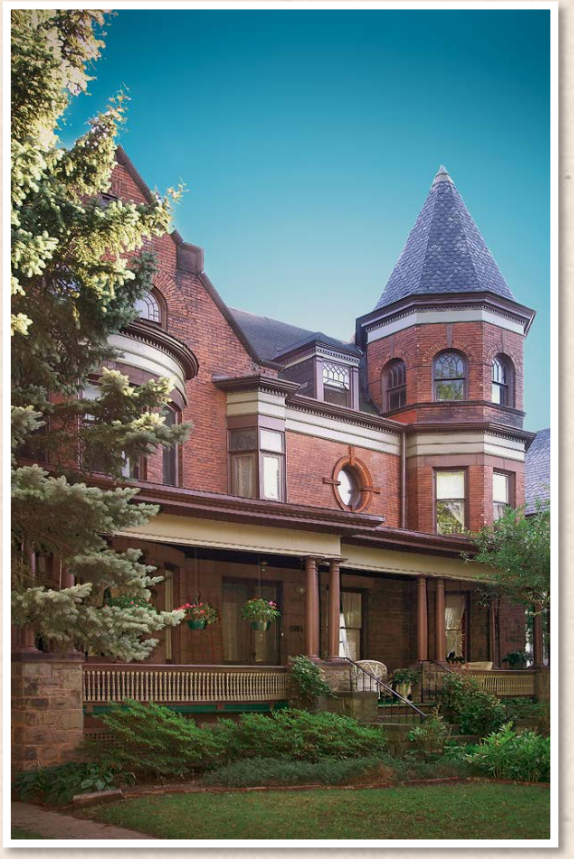


La Belle Auberge Bed & Breakfast
Wellsboro, Tioga County
2017 Champions of the Wilds Business of the Year

Authentic Experience

By providing genuine and authentic guest experiences, visitors will return to the region time and time again. The business of hospitality and guest services is the purview of the lodging operator. Lodging facilities often reflect the community's historic roots and the natural character of the region's outdoor environment. That is fully in keeping with the principles in the Design Guide and typically the draw for a majority of travelers when selecting overnight accommodations. Other principles related to building and site selection, orientation, signage and exterior façade design can also be a helpful resource for property and lodging business owners.

HOTELS AND LODGING



The Peter Herdic Inn

"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
Williamsport, Lycoming County



The Peter Herdic Restaurant



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 already draws hundreds of thousands of visitors annually. An increase in tourism means higher occupancy rates and a potential increased demand for overnight lodging.

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 and outdoor experiences in particular as well as local events and historic sites.



Wapiti Woods Guest Cabins
Weedville, Elk County

Guidelines: Hotels and Lodging

In addition to the guidelines listed below, please refer to Chapter 2 and Chapter 5. Many guidelines given in those chapters are applicable but most are not repeated here.

1. 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.)
2. Use a traditional architectural style and incorporate other regional thematic elements in the building design (see Chapter 2).
3. Draw upon historical elements of the surrounding area to establish an overall design theme.
4. Consider the need for visibility. Places of lodging do not always have to be provided in highly visible areas.
5. 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.
6. 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.
7. Preserve as many mature trees and natural features on the property as possible (see 'Value Trees and the Landscape' and 'Be Environmentally Responsible' in Chapter 5).
7. 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).
9. Avoid uninterrupted, flat and monotonous building façades.
10. 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.
11. Provide human-scale architectural features at the entry such as small windows, shutters, covered porches, and outdoor seating.
12. 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.
13. Design visually appealing signs that are compatible with local character. Consider the use of wood or a wood block design style.
14. Direct lighting downward and away from public streets and adjacent properties (see 'Preserve Dark Skies' in Chapter 5).
15. Locate soda, water, and other vending machines of a similar size inside buildings and out of open public view.

Hotels and Lodging





Wapiti Woods Guest Cabins, Elk County

Outdoor seating areas that provide views to scenic areas are encouraged in lodging establishments



Nature Inn, Centre County

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

Utilize wood, stone and natural materials for interior design



Renovate historic buildings for hotels and lodging



Gateway Lodge Cabin, Jefferson County



design guidelines IN PRACTICE

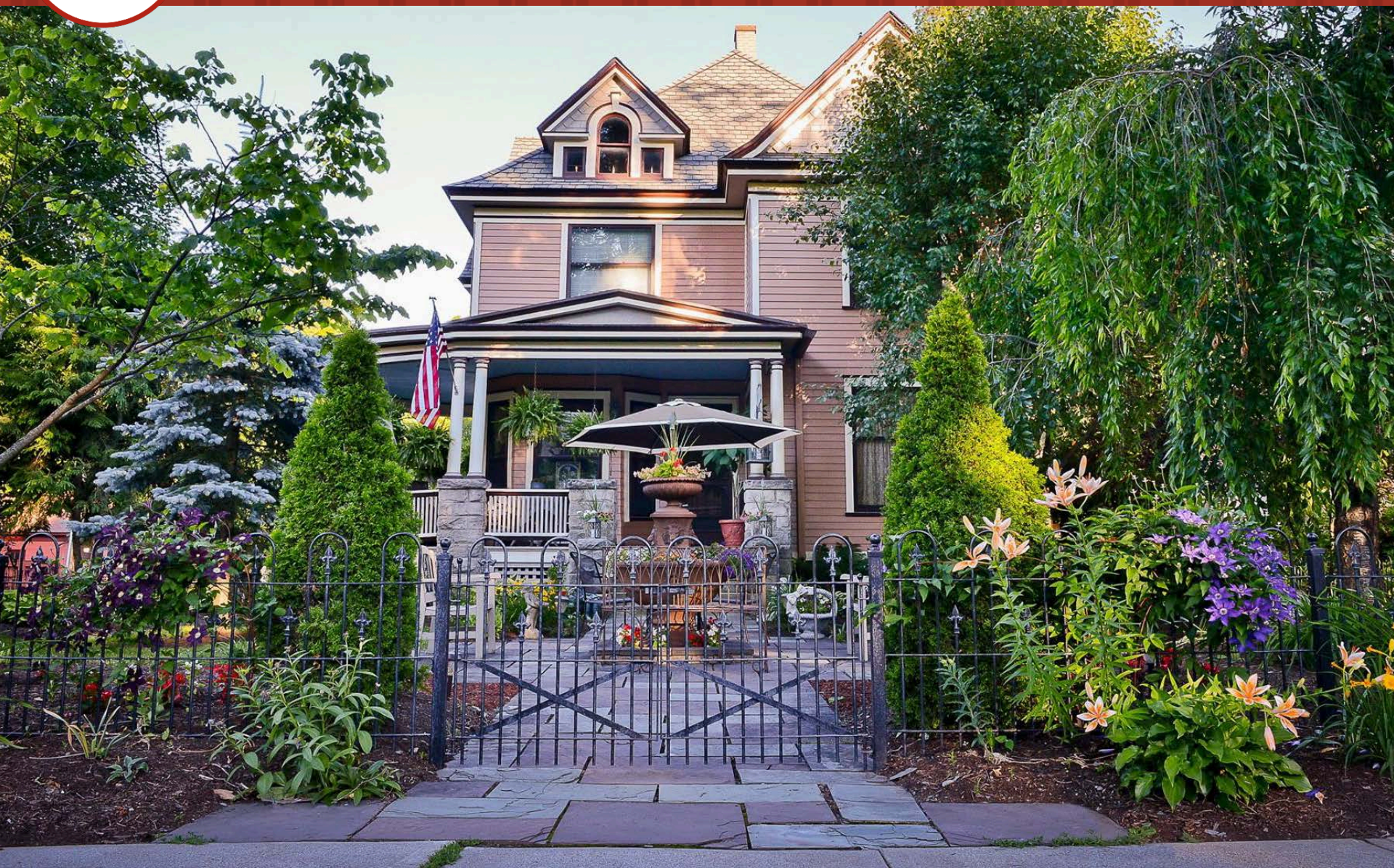
Enhance scenic views from common areas and guest rooms

Bald Eagle State Park
Nature Inn, Centre County

design guidelines IN PRACTICE

Encourage places of lodging to locate in historic buildings or to renovate and use existing buildings

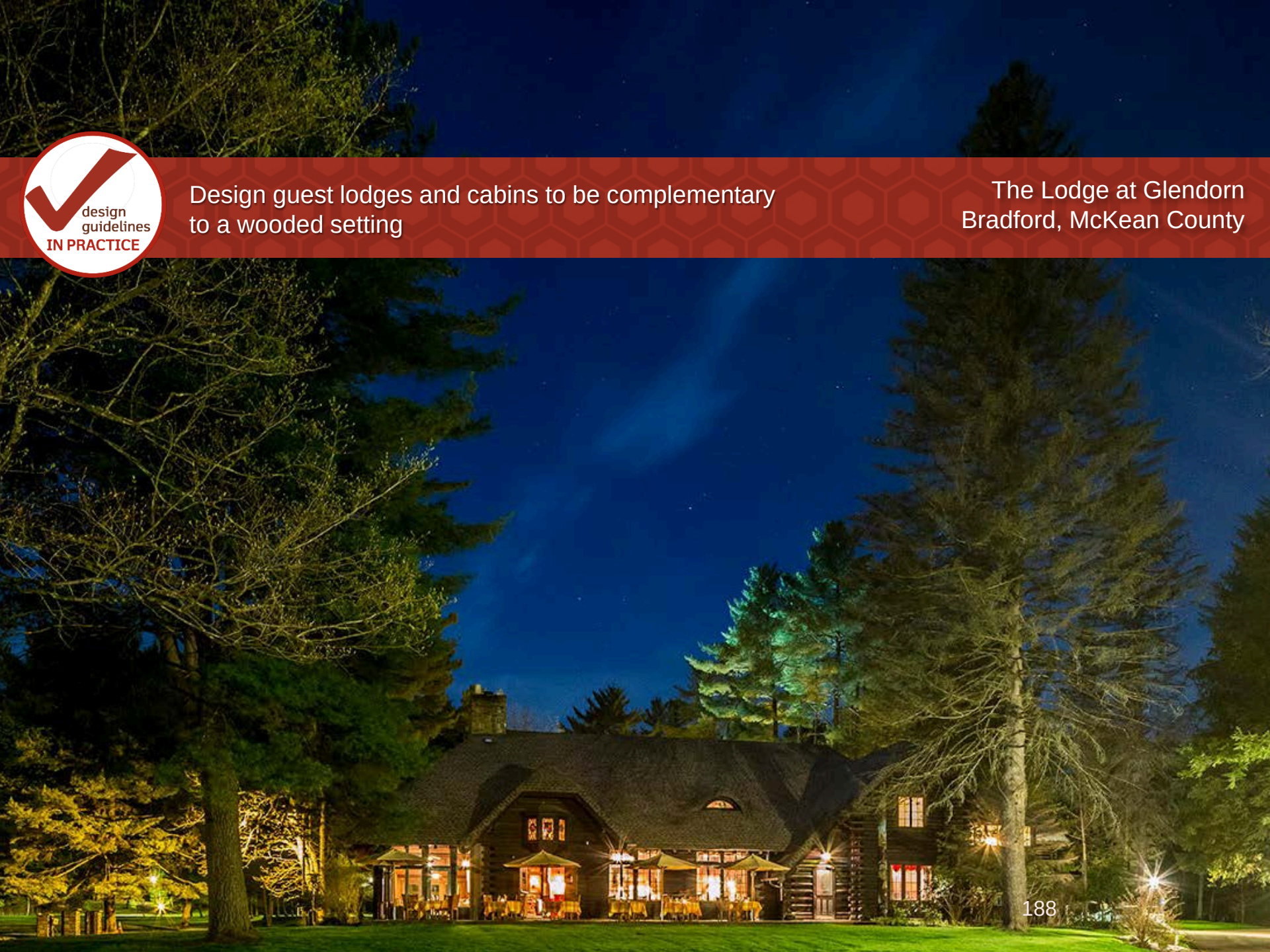
La Belle Auberge Bed & Breakfast
Wellsboro, Tioga County



design guidelines IN PRACTICE

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

The Lodge at Glendorn
Bradford, McKean County





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 areas and part of its appeal is that the region offers the opportunity to “get away from it all.” For travelers looking for this experience, 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.





UTILITY TOWERS

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.

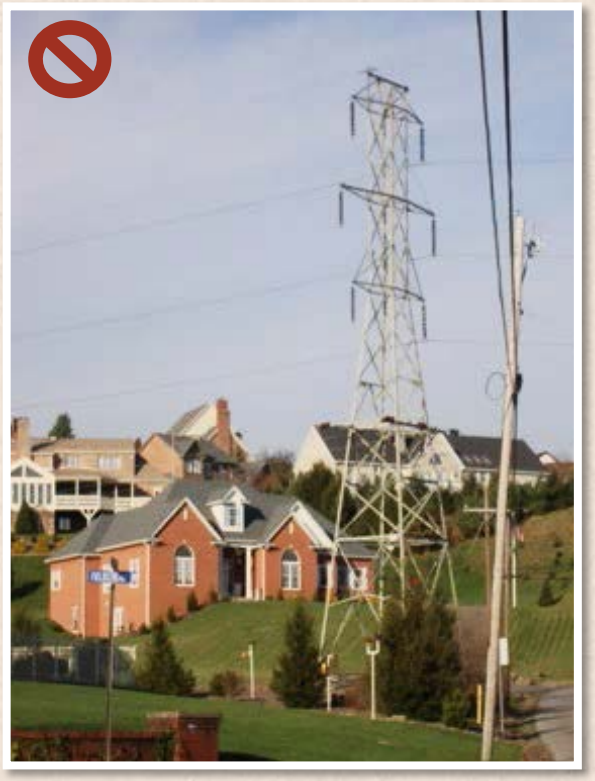
Guidelines: Utility Towers

1. 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.
1. Require the immediate removal of abandoned towers.
2. Reduce the visibility of communication towers and antennae to the highest degree possible.
3. 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. Do not place cellular service antenna sites in designated Historic Districts or on designated historic buildings unless no other alternative exists.
5. 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.
1. 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.
2. Cluster towers to reduce their proliferation across the same service area.
6. Encourage the joint-use of towers by multiple service companies.
7. 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.
8. Do not permit towers to substantially extend in height above existing surrounding buildings or natural features of the landscape.
9. In forested areas, mount antennas on wooden poles that protrude only slightly above adjacent treetops.
10. Prohibit the placement of commercial messages, signs, and lights on utility towers and antennae except for required safety warnings and identification.

Utility Towers



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



Do not locate visually obtrusive towers in residential neighborhoods



Screen utility sites with natural vegetation



Conceal equipment on building structures like church steeples, flag poles, etc.



WIND ENERGY FACILITIES

Necessity or Luxury?

The popularity of clean energy sources is increasing, due to the lowering of operational costs and increasing public concern about fossil fuel use and climate change. 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 ENERGY FACILITIES

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.



Guidelines: Wind Energy Facilities

1. 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.
2. Design all turbines in a single location to have a uniform appearance, speed, color, height and rotor diameter.
3. Prohibit or limit the use of exterior ladders and catwalks.
4. 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.
5. Construct service roads at the minimum widths necessary. To the extent possible, use unimproved roads and mimic the appearance of farm lanes.
6. Keep artificial lighting to a minimum. Use downward directed lighting fixtures to minimize nighttime impact. Control substation lighting with a motion detector or switch.
7. 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 light needed.
8. Paint the wind turbines a color that minimizes contrasts with the landscape and sky. White or off-white is recommended.
9. 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.
10. Require that facilities be well-maintained, clean, free of litter, and properly operated.
11. Require the immediate removal of above-ground elements from any facility that goes out of service.
12. Screen the substation facility with fencing, walls, landscaping and/or natural vegetation.
13. Use fencing materials that complement the landscape. Do not use chain link fence unless no other barrier option exists.

TOOLBOX: Lessening Impacts

Technique 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.)



TOOLBOX: Lessening Impacts

Technique 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.



Downtown Brookville
Jefferson County

TOOLBOX: Lessening Impacts

Technique 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:

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.

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.

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.

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) where they can fit into wooded settings

Chapter 5:
Complement the Landscape

Protect Scenic Viewsheds and Vistas …….. p. 200

Be Sensitive to Natural Landforms ……. p. 210

Preserve Dark Skies …….. p. 214

Value Trees and the Landscape ……. p. 223

Be Environmentally Responsible ……. p. 230

Toolbox: Complementing the Landscape … p. 241

PICTURED:
George B. Stevenson Dam Lake
Sinnemahoning State Park

PROTECT SCENIC VIEWSHEDS & 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.



View from Hyner View State Park
Clinton County

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.

PROTECT SCENIC VIEWSHEDS & VISTAS

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
- Visually prominent historic sites and resources



Treasure Lake
Dubois, Clearfield County

PROTECT SCENIC VIEWSHEDS & VISTAS

Protecting Public Views

Governmental bodies can't assure the protection of scenic views from private property, thus the protection of views from public places should always be carefully considered.



Kinzua Reservoir
Allegheny National Forest

Views from public use areas are of the highest importance, such as roads, parks, trails, navigable waterways, historic landmark sites, and other visitor destinations. Aesthetics and scenic beauty as experienced from public viewing areas should be considered with every land development decision made in the Pennsylvania Wilds.

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
- The extent to which view degradation or obstruction could occur



design guidelines IN PRACTICE

Preserve scenic viewsheds and vistas

Eagle Over Elk County



design guidelines IN PRACTICE

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

Tidioute Overlook
Warren County

Guidelines: Scenic Viewsheds & Vistas

1. County and municipal governments are encouraged to identify important scenic vistas and viewsheds in their comprehensive plans.
1. Apply the applicable design principles contained in this document to development and land use decisions in the visual foregrounds of scenic vistas and viewsheds.
2. Recognize and enhance the scenic qualities of long-distance views to town centers. Avoid view blockage and minimize unsightly appearances along roadways.
3. Public views to scenic hillsides, ridges, peaks, and forests should not be blocked or obscured by intervening buildings, signage, or other obtrusive development.
4. Public views of agricultural landscapes should be preserved wherever possible as important contributors to the rural character of the Pennsylvania Wilds.
5. 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.
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.
8. 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 complement the surroundings.
9. 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 (unkempt buildings, cellular towers, unsightly land uses, etc.) impact scenic quality.
10. 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).
11. Development in the visual foreground of scenic vistas should be 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.

Scenic Viewsheds & Vistas



Benezette, Elk County

Provide opportunities for enjoyment of scenic resources



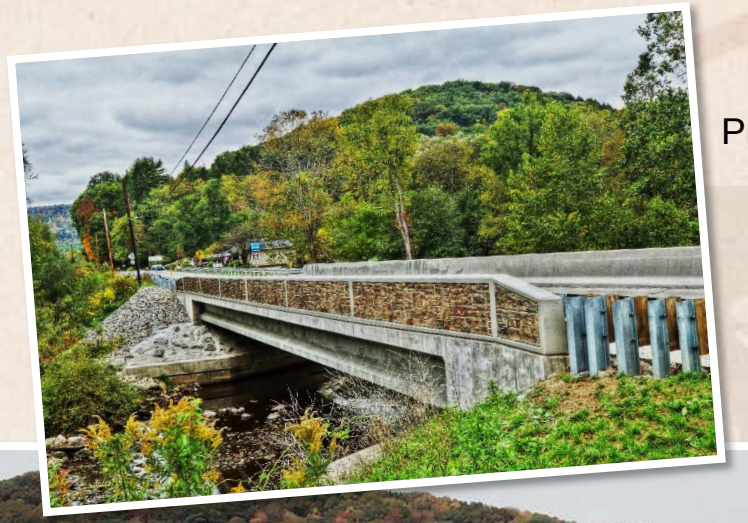
Rim Rock Viewing Area
McKean County

Maintain long distance views across valleys



Pennsylvania Grand Canyon, Tioga County

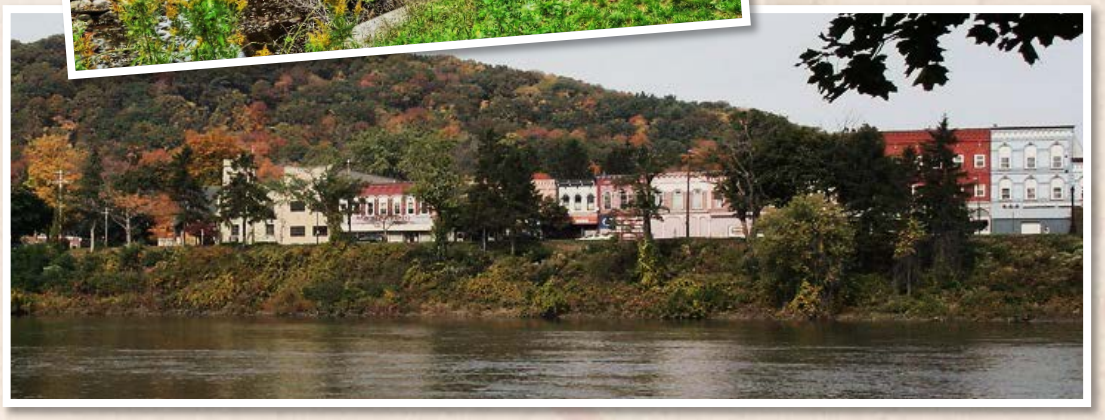
Scenic Viewsheds & Vistas



Protect scenic views from primary travel routes



Limit the potential for blockage with deep setbacks



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.



design guidelines IN PRACTICE

Provide opportunities for enjoyment of scenic resources

Kinzua Reservoir
Allegheny National Forest

Scenic Viewsheds & Vistas



Route 119, Punxsutawney, Jefferson County

Protect views of town centers from scenic roadways



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



Billboards and utility lines can ruin views from public roadways



BE SENSITIVE TO NATURAL LANDFORMS

Protecting the Natural Land Form Character





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

Protecting landform features such as peaks, ridgelines, hillsides, steep slopes, and canyons enhance visual experiences and create a higher quality image of the region. Hillsides and canyons overcome with development quickly lose their appeal to residents, visitors, and recreational enthusiasts such as hikers and backpackers.

Also, when development is proposed on steeply sloping terrain, there is a greater chance for public health, safety, and welfare to be compromised. Hillside development can cause landslides, rockfalls, and increased erosion and sediment that can degrade streams and water supplies.

Proposals to place new development on steep slopes or to modify landforms need to be more carefully scrutinized than development on properties with little topographic relief.



BE SENSITIVE TO NATURAL LANDFORMS

Protecting the Natural Land Form Character

Complete preservation of every scenic peak, hillside or canyon is often not practical or realistic due to private ownership patterns and property rights; 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.



From an aesthetic perspective, 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.

In every situation, the primary objective is to protect the natural landform character and reduce environmental and visual damage.

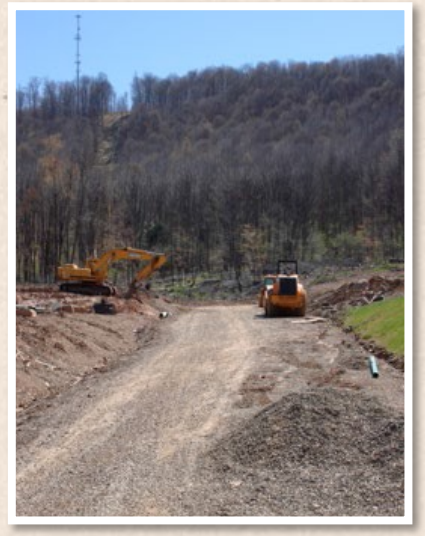
Guidelines: Be Sensitive to Natural Landforms

1. 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.
2. 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.
3. Avoid long, continuous manufactured slopes that have hard edges and sharp, angular forms.
4. Round and blend the toes and tops of manufactured slopes with the adjoining natural topography to create a more natural appearing slope.
5. 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.
6. 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.
7. 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.
8. 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.
9. Transition finished floor elevations and parking areas with the natural property grades whenever feasible.
10. 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.
11. New golf courses should be sensitively designed and weaved into the natural topographic character of the landscape.
12. 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: Be Sensitive to Natural Landforms



Specifically design building foundations for hillside development as opposed to recontouring hillside to accommodate flat land building designs



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



Avoid long manufactured slopes with hard edges

Site new development sensitively into the natural topography





Engineer roads to follow natural contours to reduce extensive alterations

PRESERVE DARK SKIES

A dark night sky is a natural resource that is worthy of protection just like plants, waterways and wildlife.

Currently, most of the Pennsylvania Wilds is home to skies dark enough to see stars, constellations and the Milky Way galaxy. The guidelines referenced here need to be considered so the dark skies of the region are protected for future generations.

Turning night into day by the simple flip of a switch is rarely given a second thought in today's 21st century society. But excessive artificial lighting can have negative impacts. It causes a glow in the nighttime sky, often called "sky glow." Sky glow is produced by glare, light trespass or overflow from other areas, and up-lighting caused by excessive over-lighting, and by lights that are misplaced, misdirected, and/or not properly shielded. This reduces the visibility of stars and other astronomical features and robs us of the opportunity to experience the wonder of the natural night sky.



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

PRESERVE DARK SKIES

Excessive artificial light can also harm wildlife species, especially nesting birds and animals that move nocturnally. It has also been shown to negatively affect natural sleep patterns and increase the risk of cancer, diabetes and cardiovascular heart disease in humans.

From an energy perspective, too much lighting can be wasteful as lighting is often oversized when installed for many applications. This obviously can be costly to consumers as well as in conflict with the conservation stewardship goals of the Pennsylvania Wilds initiative.



"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)

PRESERVE DARK SKIES

One of the best places in the region to practice astronomy and stargazing is Cherry Springs State Park in Potter County.

Cherry Springs is the first and only Dark Sky Park in the state. In 2008, the site was designated by the International Dark Sky Association as the second International Dark Sky Park in the world because of its outstanding dark sky resources. An important part of the designation process is a commitment by local communities like Galeton and Coudersport in helping to protect the resource.



Cherry Springs State Park

Seeing the wonders of the night sky is often not possible in more urbanized places where light sources prevent stargazing and other astronomy activities. Smog and air pollution can also further degrade night sky viewing opportunities. This is especially the case in countries with severe air pollution like China. Perhaps this is why about 40 percent of the visitors to Cherry Springs are from China or other Asian countries.



Cherry Springs State Park, Potter County

PRESERVE DARK SKIES

One of the best sources of information on light pollution and how to address it is the International Dark Sky Association (IDA), founded in 1988. The IDA recognizes that modern society requires outdoor lighting for a variety of needs, including safety and commerce, but advocates that any required lighting be used wisely and should:

- Only be on when needed
- Only light the area that needs it
- Be no brighter than necessary
- Minimize blue light emissions
- Be fully shielded (pointing downward)

Communities working on preserving their dark skies can become a designated "Dark Sky Community" by the International Dark Sky Association. Visit *www.darksky.org* for more information.

For more information on how to find dark sky friendly lighting, go to: http://darksky.org/fsa/fsa-products/



Guidelines: Preserve Dark Skies

1. Incorporate outdoor lighting regulations into zoning, subdivision and land development ordinances. Model ordinance text is available from the Pennsylvania Outdoor Lighting Council http://www.polcouncil.org
2. Provide outdoor lighting at the minimum quantities and brightness levels necessary for safety, security and the enjoyment of outdoor living.
3. 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.
4. 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. 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.
6. 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).
7. Light building identification signs from the top.
8. Limit lighting of pedestrian walkways to that necessary for public safety.
9. 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.
10. Choose main street and pedestrian area lighting that is human-scale (10-15 feet high).
11. Use opaque covers on lighting fixtures to reduce the brightness and glare of the light bulb.
12. When selecting exterior lights, choose 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.
13. 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.
14. 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.
15. 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: Preserve Dark Skies

15. Lights on a timer or motion-activated lights are encouraged to reduce the amount of time lights are operating.
16. 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.
17. 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. Solar lights are now available for this use.
18. 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.
19. Angle floodlights so that they are not directed into the air more than about 25 degrees, measured from the ground to the center of the light bulb.
20. 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.
21. 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.
22. LED lighting is both economical and energy saving. Warm-color LEDs are now available to use rather than harsh and unhealthy blue-white LEDs. Be aware that LED lighting is very intense so you need to significantly reduce the amount of lumens to below 3000K.

Preserve Dark Skies



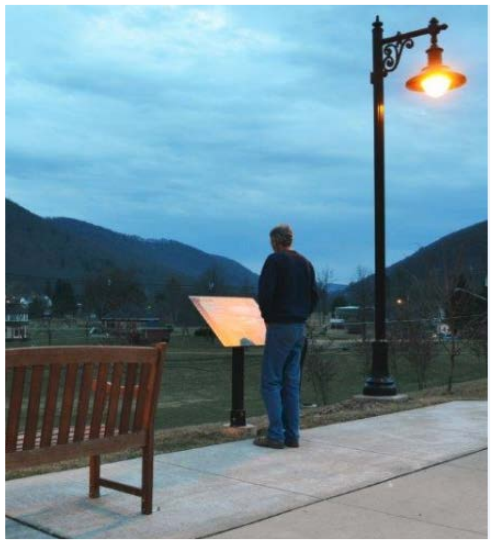
Wapiti Woods, Weedville, Elk County
Photo source: Steve Kronenwetter

Utilize downward directed dark friendly lighting to entrance signs

Install dark sky friendly street lamps in town centers and residential neighborhoods



Gateway Lodge, Jefferson County



Galeton Main Street, Potter County
Source: PA Route 6 Alliance/Curt Weinhold

Encourage dark sky friendly business signage

Preserve Dark Skies



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



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





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

Although this street lamp is not downward directed, the bulb is enclosed by an opaque cover, reducing brightness and glare

VALUE TREES AND THE LANDSCAPE

The trees of “Penn’s Woods” have supported people in Pennsylvania for thousands of years. Statewide our forest base supports a $20 billion forest products industry. Trees are essential to our lives. They are “green infrastructure” acting as living filters to clean the air we breathe and the water we drink. They help heat our homes and cool our streets. They provide us flooring, cabinets, medicines, maple syrup, paper and countless other products. Trees are sources of inspiration and beauty that help define Pennsylvania.

Fifty-eight percent of the state’s land base is covered by forest. This translates into about 17 million acres statewide with 2.2 million acres comprising the state forest system. Roughly 2 million acres of this is in the Pennsylvania Wilds region.





VALUE TREES AND THE LANDSCAPE

Cost of Tree Removal as Part of Development Projects

The location and health of trees and vegetation should be carefully considered as part of land use and development decisions. Thoughtless or careless removal of trees, particularly on steep slopes and along stream corridors, can result in increased municipal costs to control drainage, soil erosion, and water quality. In contrast, using trees as "green infrastructure" can be a good return on investment as it can also alleviate storm water issues and other environmental concerns associated with development.

Unplanned tree removal also lowers property values. Commercial areas with trees attract more customers who stay longer and spend more money. This is important for communities evaluating a streetscape project that calls for street trees and other landscaping. It might be one of the best investments a community can make.

Landscaping for a development or streetscape project should use native species and those visually compatible with the natural landscape. Non-native invasive plants are very serious threats to long-term health and sustainability of area landscapes and forest ecosystems.



Bellefonte, Centre County

Landscaping can add approximately 10 to 20 percent more value to a property – especially landscaping that includes mature trees.

VALUE TREES AND THE LANDSCAPE



Forest Management Resources

Management of forested land is the responsibility of the landowner whether public or private. The PA Department of Conservation and Natural Resources' (PADCNR) Bureau of Forestry encourages landowners to develop management plans that promote responsible and sustainable practices. "Best Management Practices Manual for PA Forests" published by Penn State University and available on DCNR's website at www.dcnr.state.pa.us/forestry/yourwoods/index.htm is a good resource. The Bureau of Forestry also implements a certification program under the National Forest Stewardship Council (FSC) to support the long term ecological, social and economic sustainability all state forest. This gives Pennsylvania harvested timber a market advantage as many construction projects specify use of FSC certified material.

PA DCNR Service Foresters can help communities with tree planting/management and sustainable forest management techniques. To find the Service Forester that covers your county, go to: http://www.dcnr.state.pa.us/forestry/yourwoods/serviceforesters/index.htm . Penn State Extension's Urban and Community Forestry Program also is an excellent resource on these topics. See more at: http://extension.psu.edu/natural-resources/forests/urban-community .

In the Pennsylvania Wilds, retention of mature forests and trees is very desirable as they are a visual symbol of the region's lumber heritage and reinforce thematic elements of the native landscape. However, it is important to recognize that the region is also a working landscape. This Design Guide encourages on-going and responsible forest management guided by sound science and the FSC guidelines referenced above.

Guidelines: Value Trees and the Landscape

1. Provide education on sustainable forest practices administered by the Pennsylvania Bureau of Forestry.
2. Retain forests and the size of forest tracts by prohibiting forest fragmentation and conversion of forests to non-forest uses.
3. Maintain visual landscape and economic benefits of “working forests” by requiring lands harvested for timber to be reforested.
4. Discourage removal of trees and natural vegetation at the edges of waterways and wetlands, especially in areas that are scenic or in prominent public viewsheds.
5. Retain tree groves adjacent to heavily traveled public roadways to reinforce the wooded character of the Pennsylvania Wilds and enhance the driving experience.
6. 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 species.
7. Retain mature trees and plant visually prominent trees along main streets and streets with formal sidewalks.
8. Retain tree canopies along streets, especially at entry corridors.
9. 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)
10. After land clearing or grading for construction projects, revegetate areas not developed as quickly as possible.
11. 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.
12. Incorporate existing native trees and vegetation into the design of new development projects.
13. Never plant non-native, invasive plant materials. Reference: http://www.dcnr.state.pa.us/forestry/plants/invasiveplants/index.htm
14. During the installation of new landscaping, use plant materials that are native or naturalized to the region. Not only will the new plant materials be more visually compatible with the natural landscape, but they also will be suitable for the climate and soil type. For more information, please reference: http://www.dcnr.state.pa.us/forestry/plants/nativeplants/index.htm
15. 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.

Value Trees and the Landscape

Retain mature trees in public parks





Preserve treelines along scenic roads



Consider the four-season climate when landscaping



Retain and preserve mature trees between houses and in residential and town centers to provide visual relief and provide shade

Value Trees and the Landscape



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.



Value the visual appeal of trees.

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



Trees create an impressive backdrop to this home.





"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." - PA DCNR State Forest Management Plan

BE ENVIRONMENTALLY RESPONSIBLE

Complement the Landscape

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 which is good for the bottom line.

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 are made from renewable and recycled materials.



"A good site designer or architect can strike a balance between development needs and environmental sensitivity."
Firouz Ghaboussi, T&B Planning

BE ENVIRONMENTALLY RESPONSIBLE

Think Cumulatively

As part of the development process, a cumulative analysis should be 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.



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 consider the cumulative effect of development.



BE ENVIRONMENTALLY RESPONSIBLE

Protect Forests, Nature Parks, and Wild Areas

There are over two million acres of public lands in the Pennsylvania Wilds including forest lands, state parks, wild and natural areas.

The placement and design of land development and construction projects on properties surrounded by or located on the borders of these lands can have a negative impact, both visually and ecologically, on these public lands and their natural resources. Important items to consider when making land use decisions on the borders of these areas are:

- Detriments to the forest's scenic qualities as viewed by the public;
- Forest fragmentation or the potential to encourage fragmentation;
- Indirect environmental impacts from invasive plant species, 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.

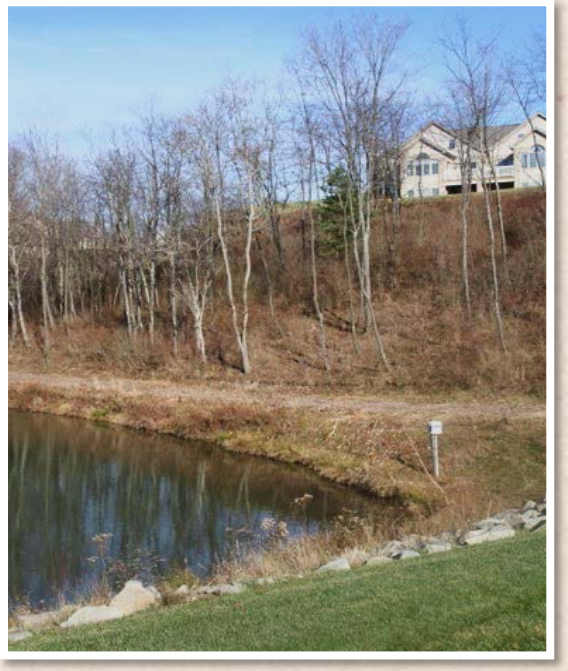
BE ENVIRONMENTALLY RESPONSIBLE

Consider the Value of Natural Resources

When developing any previously undeveloped site, consider the natural resources that exist on the property and the value in protecting them. Development should work around natural features rather than be imposed on them. Conserving sensitive natural resources achieves the following benefits:

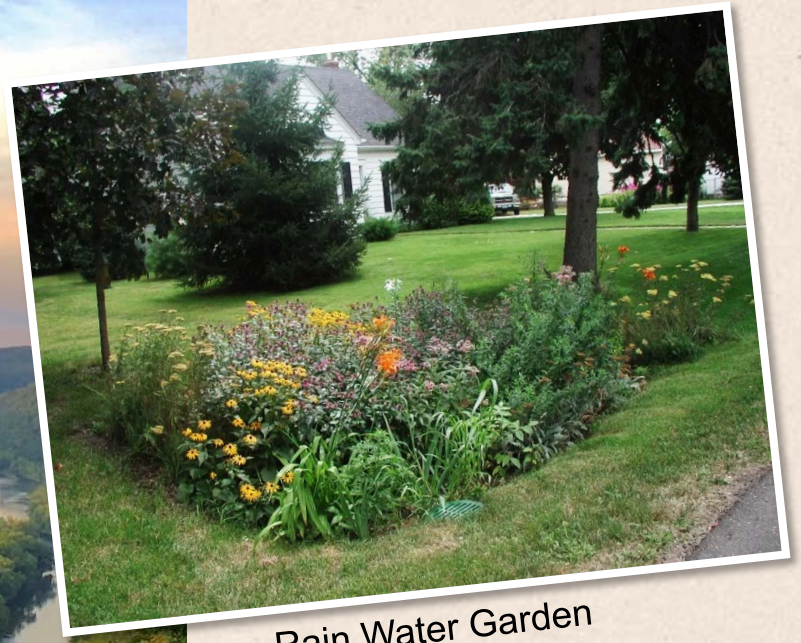
- Increased scenic quality
- Conserved visual resources
- Protected water quality and quantity
- Protected functions and values of ecological systems
- Protected wildlife habitats and movement corridors
- Protected agricultural lands
- Reduced forest fragmentation
- Preserved historic sites and resources

Except for resources that may be isolated (like an historic building) conserved areas provide the greatest scenic and ecological benefits when connected to other conserved areas on-site or off-site. Isolated or fragmented 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.



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

BE ENVIRONMENTALLY RESPONSIBLE



Rain Water Garden

Use Natural Solutions

Natural systems or “green infrastructure” 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.



BE ENVIRONMENTALLY RESPONSIBLE

Use Natural and Locally Produced Products

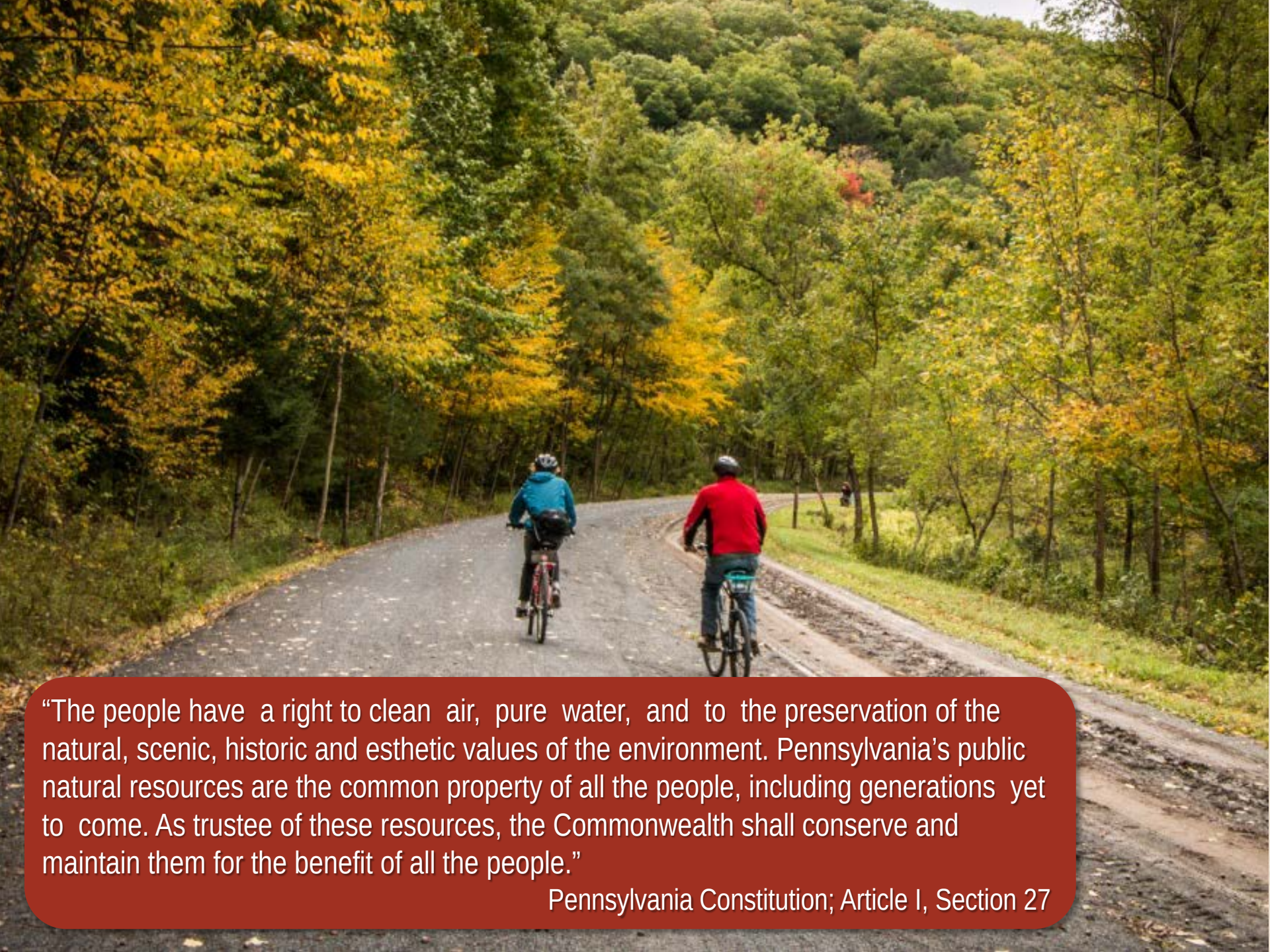
Transportation of building materials is costly in both energy use and pollution generation. Builders are encouraged to use locally produced materials such as local hardwoods. Lumber should only be used, however, from certified well-managed forests. (Also see Chapter 3 regarding use of wood as a thematic 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 locally available materials also will enhance the visual identity of the region. Rocks found on a site can be used to build retaining walls, walkways, and benches.



"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



BE ENVIRONMENTALLY RESPONSIBLE

Conserve Energy

In building construction, reducing energy loads of heating, cooling, and lighting systems can produce several economic and public health benefits. Using non-toxic, renewable or recycled-content materials also can conserve energy and protect the environment. Recent advances in “green building” have been shown to result in long- term economic benefits over the life-time of building operation.

PA DCNR has been a leader in this field with the design and construction of several of its facilities in the region such as the Elk Center, Bald Eagle Nature Inn and Sinnemahoning Wildlife Center. Each of these buildings are certified under the Leadership in Energy and Environmental Design (LEED®) program. This illustrates the conservation values and stewardship ethic that are part of the Pennsylvania Wilds effort and something worth highlighting as part of the visitor experience in the region.

LEED® is the preeminent program for the design, construction, maintenance and operations of high-performance green buildings. Learn more at: www.usgbc.org/leed



BE ENVIRONMENTALLY RESPONSIBLE

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.

Guidelines: Be Environmentally Responsible

1. 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.)
2. Assist the Bureau of Forestry in providing information to interested landowners adjoining forest property boundaries about environmentally responsible practices for lands adjoining forests.
3. 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.
4. 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. Consider the Growing Greener: Conservation by Design approach when preparing or revising a subdivision and land development ordinance or designing a residential subdivision.
6. 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.
7. 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.)
8. 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.
9. 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).

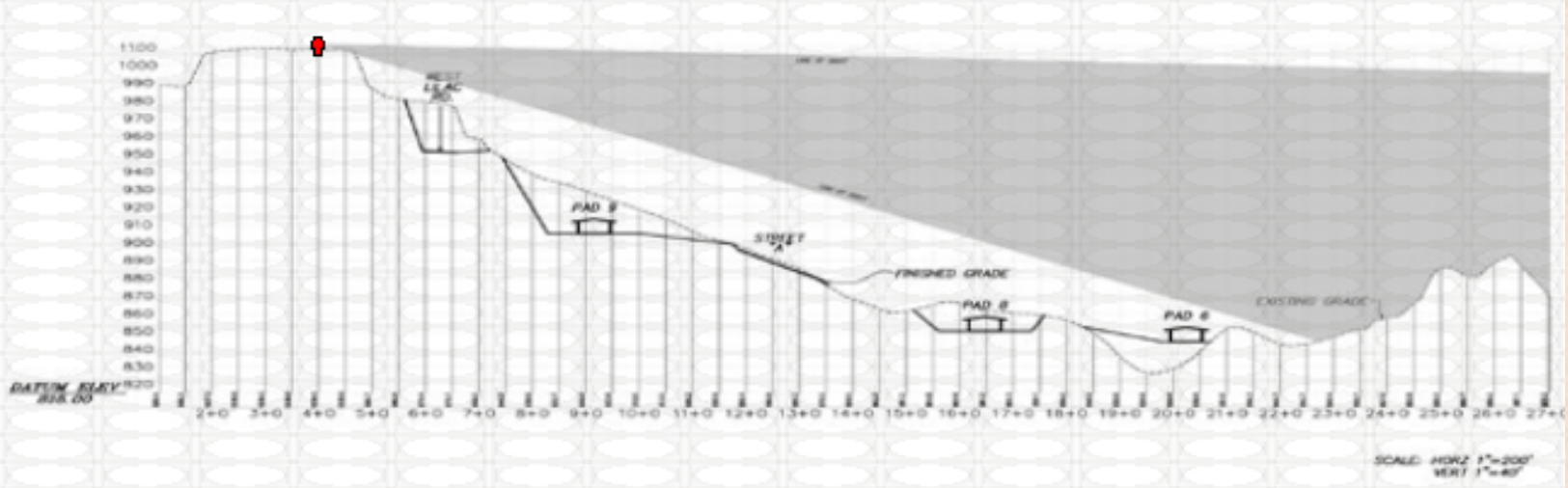
Guidelines: Be Environmentally Responsible

1. Apply conservation and protective easements or use other mechanisms to ensure permanent protection of properties intended to be preserved as perpetual open space.
2. Design development projects to value, conserve, and work around on-site sensitive resources instead of destroying or imposing on them.
3. 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.
4. Give serious consideration to site design and building construction alternatives that provide a greater level of environmental protection than may be first proposed.
5. Use locally produced products in construction (such as hardwood, brick, and stone) as a primary building material.
6. Encourage the installation of products bearing an ENERGY STAR® label. (ENERGY STAR® homes can reduce energy usage by 25 to 30%.) Learn more at: www.energystar.gov
7. Install high-efficiency heating and cooling equipment (furnaces, boilers, air conditioners and their distribution systems), which produce less pollution during operation.
8. Install water-efficient equipment (water-conserving toilets, showerheads, and faucet aerators) to reduce water use and demand on septic systems or sewage treatment plants.
9. 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:
Complementing the Landscape

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

TOOLBOX:
Complementing the Landscape

Technique 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:
Complementing the Landscape

Technique 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.

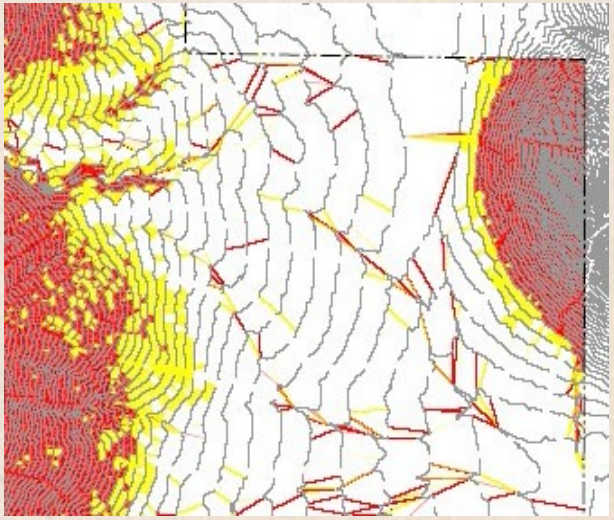
TOOLBOX:
Complementing the Landscape

Technique 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.



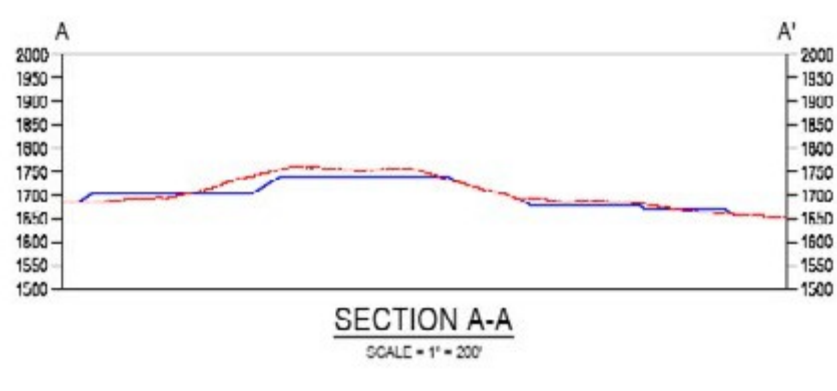
A slope gradient study maps the steepness of natural slopes to assist in evaluating the appropriateness of grading. Steeper areas are signified by red and yellow colors.

TOOLBOX:
Complementing the Landscape

Technique 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.



Technique 6:

Use Growing Greener Techniques

DCNR, through a cooperative effort with the Natural Lands Trust and other state agencies, developed a community planning program called Growing Greener: Conservation by Design. It helps communities weave open space, natural areas and trails into residential housing development.

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.

Learn more at the following link:
http://conservationtools.org/guides/category/20-channeling-growth-conserving-land

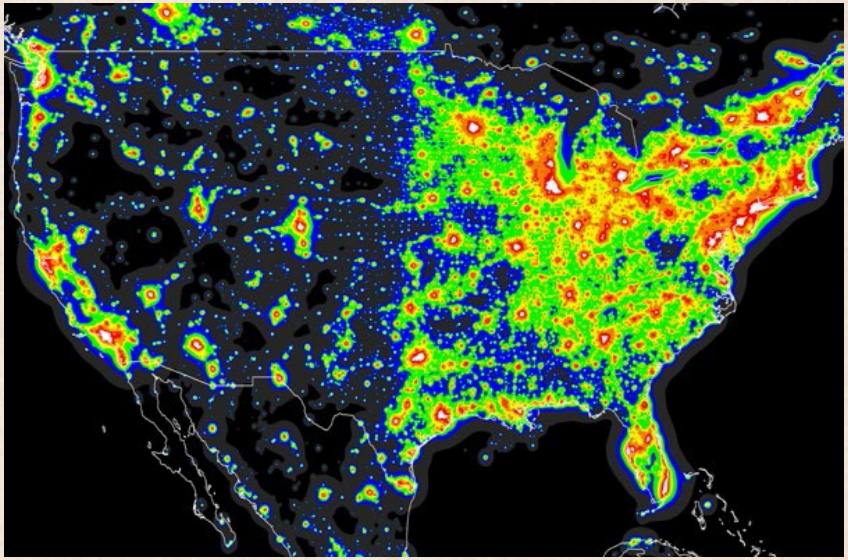
TOOLBOX:
Complementing the Landscape

Technique 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 8:
Develop Lighting Ordinances

Few municipalities within the Pennsylvania Wilds region have lighting ordinances. To ensure our dark skies can be enjoyed for 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. http://www.polcouncil.org



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:
Complementing the Landscape

Technique 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-inches 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 10:
Develop a Recommended Plant Palette

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



Example of a graphic from a Landscape Plan

Technique 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 plant materials. Review and approval of landscape plans should always occur prior to issuance of the permit.

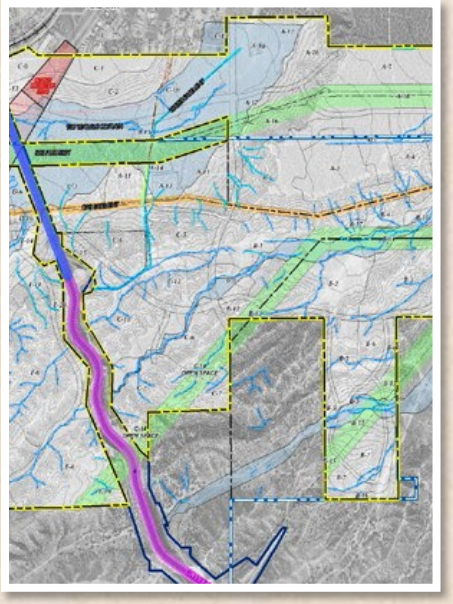
TOOLBOX:
Complementing the Landscape

Technique 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-inch caliper)
- Historic sites and buildings
- Known archaeological resources
- Prime agricultural soils
- Known mineral resource deposit areas
- Surrounding land uses within reasonable distance (600 feet)



Example of an environmentally sensitive lands evaluation map

Next, plot the limits of proposed grading/construction on the map to clearly show resources that would be lost 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 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.

TOOLBOX:
Complementing the Landscape

Technique 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: Other 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:
Context-Sensitive Transportation

The Experience of Travel .....p. 251

The Roadway Network .....p. 257

Bridges.....p. 264

Trails and Paths .....p. 271

Toolbox for Context-Sensitive Transportation .....p. 281

PICTURED:
Clarion County Roadway with Trail Crossing



THE EXPERIENCE OF TRAVEL

A context-sensitive transportation network in the Pennsylvania Wilds is centered on a general philosophy that the experience of traveling from place to place is just as important as the experience enjoyed at the destination.

It is not enough to focus planning efforts only on individual buildings, towns, and places. Attention must also be given to the experience of travel, whether by motor vehicle, bicycle, foot, watercraft, or other means.

Chapter 3 of this Design Guide, “Roadway Corridors,” addresses this concept by providing guidelines for development that is visible along roads and, in particular, along scenic routes. Chapter 6 takes the idea further and focuses on the transportation system itself, including roadways, bridges, bikeways, trails, and navigable waterways. In many areas of the Pennsylvania Wilds, the transportation system winds around hills, dips into valleys, crosses rivers and streams, and offers tremendous views. Navigating a curve, journeying over a historic steel truss bridge, or waiting to pass on a one-lane road are part of the Pennsylvania Wilds experience.



Many roads twist and turn through the rural and forested Pennsylvania Wilds landscape



THE EXPERIENCE OF TRAVEL

Simply put, a context-sensitive transportation system is one that considers the environment through which the transportation system passes.

A safe and functional road, bridge, or trail in the Pennsylvania Wilds should not look just like every other road, bridge, and trail found in other parts of the Commonwealth and beyond, especially if it provides a unique travel experience.

The Pennsylvania Wilds landscape is mostly rural, but also includes developed town centers, residential communities, and industry; and, as the landscape changes, so should transportation facility design. A true context-sensitive transportation project achieves harmony with the surrounding community and considers and complements the area's environmental, scenic, historic, and natural assets.



Narrow roads that follow the natural topography are part of the Pennsylvania Wilds travel experience

The goal of a context-sensitive transportation network for the Pennsylvania Wilds is to be multi-modal, functional, safe, and in harmony with its surroundings.

THE EXPERIENCE OF TRAVEL

Cross-Discipline Collaboration

To develop the transportation network into a system that meets the needs of its users while also complementing the region's character, stakeholders at all phases of a transportation project's design and implementation process must work together. Collaboration among community members, planners, engineers, and participating public agencies is vital early in the design process. At this early stage, design aspirations need to be balanced with multi-modal utilization, safety considerations, engineering requirements, and monetary costs for construction and long-term maintenance.



Clearfield County

Sometimes, one or more of these considerations will outweigh the others. At other times, all will have equal importance. Collaboration among stakeholders must continue throughout the entire planning, design, and construction process to achieve design objectives that are feasible to implement; the entire project must be well coordinated from beginning to end.

When transportation projects are approached with a context-sensitive mindset, the region's travel systems will serve as worthy counterparts to the beautiful natural and built environments.

THE EXPERIENCE OF TRAVEL

Bicycling in the Pennsylvania Wilds

Pennsylvania roadways are considered to be multi-modal; as such, cyclists are considered vehicle drivers. The Commonwealth is aggressively developing a network of bicycle routes that specifically utilize designated roadways, some of which traverse the Pennsylvania Wilds. For example, the Route 6 Corridor travels across the entire northern section of the state, including through several counties in the Pennsylvania Wilds, and is a part of the Bicycle PA Route network (Route Y). Significant improvements are currently underway to upgrade the roadway to better accommodate cyclists.

Roadways, bicycle routes, and trails form a multi-modal transportation network throughout the region.



Pine Creek Rail Trail
Darling Run Access,
Tioga County



Off Route 6,
Warren County



Susquehanna River Walk,
Lycoming County

THE EXPERIENCE OF TRAVEL

It's All About Perspective

In a traditional transportation planning project, emphasis is typically placed on the transportation facility itself and not the surrounding context or the potential for multiple modes of travel. For example, when a bridge is planned for reconstruction, the objectives can be solely focused on engineering and vehicle safety. By taking a context-sensitive transportation approach, however, the bridge designer also considers the traveler's experience when approaching and crossing over the bridge. What will the traveler see and experience? Even slight modifications to the design may change the experience from "nothing special" to "wow, look at that view!" Further, the multiple use design considers how to best incorporate non-motorized vehicular or pedestrian travel; blending all modalities into a context-sensitive "experience."

The context-sensitive designer also considers the perspective of those that will have a view of the transportation facility from the surrounding area. How will the facility appear in relation to its surroundings? Does the facility complement or fit into the surrounding landscape? In context-sensitive transportation planning, the goal is to develop facilities that are thoughtfully placed within the landscape, while also being safe and cost-effective to build and maintain.





THE EXPERIENCE OF TRAVEL

It's All About Perspective

From a multiple use perspective, the designer blends other modalities including both on the surface of the bridge as well as the underside if the bridge traverses a road, railway, or land or water trail.

The context-sensitive designer also considers travel trends. The 21st century is witnessing a significant shift in mobility preferences. The younger generation tends to prefer to live and work within the same community; prefers walking/bicycling and/or public transportation for their mobility needs; and are more averse than previous generations to owning motor vehicles. Concurrently, there is a growing segment of travelers (journey cyclists) that prefer the use of a bicycle as their primary mode for both travel and vacationing. Government agencies as well as the medical community are also strongly encouraging walking and cycling to promote healthy lifestyles among all age groups. Key to this promotion is walking/cycling as an alternative to driving.

The reduced use of personal motor vehicles has a positive environmental impact and helps to re-focus traffic flow back into our cities and communities, promoting both community and economic development. All of these documented trends have a significant impact on the mobility infrastructure and should be properly incorporated into the design process.





THE ROADWAY NETWORK

Most visitors to the Pennsylvania Wilds travel to and around the region by car. However, a growing number of visitors are journey cyclists who experience the region by bicycle. By law, bicyclists are considered vehicle drivers with a right to access the roadways of the state. So roadway networks need to consider both motorized and non-motorized vehicles. As such, providing a safe, efficient, and balanced roadway network is paramount to supporting mobility and commerce.

By applying context-sensitive concepts to street design, the roadway system can meet engineering and safety requirements while also preserving the idyllic and natural aesthetic that characterizes the Pennsylvania Wilds. The core tenets of context-sensitive road design include: 1) tailoring road design to the character of the community; 2) considering the current and planned land uses that the road will serve; 3) accommodating multiple user types (i.e., trucks, cars, motorcycles, buses, recreational vehicles, bicycles, and pedestrians that may use the same facility); and 4) reducing impacts on the environment.

It is also recognized that residents, workers, commerce vehicles, and tourists share the road. If local roads are designed to function well for all user types, pressures on local and state governments to build new roads, widen roads, and increase speed limits on existing roads will be reduced. The idea is to make the region's roadway network function the best it can, and be tailored to the context through which the road traverses.



Guidelines: The Roadway Network

1. Design road facilities to achieve harmony with their environs in terms of alignment, width, striping, curbing, decorative materials, and overall configuration. As the surrounding land use context transitions from a rural to suburban to urban setting, the design of the roadway should respond accordingly. Consult the Smart Transportation Guidebook prepared by the Pennsylvania and New Jersey Departments of Transportation for technical road design guidelines based on a context-sensitive philosophy. This is an extremely useful guidebook.
2. In scenic areas and especially along known tourist routes, create opportunities for safe turn-outs. Turn-out areas provide spaces for drivers to pull off the road to enjoy the view and/or to allow faster-moving vehicles to pass. Turn-outs are also great spots to place interpretive signs and historic markers to enhance the traveling experience.
3. Road designs should accommodate pedestrians on the roadway system where safe and appropriate. As vehicle drivers, bicyclists have a right to the roadway and the design must incorporate their accommodation. Extensive use of signage to alert both cyclists and motorists of the multi- modal characteristics of our roadways is essential as the transition from exclusive motor vehicle use to multi-modal use progresses. In high activity areas, physically or visually separate vehicle traffic from non-vehicular traffic where possible. Visual markings alert drivers to share the road.
4. While the provision of sidewalks and on-street parking is appropriate for higher density suburban and urban environments, they should be implemented sparingly on roads located within areas characterized by rural land uses. Examples of contexts which typically necessitate on-street parking and sidewalks include suburban and urban settings, recreation and school uses, town centers, shopping districts, and historic districts.
5. Enhance the pedestrian environment along roads within town centers by providing continuous sidewalks of generous widths, maximizing pedestrian and bicycle linkages, surfacing sidewalks with decorative treatments, planting street trees, providing street furniture and trash receptacles, implementing enhanced crosswalks, and installing pedestrian bulb-outs. Be sure to consider accessibility for those with disabilities when designing sidewalks, crosswalks, and other features of the pedestrian environment.
6. Match the curbing design to the surrounding context. No curbs and rolled curbs with roadside drainage swales convey a rural ambiance, whereas a traditional curb and gutter design gives the perception of a suburban or urban character.
7. Match the illumination level to the surrounding context. Dark skies and low lighting levels indicate a rural and rustic environment, while brighter lights indicate activity zones such as town centers and important crossroads.

Guidelines: The Roadway Network

8. Where lighting is desirable, select a lamppost fixture design that complements the architectural character of nearby buildings.
9. If retaining walls are needed, the wall design can have a considerable aesthetic impact. In addition to engineering requirements for location, height, and stability, also consider options for materials, color, and deterrents to vandalism that are in harmony with the surrounding environment.
10. Consider alternatives to paint as crosswalk markings; options include brick, pavers, or stamped concrete. Brick salvaged from a demolished structure in the community is a good candidate for crosswalk markings and other hardscape enhancements.
11. Retain historic road surfaces where possible, including brick roads and cobblestone. These are often irreplaceable and unique historic assets. However, because such surfaces can be hard to negotiate on a bicycle, directions for bicycle traffic should consider alternate routes.
12. If a road or bridge is permanently closed to vehicular (or rail) traffic, consider using it for pedestrian or bicycle use before decommissioning the right-of-way.
13. Design vehicular roadway networks to function in concert with off-road trail and bikeway networks. Where possible, there should be a safe, seamless, and uninterrupted connection between on-street sidewalks and bike lanes and off-road pedestrian and bicycle trails.
14. In many of the more rural areas of the Pennsylvania Wilds, municipalities are permitting the use of local roads by snowmobiles in the winter and four-wheelers in the warmer months. Visitors should be advised of the potential for this type of traffic in such a way that further adds to the rural and wild nature of the region.
15. When highways enter a populated area, the community should consider routing non-motorized traffic strategically through the community via a less trafficked route. This often provides the community the opportunity to encourage non- motorized traffic to pass through historic/scenic sections of their town as well as the retail sector of town. Oftentimes, major roadways are designed to by-pass the community. Re-routing permits the opportunity to engage the tourist.
16. For any and all bypass proposals, carefully consider the positive and negative effects on the community in the initial planning phase. Bypasses can be beneficial by, for example, removing truck traffic from a community's main street. However, the bypass can also divert pass-through traffic that local businesses rely upon for their economic success.

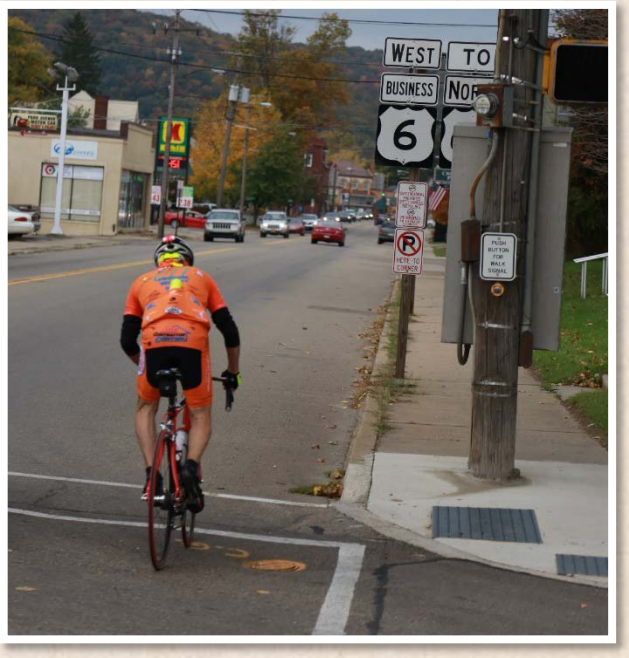
Guidelines: The Roadway Network

17. If truck braking noise is a public nuisance, the local government should work with the Pennsylvania Department of Transportation (PennDOT) to designate road segments where engine-brake retarder mufflers are required. After PennDOT approval, the requirement can be codified by ordinance and signs can be posted on the affected road segments.

18. Local governments are encouraged to participate in and support multi-jurisdictional efforts to gain Scenic Byway status along scenic roadway corridors, and particularly along routes frequently used by tourists.

19. Develop roadway maintenance plans that consider all modes of travel. For example, roads that serve as bike routes may require additional sweeping to remove gravel and other hazards from the bike travel lane or shoulder.

20. Encourage municipalities to develop Pedestrian and Bicycle Master Plans that provide a structured and logical guideline to the development of true multi-modal infrastructure. Such plans also assist PennDOT in understanding the best way to accommodate improvements of state infrastructure to best fit the local community's vision.



Route 6, Warren County

Roadway Network





In town centers, provide continuous sidewalks with generous widths, enhanced with street trees, benches, and pedestrian-scale lighting when appropriate.



Provide safe turn-outs. Turn-outs can be simple (like this) or enhanced with interpretive signage or viewing platforms.

Enhance wide sidewalks with brick, planters, and pedestrian-scale lighting.





In areas where travelers are apt to pull over and enjoy the view, provide wide road shoulders and pull-off areas.

Roadway Networks



Celebrate the region's authentic transportation system when selecting routes for scenic tours





Provide consistent identification signage along scenic drives. Scenic byway status can attract more visitors to local businesses



In rural areas, rolled curbs are appropriate



Provide clearly marked crosswalks between visitor destinations and trail and waterway access points



Consider the use of alternatives to paint for marking crosswalks

Roadway Network



Interpret the transportation system



Highlight where roads, railways, and bridges made a significant contribution to the region's history



Design vehicular roadway networks to function in concert with off-road trail and bikeway networks



Alternatives to landscaping for areas subject to erosion, piling of snow, etc.



Use infiltration features for roadside drainage system



Use signage to alert road users to local use

BRIDGES

Given the hilly and mountainous topography and thousands of miles of waterways in the Pennsylvania Wilds, bridges are an important aspect of the transportation system.

Whether a traveler is crossing a deep ravine, the wide expanse of the Allegheny or Susquehanna Rivers, or any of the smaller valleys, creeks, and streams, it is evident that bridge design has a considerable influence on the character of the transportation system.

Also, given that bridge crossings have been a commonplace necessity since the region's earliest transportation networks were developed, many historically significant bridges are found throughout the Pennsylvania Wilds. Such bridges, many with a noteworthy design, highlight the cultural heritage of the area and also represent a unique and irreplaceable resource.

As existing bridges age and as new bridge crossings are considered, context-sensitive concepts should be applied to ensure that bridge structures complement the visual character and historical context of the region.



Ramsey Bridge, former railroad bridge over Pine Creek now part of the Pine Creek Rail Trail. Lycoming County

BRIDGES

With respect to bridges, a context-sensitive approach encourages the preservation of historic bridges whenever feasible, and designing new and replacement bridges in such a way that pays homage to the region's legacy of iconic bridge architecture.



Upper Bridge at Slate Run, Lycoming County



Bucktail Regiment Memorial Bridge, Smethport, McKean County

As with other aspects of the transportation network, but even more so with bridges because their structural components can be seen from various angles, it is important for bridge design to consider the surrounding context.

Guidelines: Bridges

1. Provided that engineering and safety requirements are met, preserve and restore bridges that are considered historically, culturally, and/or architecturally significant. Covered bridges and steel truss bridges are of particular historic significance in the Pennsylvania Wilds.
2. In cases where a historically, culturally, and/or architecturally significant bridge cannot be preserved in place, look for opportunities to reuse the structure in a different location, either as a bridge or repurposed for another use. PennDOT will often make decommissioned bridges available for relocation and reuse.
3. If a bridge is needed for a trail crossing, contact PennDOT's Historic Preservation Supervisor to inquire if a decommissioned historic bridge is available for this purpose.
4. Consult with PennDOT's Historic Preservation Supervisor to assess historical relevance of bridge sites, assign appropriate historical significance designations, and garner support for current and future bridge restoration/retrofitting projects.
5. When new bridge construction is required, design the bridge to emulate the region's historic bridge designs (or original bridge design for bridge replacement projects) with respect to appearance, workmanship, and use of materials.
6. Install signage at eligible bridges to educate bridge users about the historical relevance of bridge sites. Such signs may include date of bridge construction, bridge designer, architectural style and building materials used to construct the bridge.



7th Street Pedestrian Bridge
Coudersport, Potter County

Guidelines: Bridges

7. Consider all sides of the bridge structure. Also, if the bridge crosses over a navigable waterway or hiking/bicycle trail, consider views approaching the bridge and traveling under the bridge from the waterway or trail.
8. Carefully consider the visual impact of utility placement, whether anchored above, aside, or beneath the bridge structure.
9. Design new bridges to accommodate multiple modes of transportation. Often times, while traversing a bridge, the traveler is afforded gorgeous vistas. Where possible and where safety is assured, bridge improvements/construction should allow for pedestrian/cyclist pull-offs to permit viewing and/ or photographing the vista. Also where possible, pull-offs for motorists as they approach the bridge should be provided and signed, allowing the motorist to park and walk to the viewing platform.
10. If fishing is permitted from the bridge, provide physical separation from the vehicle travel lanes for this purpose.
11. Consider potential environmental impacts during the conceptual bridge design process. Design and site bridges in ways that avoid or minimize effects on environmentally sensitive areas.



The two-span Jersey Shore Bridge, rehabilitated in 2000, is one of the last remaining truss bridges on the West Branch Susquehanna River.

Bridges





Benezette, Elk County

Consider all sides of the bridge structure for its design. The design of the bridge above incorporates the appearance of stone on the water-sides and public art and wildlife in a stenciled mural on the road-sides of the bridge.





Enhance bridge design with natural stone when possible

Bridges





Install signage that explains the historical relevance of bridge sites



Provided that engineering and safety requirements are met, preserve and restore bridges that are considered historically, culturally, and/or architecturally significant

Bridges









Re-Thinking What's Possible for Underutilized or Abandoned Transportation Facilities

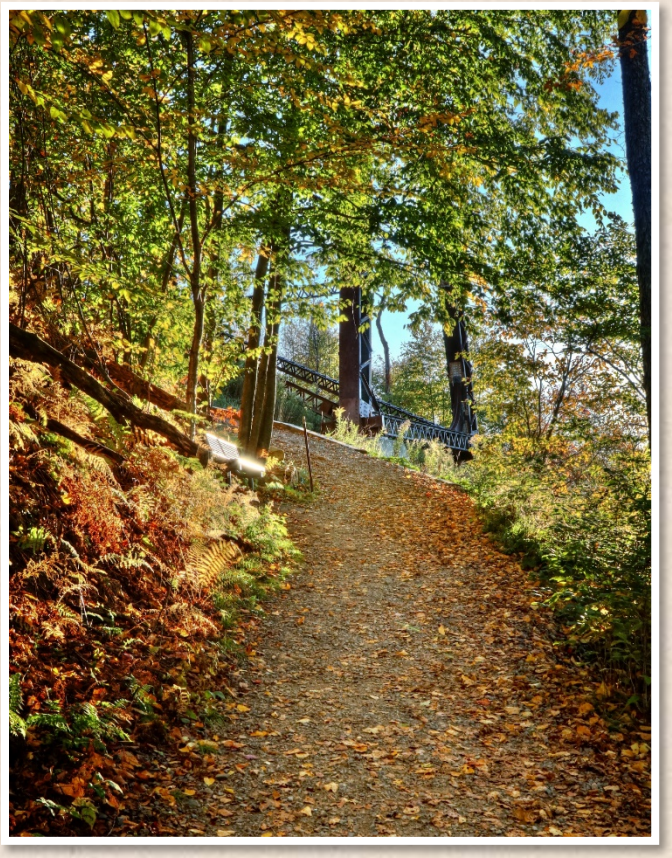
Kinzua Bridge State Park in McKean County features remnants of a railroad bridge (viaduct) used to transport coal and lumber across the Kinzua Gorge. Built in 1882 then rebuilt in 1900, this National Engineering Landmark was described as the longest (2,053-foot-long) and tallest (301 feet tall) railroad bridge in the world. In 2003, a tornado knocked over 11 of the steel towers supporting the Kinzua Viaduct. Subsequently, the remaining towers were reinforced, new bridge decking was installed, railroad tracks were repaired, and a new Kinzua Sky Walk was created. Since its opening in 2011, visitors can again enjoy views across the Kinzua Gorge from the former railroad bridge, and views down through a glass bottom observation area.



TRAILS AND PATHS

The Pennsylvania Wilds region features thousands of miles of different types of trails and pedestrian paths. These include forest hiking trails, rail trails, mountain bike, ATV, snowmobile and equestrian trails. Such facilities provide residents and visitors with extensive recreational opportunities and access to the region's natural amenities.

Non-motorized transportation networks in particular bolster community health as well as enhance environmental sustainability by reducing reliance on motorized vehicles in some settings. Investing in trail networks that are context-sensitive can also spur economic benefits for communities by attracting trail users to older village centers, stimulating businesses that serve trail users, and increasing the value of trail-adjacent properties.



Kinzua Bridge Hiking Trail, McKean County



TRAILS AND PATHS

Employing a context-sensitive approach to non-motorized transportation planning and design entails thinking about such facilities as an intertwined network that includes destinations such as town/village centers, parks, recreation centers, nature preserves, scenic areas, historic districts/landmarks, transit centers, and schools.

During conceptual planning and design of non-motorized trails and paths, devote time to understanding trail-user behavior, and determining what modes of transportation (e.g., foot, bicycle, ATV, etc.) to accommodate. Evaluating future trail-user behavior also influences designation of the trail/path as a single- or multi-use facility, which will in turn shape technical design details and maintenance requirements.

A context-sensitive approach to trail and path planning also requires sensitivity to and engagement of landowners (e.g., residential neighbors, retail businesses, and/or industrial park owners) at each stage of the process.



Adjacent to Red Bank Valley Rail Trail
New Bethlehem, Clarion County



Guidelines: Trails and Paths

1. Engage in multi-municipal collaboration to enhance regional trail networks. The primary aim of this collaboration should be to maximize connectivity between trail and path systems within varying jurisdictions through a regional planning approach.

2. Plan pedestrian and bicycle facilities as an intertwined network of multi-use trails, single-use paths, and bicycle routes (both existing and potential) that include key destinations such as village centers, shopping districts, parks and recreation facilities, nature preserves, scenic areas, historic districts/landmarks, transit centers, and schools.

3. Engage all stakeholders at every stage of the trail and path planning process. In particular, affected landowners should be consulted as early as possible when planning to construct new or expanded pedestrian and bicycle facilities.

4. Prioritize the safety of non-motorized trail and path users through employing smart design, sufficient policing, and adequate maintenance of such facilities.

5. Design trails and paths to follow natural contours and embrace natural features along the route. Co-locating trails within and parallel to active and inactive rail lines should also be considered.

6. Consider intended trail usage (i.e. pedestrians, bicyclists, equestrians, wheelchairs, in-line skaters, etc.) during the conceptual trail design process.

7. Adapt technical trail design aspects to accommodate the anticipated usage of the trail based on the design guidelines provided in *Pennsylvania Trail Design & Development Principles, Guidelines for Sustainable, Non-Motorized Trails*, available from PA DCNR. This and other trail development resources are available at www,dcnr.state.us (Search “trail guidelines”).

8. Provide adequate physical buffers between sensitive ecological systems and trail/path routes.

9. Incorporate design features into trail construction that divert water away from and off of the trail in order to minimize the potential for erosion.

10. Develop a trail maintenance plan (TMP) that establishes a trail management structure and identifies the responsibility for maintaining trail networks, providing security for trail facilities, and managing conflicting and competing uses of trails.

Guidelines: Trails and Paths

11. Provide signage of a common design (i.e., trailhead markers, informational kiosks, warning signs, reassurance blazes) along the same trail and pathway system. Design the signs to complement the surrounding environs through their architectural style and use of materials. Do not use the Pennsylvania Wilds logo on directional trail signs, as the logo may be interpreted as a trail marking and confuse the trail user about which trail they are using.

12. Based on anticipated trail activities, provide appropriate amenities (e.g., restrooms, bike racks, resting/picnic areas, trash receptacles) at trailheads and along trails and paths that meet the needs of users. For instance, hitching posts should be provided along equestrian trails and bicycle racks should be provided along bike trails.

13. In determining which tread materials to use on a path or trail, consider the intended uses and users of the trail/path, loading capacity of the material, surficial quality of the materials, and potential interaction between tread material and area soils. Avoid using paved surfaces in construction of trail networks unless a paved surface already exists or is necessary for user safety.

14. Use native plants for landscaping along trails and paths.

15. Where necessary, install protective railings, fences, gates, and barriers along trails and paths to protect users from adjacent hazards (water bodies, embankments, etc.), restrict vehicle access, and prevent users from trespassing onto adjacent private properties. When selecting building materials for railings, fences, gates, and barriers, utilize natural building materials (i.e., boulders and wood) that complement the surrounding landscape.

16. Plan appropriate access points for watercraft launches and use materials that will prevent or minimize sedimentation of the waterway.

17. If portable restrooms are provided, use screening techniques such as wood fencing to assist in blending them into the environment.

18. Pursue opportunities to create non-motorized paths along rivers and large water bodies. Examples include paved riverwalks and soft-surface trails.

19. Design riverwalks and waterside pathways to be accessible from public streets, sidewalks, parking areas, and adjacent public lands and use Federal ADA requirements wherever possible.

Guidelines: Trails and Paths

20. Design riverfront access locations with elements that allow leisurely viewing of the waterway and pedestrian comfort (benches, informational signage, public art, etc.). Riverwalks should provide opportunities for a series of interesting experiences that reward the users as they travel along the pathway. These could include benches, viewing areas, interpretive signage, public art, and spaces for group gatherings/events/entertainment.

21. Where possible, allow for periodic areas where riverwalks and waterside pathways can widen to promote waterside activity, such as fishing and watercraft docking. Interaction of waterside and landside activities is desirable along Pennsylvania Wilds waterways in locations where it is physically feasible and environmentally responsible.

22. Employ consistent design elements along riverwalks and trails to deliver a consistent visual image and special sense of place along the pathway. For surfaces, benches, signs, trash receptacles, light posts, and other such elements, use locally available materials such as brick, stone, wood, works of local artisans, and regionally-crafted metals and materials to relate the design to the surrounding environment.

23. As roadways and waterways provide connections between communities, encourage the development of Master Plans and identification of connecting roadways and waterways as they enter and leave communities. From each point of ingress and egress to a community, conduct an assessment of how to best move traffic strategically and safely around and through the community. Resulting “routes” should not only provide mobility to the traveler, but also engage the community’s residents and businesses. The non-motorized routes should promote healthy lifestyles as well as community pride.

24. Plans should provide for intersect access. In other words, highly visible signage along all designated routes (whether motorized or non-motorized) should clearly identify access points for other routes of a different modality. In addition to signage, municipalities may include design and distribution of both printed and digital maps.

25. While recognizing the journey as a significant part of the travel experience, communities are encouraged to be as accommodating and visitor-friendly as possible. As all Pennsylvania Wilds communities are connected, providing the visitor with a positive experience within each community helps ensure repeat visits and word-of-mouth marketing. The positive experience is assisted by accommodations as described earlier, and by the hospitality of local residents and businesses.



design guidelines IN PRACTICE

Investing in trail networks can spur economic benefits for communities

Ole Covered Wagon Tours - Pine Creek Rail Trail
Lycoming and Tioga Counties

Trails and Paths





Provide wayfinding signage along trails to indicate uses and trail amenities as well as visitor services in nearby towns



Design trail signs to complement the surroundings with their architectural style and use of materials





Provide amenities (e.g., restrooms, bike racks, resting/picnic areas, trash receptacles) at trailheads and along trails and paths that meet user needs

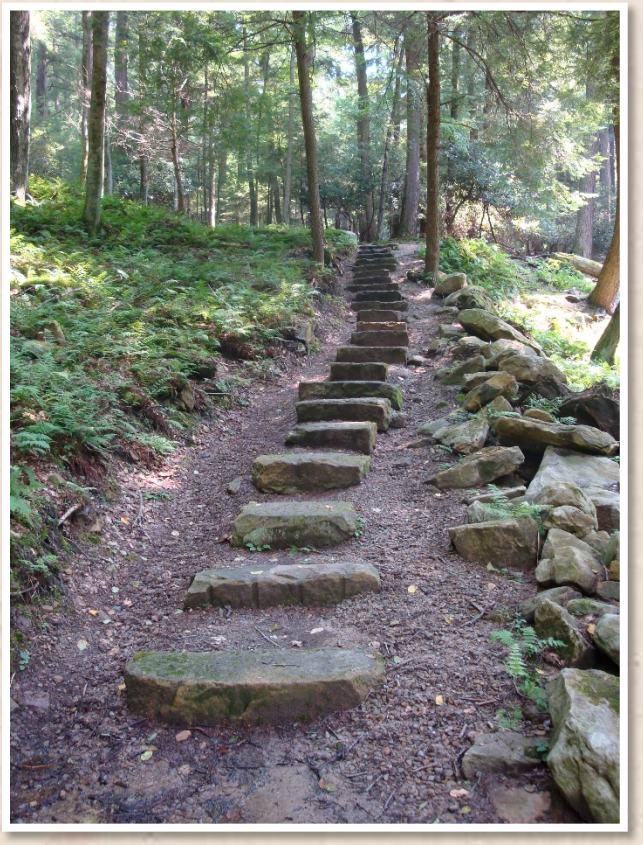
Trails and Paths



Pursue opportunities to create non-motorized paths along rivers and large water bodies. The 2.25-mile long Levee Trail / William Clinger Riverwalk was constructed on a levee that protects Lock Haven from West Branch Susquehanna River



Use wood and stone (boulders) to enhance the trail experience. This Eric Benjamin Memorial Covered Bridge was built in 2006 to complement the historic stone work on the spillway of the Marilla Reservoir outside Bradford, McKean County.



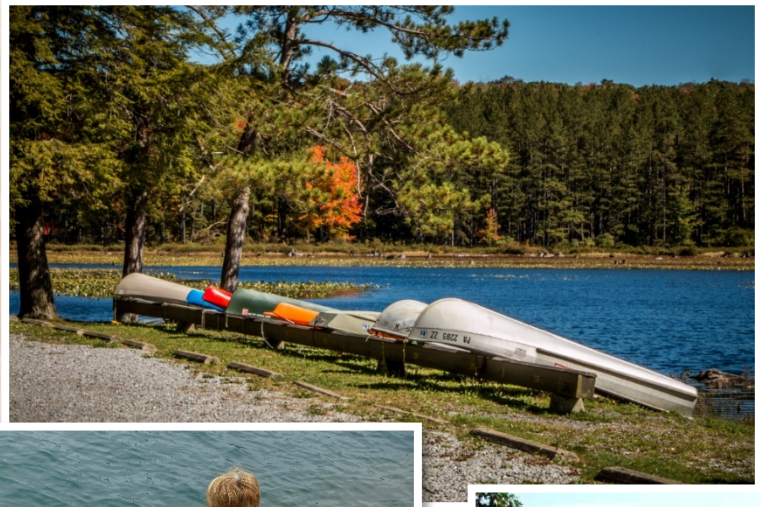
Use natural and locally sourced materials to enhance pathways and trails

Trails and Paths

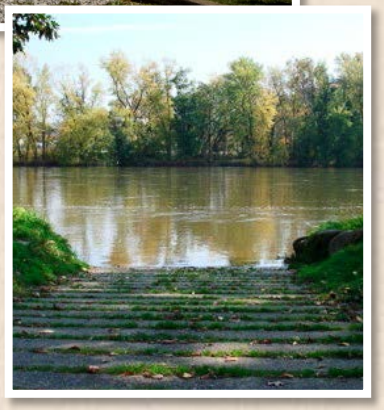
Black Moshannon State Park, Centre County











Clearly identify approved trail uses and directional markers. Utilize educational and interpretive signage where appropriate

Plan appropriate access points for watercraft launches and use materials that will prevent or minimize sedimentation of the waterway





design guidelines IN PRACTICE

Non-motorized transportation networks bolster community health

Redbank Rail Trail
Clarion and Jefferson Counties



TOOLBOX: Context Sensitive Transportation

Technique 1: Adapt Road Design Policies to Consider the Land Use Context

Existing street design policies that are applicable in many cities and towns are outdated, and only focus on accommodating road capacity, and maintaining the efficiency and safety of the circulation system. The by-product of this narrow design philosophy is the prevalence of automobile-centric transportation networks that do not fit the scale and context of their surrounding land use contexts. Furthermore, with the growth in popularity of bicycling and other alternative modes of transportation comes a concomitant demand for communities to provide a more balanced, multi-modal circulation system. Automobile-centric networks typically are designed to bypass the “heart” of a community, and therefore discourage visiting. A more balanced multi-modal circulatory system encourages visitation and promotes economic vitality.

In order to achieve a well-balanced, efficient, and safe multi-modal circulation system, local governments should amend and revise their road design manuals and policies to boost flexibility and incorporate context-sensitive considerations.

Areas of street design policies that may require revision include:

- Roadway width
- Roadside design elements (i.e. sidewalk width and distance from curb)
- Operating speed limits
- Priority of roadway elements
- Considering the development and application of Special Roadway Type overlay areas (i.e. “Main Street,” “Industrial Street,” or “Rural Crossroads”).

Consult the Smart Transportation Guidebook prepared by the Pennsylvania and New Jersey Departments of Transportation for recommended roadway and roadside design guidelines that subscribe to a context-sensitive philosophy.

TOOLBOX:
Context Sensitive Transportation

Technique 2: Develop and Adopt a Pedestrian & Bicycle Master Plan

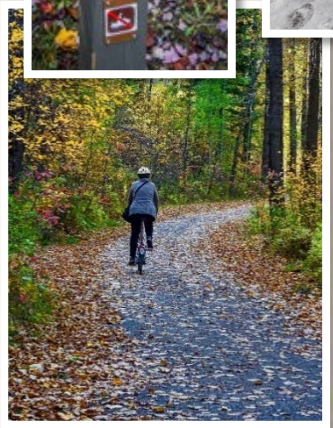
Pedestrian & Bicycle Master Plans should address all trails, paths, sidewalks, bicycle routes, and key destinations within a community. Such plans lay the groundwork for implementing a well-designed, integrated, safe, and efficient multi-modal transportation system within the community with focus on context-sensitivity.

Communities can pursue the development of Pedestrian & Bicycle Master Plans as either an approved special project or an adopted section of the comprehensive plan. The latter approach involves revision of the comprehensive plan, zoning, subdivision ordinance, and/or official map, and lends the plan more legal standing and can signify a high degree of support by local elected officials. Municipalities choosing to revise their comprehensive plan to include a Pedestrian & Bicycle Master Plan also become eligible to receive grants from various entities to implement trail and path improvement projects. Public involvement is a key ingredient to developing a comprehensive and effective Pedestrian & Bicycle Master Plan. Additionally, Pedestrian & Bicycle Master Plans should include performance measures to evaluate progress towards achieving the goals and objectives presented in the Plan. For some communities where four-wheeler and snowmobile traffic is permitted on municipal roadways, it may be preferred to develop a more comprehensive Motorized and Non-Motorized Mobility Plan. Incorporating the broader perspective may prove to better accommodate all mobility and safety concerns. Such a plan allows for capturing and providing guidelines for ATV, Snowmobile, waterway craft, and virtually any means of mobility.

Resource:
Bicycle and Pedestrian Policy Study - The Pennsylvania State Transportation Advisory Committee: http://www.talkpatransportation.com/docs/TAC_Bike_Ped_Policy_Report_Final.pdf







Business District, Kane, McKean County

TOOLBOX:
Context Sensitive Transportation

Technique 3: Working with PennDOT and Regional Planning Organizations

Seek input from the relevant regional planning organization (RPO) and the Pennsylvania Department of Transportation (PennDOT) as early as possible in the transportation facility design process. RPOs implement regional transportation plans and RPO staff members can be helpful in assisting with PennDOT coordination. PennDOT regularly considers input on transportation facility design from RPOs, counties, cities, townships, boroughs, local community and trail organizations, and others. If a new or replacement bridge is to be constructed, or if streetscape improvement projects are to be undertaken, PennDOT will often work with the community to identify an appropriate bridge design or streetscape enhancements (brick or pavement, lighting, curb design, etc.) so that the project will enhance, rather than detract from, community character.

PennDOT's willingness to coordinate with a local community is greatly enhanced if the municipality has a documented plan in place that demonstrates a public process and identifies the community's preferences with respect to infrastructure for all modalities. The earlier that PennDOT hears from stakeholders about design aspirations, the better chance that those ideas will be considered. Proactive outreach to PennDOT is strongly encouraged, because unless design suggestions are brought to PennDOT's attention early in the planning process, project managers and others are more likely to only consider the most cost-effective (standard) project design available. Therefore, interjecting early allows for context-sensitive solutions to be developed.



Work with PennDOT early in the project to identify desired bridge design enhancements



PennDOT restored (rather than replaced) this historic truss bridge

TOOLBOX:
Context Sensitive Transportation

Technique 3: Using PennDOT's ProjectPATH Program

PennDOT's Bureau of Project Delivery actively seeks out conversations with trail groups to determine if bridges will be needed now or in the future. If existing but unused vehicular bridges are located in the vicinity of a potential trail route, rather than hastily remove the bridge, PennDOT seeks to determine if the bridge could be used as a trail connection in the future. In addition, historic bridges scheduled for replacement can be moved from an existing site and reused along trails or in parks for non-motorized traffic.

PennDOT's **Project for Pennsylvania Transportation and Heritage (ProjectPATH)** informs local communities about the status of the review process for highway improvements and bridge replacements, evaluating their effects on historic properties, districts, or archaeological sites. The site also offers local groups the opportunity to become official "consulting parties" and to provide public input on how PennDOT might mitigate an "adverse effect" by incorporating features that instead have a positive effect on the community (like providing better pedestrian connections or downtown sidewalk amenities.) ProjectPATH manages a website that lists bridges for sale; however, if a specific bridge length or type is needed for a project, reach out to PennDOT with specifics because they have access to information about many more bridges with the potential for reuse.

Resource Links: https://www.paprojectpath.org/penndot-crm/bridges/bridges-for-sale https://www.paprojectpath.org

project for Pennsylvania Transportation & Heritage

pennsylvania DEPARTMENT OF TRANSPORTATION

TOOLBOX:
Context Sensitive Transportation

Technique 4: Participating in PennDOT Connects Initiative

Just introduced in 2017, PennDOT Connects, an approach that will enhance local engagement and improve transportation-project planning, design, and delivery, expands PennDOT's requirements for engaging local and planning partners by requiring collaboration with stakeholders before project scopes are developed. PennDOT Connects aims to transform capital and maintenance project development by ensuring that community collaboration happens early, and that each project is considered in a holistic way for opportunities to improve safety, mobility, access, and environmental outcomes for all modes and local contexts. Earlier collaboration will ensure that projects meet current and projected needs as much as possible, and can reduce costly changes further in the project development process.

Specific areas to be discussed during collaboration include, but are not limited to: safety issues; bicycle/pedestrian accommodations; transit access; storm water management; utility issues; local and regional plans and studies; freight-generating land uses and more.

pennsylvania WILDS™

A DECADE OF SUCCESS

Design Guide Case Studies of Community Character Stewardship

2007 - 2017

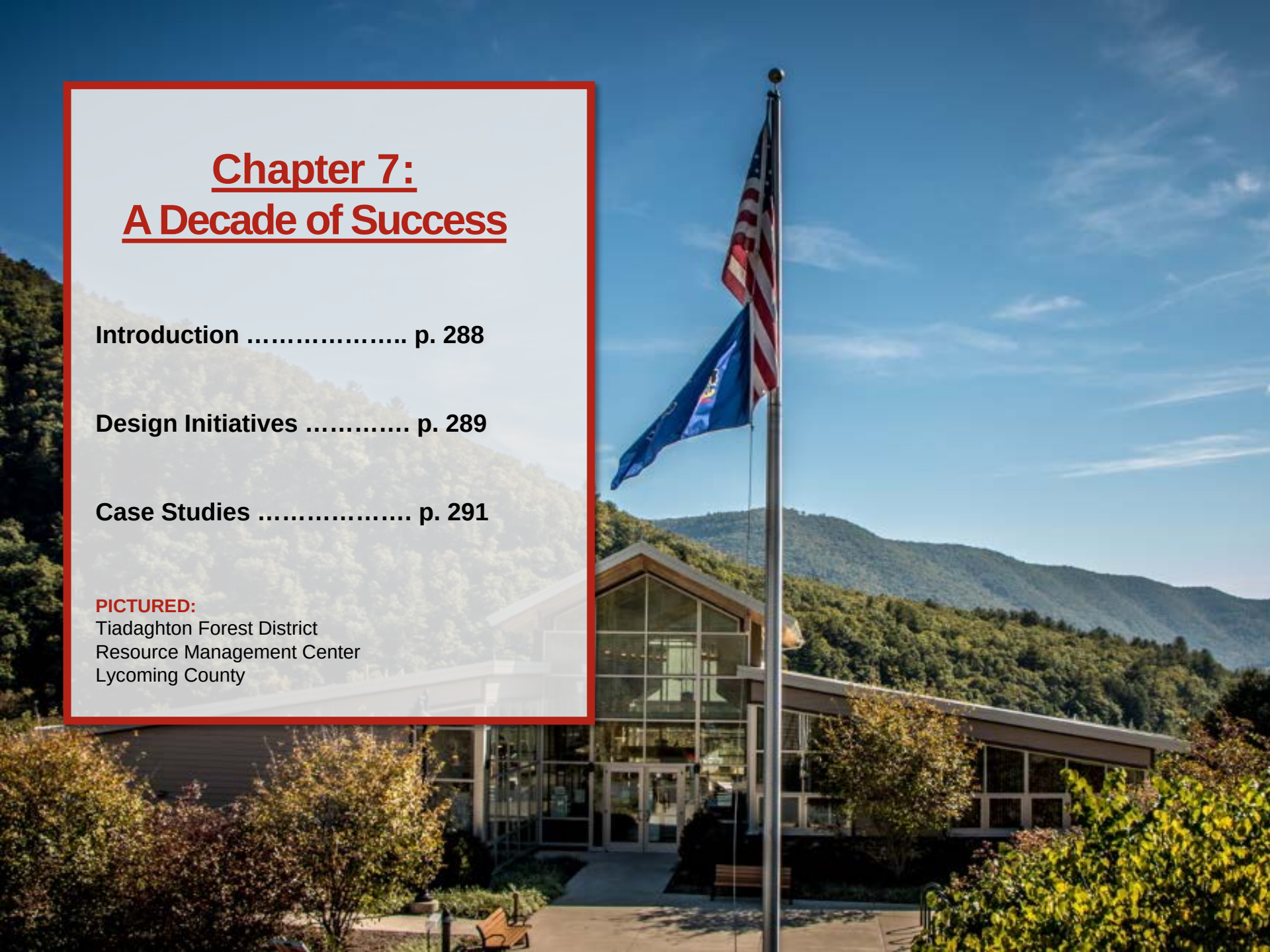
Chapter 7:
A Decade of Success

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Case Studies …….. p. 291

PICTURED:
Tiadaghton Forest District
Resource Management Center
Lycoming County





INTRODUCTION

Property owners, businesses, government entities, non-profits, and others have successfully used this Pennsylvania Wilds Design Guide for Community Character Stewardship since its initial publication in 2007. A primary purpose of this second edition is to highlight specific examples of projects that showcase use of Design Guide principles over the last decade.

The projects selected for inclusion achieved visible and successful results that complement the special character of the Pennsylvania Wilds. Several of the projects presented herein were encouraged by design initiatives offered by the Pennsylvania Wilds Planning Team and other organizations, while many other projects were independently initiated.

Much success has occurred in the decade since this Design Guide was first prepared. The success stories included in this chapter are meant to inspire others in their efforts to complete projects using the guiding principles and recommendations presented in this Design Guide.

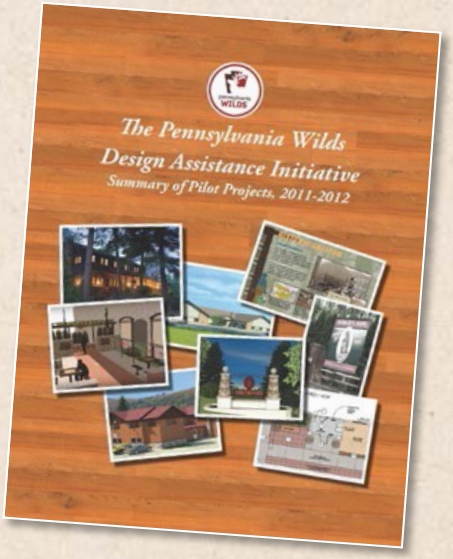
DESIGN INITIATIVES

Sign Programs

From 2009 to 2012, the Pennsylvania Wilds Planning Team (PWPT) began offering grants to improve local signage, starting with community gateway signs and then growing to include grants for business signs. These signage grants encouraged communities to install identification signs that improve their welcoming atmosphere and set the tone for the community's look and feel. Business sign grants were intended to assist businesses in attracting patrons by improving exterior appearance and the overall appeal of the streetscape where it is located. To be eligible for a grant, the sign's design and placement was required to follow signage recommendations provided in the Design Guide.

Design Assistance Initiative

In 2011, the PWPT awarded grants to eight pilot projects as part of the Pennsylvania Wilds Design Assistance Initiative (DAI). The intent of the DAI was to demonstrate successful application of the Design Guide and its impact on community design. Detailed summaries of each project are available in The Pennsylvania Wilds Design Assistance Initiative Summary of Pilot Projects, 2011-2012, available at http://www.pawildscenter.org/community-character-stewardship/ Several of the pilot projects are highlighted in this chapter.



Early Detection and Rapid Response Design Program

In 2016, the PWPT established an Early Detection and Rapid Response Design Program for key projects in the region that would benefit from design assistance. The program provides immediate response for communities that have a development project that might not, as proposed, align with their community character vision and objectives. This would provide an opportunity for targeted technical assistance and resources that could result in a revised design plan that the community could use to improve the final development project. For more information contact your county planner. A project may benefit from conceptual design renderings that are critical early in the design process to help visualize a project and bring it to fruition.

DESIGN INITIATIVES

The Wilds Cooperative of Pennsylvania

A strong and creative artisan community thrives across the Pennsylvania Wilds region, taking inspiration from the wildlife, fresh air, forests, waterways, and other resources native to the Pennsylvania Wilds. As part of a concerted effort to grow the region's nature and heritage tourism industry, the traveling public is encouraged to explore The Wilds Cooperative of Pennsylvania, which is a network of juried artisans, trading posts, public art, and host sites across the 12½ county region.



The Wilds Cooperative of Pennsylvania is the landscape's main program for growing and connecting the unique small businesses that are central to place-based tourism development. The program offers members several low-cost branding tools that help unify the region as a destination. These include flags, sandwich board stencils, window clings, product hangtags, table tents, and other point of sale interpretive signage. The program also encourages use of its logo, and the Pennsylvania Wilds logo, on public murals. More information about The Wilds Cooperative of Pennsylvania program can be found at www.pawildsartisans.com.



Left: A mock-up showing how a public mural could be co-branded. This heritage mural, by world famous artist Kong Ho, was on a building in Mt. Jewett that was destroyed when the building's bricks gave way. It is used here merely to illustrate co-branding as a concept, and in remembrance of Ho's stunning landmark along Scenic Route 6.

CASE STUDY

Dickinson Center (Ridgway, Elk County)

PROJECT DESCRIPTION

The Dickinson Center, a community health and wellness organization, outgrew its existing site and opted to construct a new building in a different location. When new buildings are constructed, especially large ones, it is important that they positively contribute to the local and regional character. The architect designed the new Dickinson Center to incorporate elements in the Design Guide. The new site provides a large front lawn, outdoor gathering areas, and parking areas with landscaping around the building. It has a traditional Vernacular Architectural Style that might otherwise have been designed as a simple big box. Inside, the Elkwood Arts program gift shop offers a connection to area artists. By using this Design Guide, the Dickinson Center's architect was able to propose a building design that reflects the Center's respectful relationship with the greater Ridgway area.



DESIGN GUIDE PRINCIPLES USED

- Articulated façade with multiple textures on all building sides
- Earth-toned color palette
- Roof design that matches the building's architectural style (in this case, a gabled roof with varied orientation fits the Vernacular Style)
- Exterior gathering areas
- Windows on all sides for natural lighting
- Covered, welcoming entries
- Durable materials for signage

design guidelines IN PRACTICE

CASE STUDY



Dickinson Center (Ridgway, Elk County)

"The influence of the Pennsylvania Wilds Design Guide is evidenced in this building's architectural lines with offset walls, pitched roof design, among other notable design facets. The Design Guide influenced both texture and color schemes proposed by the architect."

- Heidi Thomas, Dickinson Center



Constructed in 2011-2012, the Dickinson Center's façade design continues to all sides of the building (the top photograph shows the building's front and the bottom photograph shows the building's rear).

CASE STUDY

McKean County Redevelopment & Housing Authorities Building (Smethport, McKean County)



PROJECT DESCRIPTION

Built on a lot made vacant by a fire more than a decade prior, this civic building was designed and built from 2013-2015 to follow the principles in this Pennsylvania Wilds Design Guide. Use of the Design Guide helped to reinforce the importance of considering Smethport's history in the design of the new building. "Paper cut" brick was carefully selected to match Smethport's character.

DESIGN GUIDE PRINCIPLES USED

- Design building façades with details on all sides
- Design visible and tangible examples of the community's desired architectural style and quality
- Incorporate a covered entry
- Display date markers on newly constructed buildings
- Reduction of blight





Vacant Lot Before

CASE STUDY

Punxsutawney Weather Discovery Center (Punxsutawney, Jefferson County)

PROJECT DESCRIPTION

Punxsutawney is known as the “weather capital of the world.” Now listed on the National Register of Historic Places, the borough’s 1914 Federal Building and Post Office has found new life as the Punxsutawney Weather Discovery Center, where visitors can learn the science and folk-lore of weather prediction.



DESIGN GUIDE PRINCIPLES USED

- Reuse and rehabilitate significant historic buildings
- Celebrate local history (weather)
- Incorporate art into public spaces

CASE STUDY

Buck's Pizza (Clearfield, Clearfield County)

PROJECT DESCRIPTION

Knowing that an opportunity existed to create an asset for Clearfield County, this building's owner chose to renovate an underutilized building because of its location adjacent to the Susquehanna River. Tenant Buck's Pizza franchise worked with the owner to bring the outside in with wood flooring and furniture. The building's stone veneer and cement siding façade continues around the entire building, and windows offer views of the river.



Before

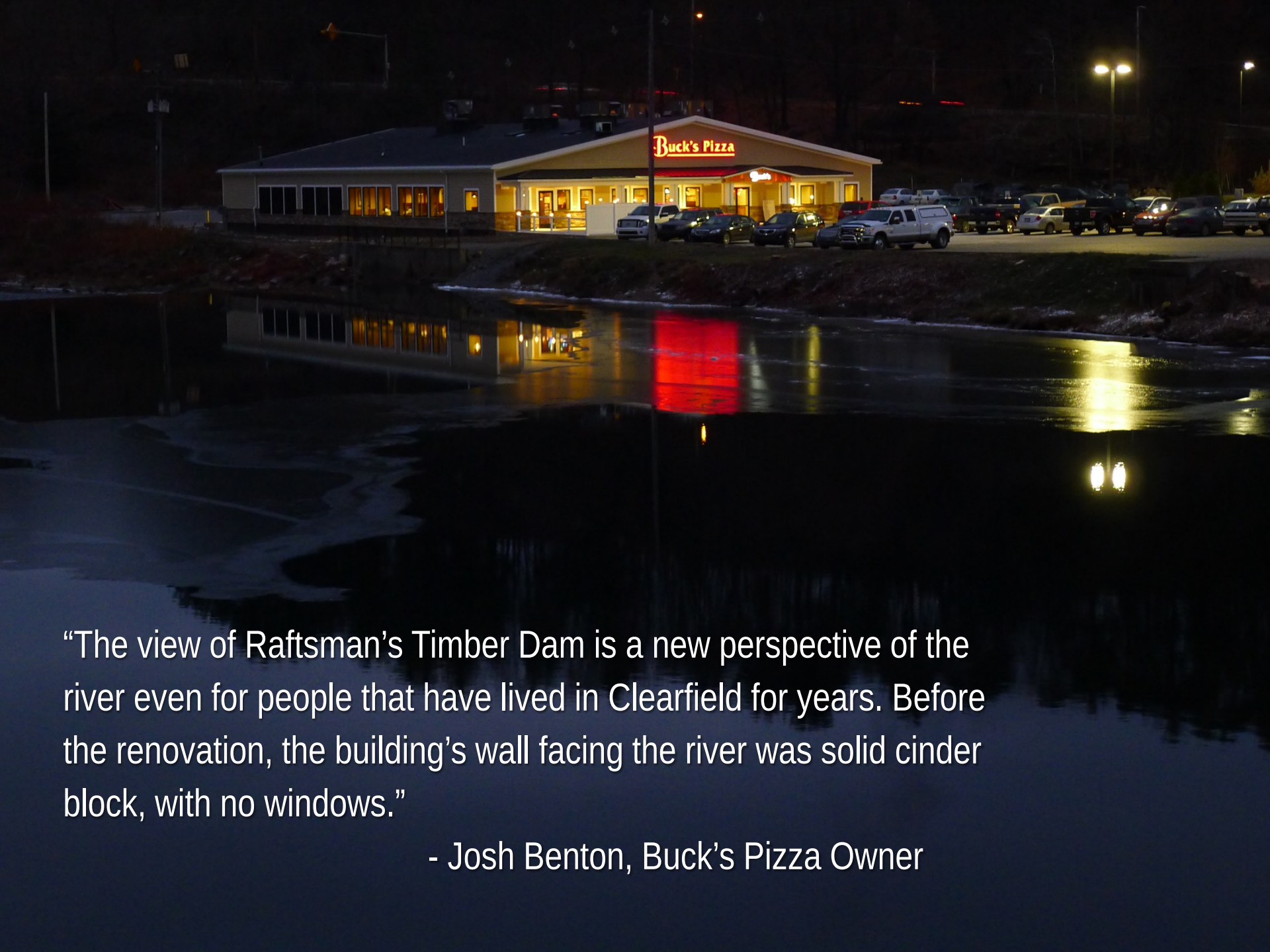


After



DESIGN GUIDE PRINCIPLES USED

- Repurpose of existing building by a franchise
- Continue façade design and windows on all sides of the building
- Offer covered entry and outdoor restaurant seating
- Use a gabled roof instead of a flat roof on boxy structures
- Use a simple but effective earth-toned color palette



“The view of Raftsman’s Timber Dam is a new perspective of the river even for people that have lived in Clearfield for years. Before the renovation, the building’s wall facing the river was solid cinder block, with no windows.”

- Josh Benton, Buck’s Pizza Owner

CASE STUDY

Moon & Raven Public House (Williamsport, Lycoming County)

PROJECT DESCRIPTION

When designing the Moon & Raven Public House in a former retail shop at the corner of William and W. Fourth Streets in downtown Williamsport, the restaurant owner and developer chose to reuse many materials to create a unique space tied to Williamsport's history and sense of place. Booth table benches were salvaged from a local church, the bar was created using 100-plus year wood pulled from the Susquehanna River, and the bar foot-rail is an old steam-pipe. On warm days the windows open to bring the outside in.



DESIGN GUIDE PRINCIPLES USED

- Use storefront and façade details compatible with building's traditional design and architectural style and complementary to adjacent buildings
- 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
- Design exterior building façades with a richness of detail
- Exterior building designs should convey a sense of timelessness and be visually impressive
- Incorporate reclaimed wood, glass, and stone into building design.
- Maintain, restore, and reuse historic buildings
- Display the American flag as a show of patriotism

CASE STUDY

Waterville Tavern (Waterville, Lycoming County)

PROJECT DESCRIPTION

This historic structure was built in 1825 as the Harris Hotel, was later called the Waterville Hotel, and was renamed the Waterville Tavern when it was renovated in 2008 as a restaurant renovation to look as it did 100 years earlier. The restaurant and its welcoming porch offer users of the nearby Pine Creek Rail Trail a place to relax.

Before



DESIGN GUIDE PRINCIPLES USED

- Incorporate welcoming features such as chairs on porch and outdoor gathering spaces
- Show connections to nature (bear logo signage, hanging plants on porch and balcony)
- Preservation of trees for a natural backdrop
- Maintain, restore, and reuse historic buildings
- Design exterior building façades with a richness of detail

After



CASE STUDY

Benezette Hotel Renovations (Benezette, Elk County)

PROJECT DESCRIPTION

With a goal of growing their business to meet tourism demands and creating a more inviting appearance, Benezette Hotel owners sought the assistance of an architect with funding from the Design Assistance Initiative. The architectural design package was prepared with recommendations given in this Design Guide, focusing on improvements to the building's exterior while providing more restaurant seating on the second level.

Before



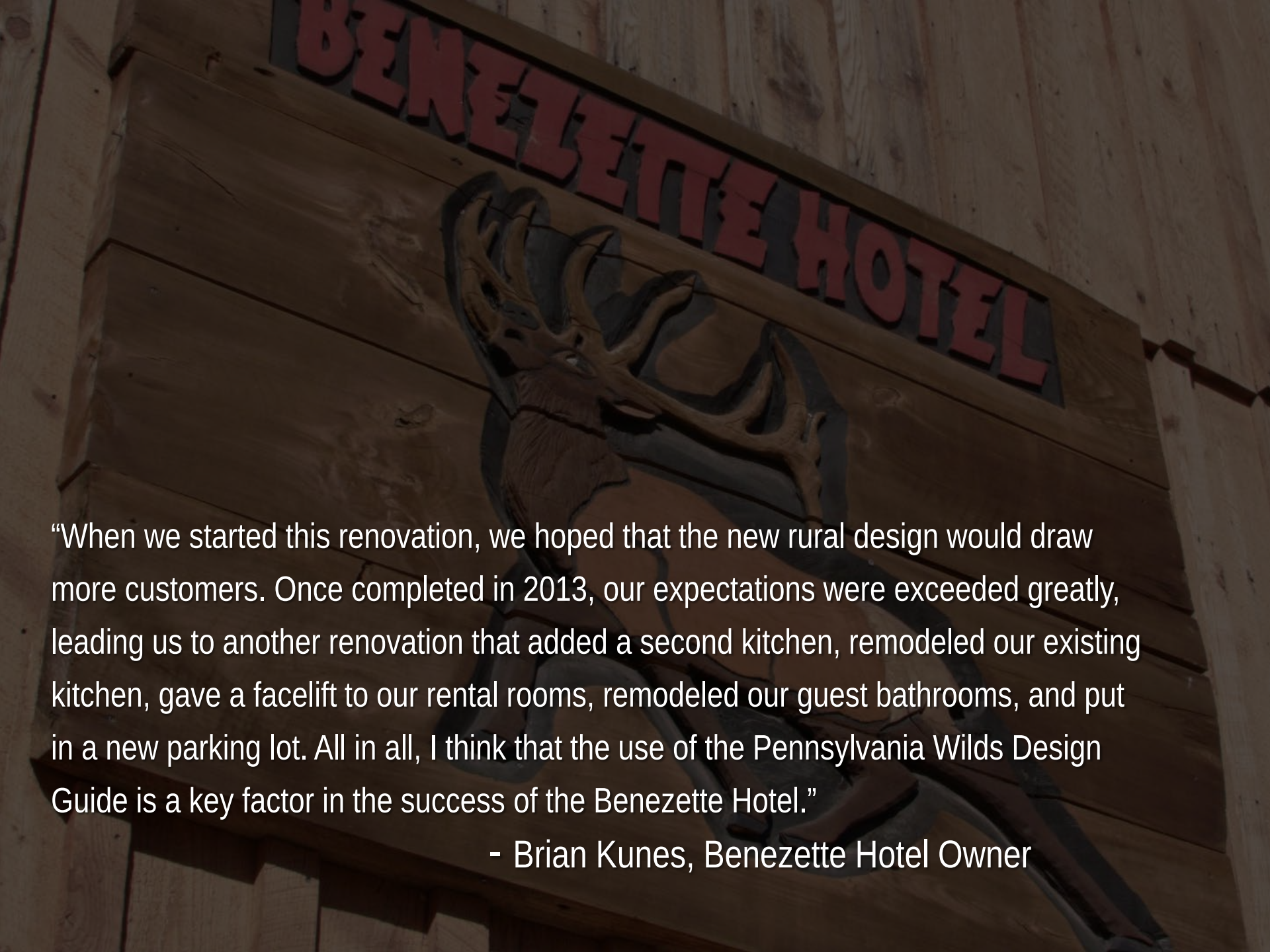
After



DESIGN GUIDE PRINCIPLES USED

- Grow locally-owned businesses
- Use a natural color palette
- Use sustainably-harvested lumber
- Improve business signage
- Include covered entries
- Use wood and stone façade materials
- Incorporate wildlife theme





“When we started this renovation, we hoped that the new rural design would draw more customers. Once completed in 2013, our expectations were exceeded greatly, leading us to another renovation that added a second kitchen, remodeled our existing kitchen, gave a facelift to our rental rooms, remodeled our guest bathrooms, and put in a new parking lot. All in all, I think that the use of the Pennsylvania Wilds Design Guide is a key factor in the success of the Benezette Hotel.”

- Brian Kunes, Benezette Hotel Owner

CASE STUDY

Cobblestone Inn & Suites (St. Marys, Elk County)

PROJECT DESCRIPTION

Cobblestone Inn & Suites opened early in 2016 on the corner of Depot and 4th Streets in St. Marys. The three-story hotel offers 69 guest rooms and a conference room within walking distance to downtown shops and restaurants. A portion of the project's cost was funded through the Commonwealth's Redevelopment Assistance Capital Program (RACP). The hotel's exterior is designed with architectural materials and features that complement the rural character of the Pennsylvania Wilds. The exterior design extends to the main lobby, where a large stone fireplace is positioned inside the main entrance. The hotel chain uses a similar design for all of their regional hotels, which is a cost-effective approach enabling the exterior and interior design details of franchise architecture to fit in with the character of the local community and the larger, surrounding region.



DESIGN GUIDE PRINCIPLES USED

- Select prototypical architecture for franchise chain that fits into the context of the Pennsylvania Wilds
- Use an articulated façade design with a variety of textures
- Avoid uninterrupted, flat and monotonous building façades
- Use a three-dimensional rooftop
- Emphasize pedestrian entries into buildings by using defining architectural elements
- Use natural materials (wood, brick, stone) and earth toned and natural colors typical of the color palette found in natural environment of the Pennsylvania Wilds, on building faces

CASE STUDY

Subway Restaurant (New Bethlehem, Clarion County)

PROJECT DESCRIPTION

The 2015-2016 construction of this Subway restaurant embraces a rustic atmosphere, unlike most traditional franchise architecture. The new building includes solar panels on the roof (which were manufactured in PA), natural stone and wood building materials and outdoor seating to attract cyclists and walkers using the adjacent Redbank Valley Trail.



DESIGN GUIDE PRINCIPLES USED

- Use locally-sourced natural stone and an earth-toned color palette with low reflectivity
- Sensitively design structures and offer welcome amenities along a trail corridor
- Convey a sense of timelessness and quality in architecture. Avoid uninterrupted, flat and monotonous facades
- Emphasize pedestrian entries into buildings by using architectural elements like overhanging eaves
- Use three-dimensional rooftops unless flat roof is needed for functional purposes



CASE STUDY

CJ Spirits (Kane, McKean County)

PROJECT DESCRIPTION

The owners of CJ Spirits used all local sources for materials, design, and labor to construct the building that houses their new distillery, plus a small restaurant and bar. A large glass window between the retail and distilling sides allows customers to see CJ's 300-gallon Artisan Hybrid Still. Sourcing things locally was important from the earliest stages, and the owners continue to use local ingredients and be good stewards of the local community. Logs from a local forester were milled into siding at a local mill; grains from a nearby farm are used when available, and spent mash is saved for a local pig farmer to feed livestock; and labels, coasters, and business cards are from local shops.





DESIGN GUIDE PRINCIPLES USED

- Where appropriate, use wood as a primary building material
- Select a traditional architectural style for new building construction
- Select exterior building materials and colors appropriate and compatible with the selected architectural style, as well as the surrounding environment. Support locally owned businesses, especially those that enhance community character

CASE STUDY

Yorkholo Brewing Company (Mansfield, Tioga County)

PROJECT DESCRIPTION

Opened in 2011, this artisan brewpub supports local growers and farmers by using their products throughout the seasonal menu. The owners wanted to create a rustic and simple look that adheres to the area's rural aesthetic.

DESIGN GUIDE PRINCIPLES USED

- Reuse existing buildings in town centers
- Ensure that upper-story windows and frames match their original shape
- Offer views into buildings with large street-level windows
- Direct lighting downward onto business storefronts
- Maintain a traditional recessed entry and decorative cornice



design guidelines IN PRACTICE

CASE STUDY

Clinton County Veterans – We Remember You Mural (Lock Haven, Clinton County)

PROJECT DESCRIPTION

Painted in 2009 by local artist George Stefanski, this 28-foot mural at 100 East Main Street features an eagle and ten men and women service members from various eras. It includes the message: “Bravery of a few protects us all. Clinton County Veterans ~ We Remember You.” Local companies provided the funds for the installation and lighting of this 28-foot mural.



DESIGN GUIDE PRINCIPLES USED

- Display patriotism to honor veterans and active military service members. Direct lighting downward onto signs and murals
- Use public art to reflect the character and history of the community

“It is an honor to be a part of this project and to be able to have this mural on the building. Our children need to know that we have all of our freedoms because of people who dedicated their lives to our country.”

- Carol Terry, building owner

CASE STUDY

Cameron County Canvas (Emporium, Cameron County)

PROJECT DESCRIPTION

A series of nearly 30 murals adorn walls of Emporium businesses and highlight local citizens that either represent some facet of the U.S. military or who have demonstrated “great ideals of community spirit.” The mural project was initiated by the Sylvan Heritage Council, was led by two artists from State College (Michael Pilato and Yuri Karabash), and involved over 80 students and another 80 or more community members who helped paint parts of the murals.











DESIGN GUIDE PRINCIPLES USED

- Promote the display of patriotic and historic features in a town center
- Maintain communities as authentic places, each with its own appeal to residents and visitors
- Display public art as an effective means to create identity and reflect the character and history of the community

CASE STUDY

Bases Loaded Public Art Project (Williamsport, Lycoming County)

PROJECT DESCRIPTION

The intersection of Market and Third Streets in downtown Williamsport (Market Square) became the site of a unique public art project in the summer of 2014. Constructed to commemorate Little League Baseball's 75th anniversary year, a series of ten bronze statues on four corners make up a baseball diamond, with the cross-walks serving as the baselines. The installation honors the growth of Little League Baseball, for which Williamsport is known. The city annually plays host to the Little League World Series.

DESIGN GUIDE PRINCIPLES USED

- Display public art with a community theme (Little League Baseball)
- Create identity and reflect the character and history of the community
- Clearly mark pedestrian crosswalks (brick within white lines)







CASE STUDY

Pennsylvania Lumber Museum Renovation and Interpretive Signage (Galeton, Potter County)

PROJECT DESCRIPTION

Reopening in 2015, the Lumber Museum's 7,000 square-foot addition and updated visitor center provides improved visitor access, community meeting space, and exhibits telling the story of lumbering and forest stewardship in the state. Lumber, including locally sourced and sustainably harvested wood cut at the Lumber Museum's own sawmill, is by far the main building component, both in and out of the building, with authentic looking concrete permastone to enhance the building façade and chimney.





Entrance signage and interpretive panels share history of "A Logger's Life" and "Logging in the Nine Mile."

DESIGN GUIDE PRINCIPLES USED

- Display wood products constructed with high degree of craftsmanship.
- Use durable materials for signage.
- Reinforce region's history and historically significant structures with visually-appealing interpretive signs.
- Use wood products derived from sustainable forests.



CASE STUDY

The Nature Inn at Bald Eagle State Park (Howard, Centre County)

PROJECT DESCRIPTION

This PA DCNR facility is one of several in the region that serves as a model for how builders can incorporate green technologies, local artisan products, and Design Guide principles into their projects. The building was designed as an environmentally sustainable green building with Gold LEED Certification and offers native, water-efficient landscaping, a rainwater harvesting system, solar collectors to heat water, and more. Its wooden fireplace mantel and bald eagle stain glass window were done by juried artists with the Wilds Cooperative.



DESIGN GUIDE PRINCIPLES USED

- Incorporate art and nature into design
- Consider use of stained glass accents on exterior and interior of structures, where appropriate to the architectural style
- Use stone and FSC-certified / sustainable wood building materials
- Be sensitive to the environment
- Provide outdoor gathering spaces
- Use wood and stone as primary building materials





CASE STUDY

Elk Country Visitors Center (Benezette, Elk County)

PROJECT DESCRIPTION

A partnership project between PA DCNR and the Keystone Elk Country Alliance, this Gold LEED Certified building and grounds offers a unique experience for visitors coming to the region to see the largest wild elk herd in the Northeastern United States in a natural setting. The Visitor Center provides year round opportunities to see, hear, and learn about elk. Constructed as a “green” building, the facility was designed to reduce waste, conserve energy and water and lower building operating costs. Visitors can take a self-guided tour of the facility to learn more about its environmentally sustainable features and how they might apply these techniques in their homes.







DESIGN GUIDE PRINCIPLES USED

- Be sensitive to the environment
- Use wood and stone as primary building materials
- Incorporate the Pennsylvania Wilds logo into signage

design guidelines IN PRACTICE

CASE STUDY

Tiadaghton Forest Resource Management Center (Waterville, Lycoming County)

PROJECT DESCRIPTION

As a welcome center for visitors to nearby Pine Creek Rail Trail and surrounding state forest lands, this 12,655-square foot DCNR green building is another example of how they are leading the way in environmental stewardship. Visitors can learn how green roofs help minimize storm runoff and reduce heating and cooling costs, because the center has the first “living” roof in the DCNR system. Built on a previously developed site, the center’s construction did not disturb any new greenspace. Other environmentally-friendly features include use of sustainably harvested wood, geothermal heating, a rainwater reuse system and landscaping that incorporates native plants to retain stormwater. Educational exhibits about the history of the Pine Creek Valley and early conservation heroes are also on display.



DESIGN GUIDE PRINCIPLES USED

- Use sustainable engineering and design solutions to reduce environmental impacts and enhance the visual appearance of technical functions
- Use locally produced products in construction (such as hardwood, brick, and stone) as a primary building material
- Use FSC-certified / sustainable wood building materials

CASE STUDY

Kinzua Bridge State Park Visitor Center and Park Office (Mt. Jewett, McKean County)

PROJECT DESCRIPTION

Opened in 2016, this DCNR facility is another showcasing a commitment to visitors and the environment. Themed exhibits teach local geography; outdoor recreation, wildlife, and natural beauty; viaduct engineering; and about the resourcefulness of people in the late 1800s. The structure includes efficient plumbing fixtures, geothermal heating and cooling system, regionally sourced materials with a high level of recycled content, sustainably certified wood, and diversion of construction debris and waste to recycling centers instead of landfills. It also houses the first PA Wilds Conservation Shop selling items from local artisans and businesses, and PA Wilds branded clothing and souvenirs.





DESIGN GUIDE PRINCIPLES USED

- Be environmentally responsible
- Provide visitor amenities at trailheads
- Support locally owned businesses, especially those that enhance community character
- Invoke a welcoming atmosphere for residents and visitors
- Protect the character of the existing natural setting by preserving important natural features, landforms, and historic sites

CASE STUDY

Wildlife Center at Sinnemahoning State Park (Cameron & Potter Tioga Counties)

PROJECT DESCRIPTION

This 9,300 square foot DCNR visitor center and park office opened in 2011 with interpretive exhibits, opportunities to view wildlife, and learn about green building design. Green features include energy-efficient lighting and down-lighting for dark skies; geothermal heat; water-saving toilets and faucets; light-colored roofing; sustainably-harvested wood; recycled content products; rain gardens and bike racks.



DESIGN GUIDE PRINCIPLES USED

- Display the Pennsylvania Wilds logo or the words “Pennsylvania Wilds” at visitor centers and tourist destinations
- When appropriate to the structure’s architectural style, use wood for building accents, such as patio covers, porches, doors, decks, trims, millings, and railings
- Use stone as a primary exterior building material or accent, where architecturally appropriate
- Provide outdoor lighting at the minimum quantities and brightness levels necessary for safety, security and the outdoor living





CASE STUDY

Gobbler's Knob Improvements (Punxsutawney, Jefferson County)

PROJECT DESCRIPTION

Since 1886, the Punxsutawney Groundhog Club has celebrated February 2nd, Groundhog's Day. Thousands of tourists descend on Gobbler's Knob each year to partake in the festivities which have grown to worldwide acclaim. Maintaining the premises for the constant stream of visitors is integral to promoting Groundhog's Day as a quality family-oriented event that puts Punxsutawney and western Pennsylvania hospitality on the map. In 2013, the premises needed physical improvements so an landscape architect to prepare a four phase Master Plan. Highlights include enhanced entrance and entry sign, improvements to existing structures, addition of an educational trail, timber-frame pavilion and processional walkway, and a new focal area with an information booth, bonfire pit, and children's area. All improvements reflect recommendations in the Design Guide.







DESIGN GUIDE PRINCIPLES USED

- Maintain communities as authentic places.
- Enhance public gathering areas.
- Display public art and historic artifacts.
- Use native and naturalized landscaping.
- Improve welcome signs.

CASE STUDY

Tionesta Market Village (Tionesta, Forest County)

PROJECT DESCRIPTION

Opened in June 2013, the Tionesta Market Village makes use of downtown space left vacant by a 2003 fire. Small buildings, designed to look like former and remaining Tionesta storefronts, are available for lease to retailers looking to set up temporary shops in this highly visible location. The retail spaces surround a central gathering space with a wide walkway, benches and tables, play area, and space for outdoor entertainment, allowing visitors to shop and interact in this quaint marketplace.

The Market Village won the 2015 Champion of the Wilds Great Design Award for the architectural design of the façades of the vendor units that replicated the architecture of Tionesta buildings.





DESIGN GUIDE PRINCIPLES USED

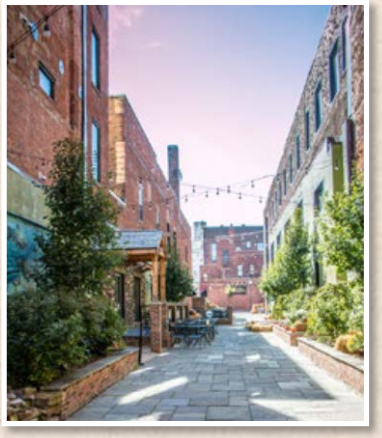
- Use wood materials for public furniture, such as benches, tables, trash receptacle covers, etc.
- Encourage contractors and builders to select wood products derived from local and sustainable forests
- Provide focal points to encourage outdoor living and to help create the small town feeling characteristic to the region
- Maintain communities as authentic places, each with its own appeal to residents and visitors

CASE STUDY

Pine Square Courtyard (Williamsport, Lycoming County)

PROJECT DESCRIPTION

Pine Square is a new downtown courtyard space, where a now-demolished building once stood. Two owners bought a set of three buildings and found that the middle of those was beyond saving. Instead of leaving an alley, the owners turned the adjacent buildings' entrances toward this privately-owned public space and added a stone walkway, seating and tables, a small stage, landscaping, art, and lighting. The buildings next to the space contain commercial (retail and restaurant) on the ground floor, with residential space on the upper levels. Two restaurants have incorporated outdoor seating in the courtyard. This new space is a welcome addition for visitors, residents, and nearby workers to walk through or use as a gathering space.







DESIGN GUIDE PRINCIPLES USED

- Use public spaces and "left over" parcels wisely to increase outdoor social interaction
- Add park benches, gazebos, and pedestrian amenities where possible
- If a building is targeted for demolition, identify the use of the vacant parcel following demolition
- All parcels should have an intended use and vacant lots should have a maintenance plan

CASE STUDY

Warren's Downtown Renaissance District (Warren, Warren County)

PROJECT DESCRIPTION

A number of blighted properties and a river-side asphalt parking lot in Warren's National Register Historic District were removed and replaced with new multi-family housing, commercial structures, a parking garage, and the new Breeze Point Landing park. The new development's location within a historic district meant that design needed to be sensitive to its surroundings without trying to create a false sense of history. The new space offers a community gathering space with a gazebo, benches, and public art.

DESIGN GUIDE PRINCIPLES USED

- Provide community gathering spaces
- Incorporate public art in the design of public spaces
- Incorporate features of community's traditional architectural styles without trying to create falsely historic designs
- Design front, rear, and side building façades with windows and architectural details on all sides
- Provide bicycle storage racks in strategic locations to encourage bike riding



Left: All sides of this newly constructed Northwest Savings Investments building have architectural articulation.

Below: Clock tower as part of façade is a nod to the past without trying to duplicate a historic clock tower.





Breeze Point Landing's gazebo, bike racks, and interpretive sign about Walkable Warren help create a welcoming public gathering space.

CASE STUDY

Coalport National Register Historic District (Coalport, Clearfield County)

PROJECT DESCRIPTION

In 1999, a portion of the Coalport Main Street was listed on the National Register of Historic Places. Because many of the structures were vacant and underutilized, the Coalport Streetscape Committee sought funding from the Design Assistance Initiative in 2012 to hire an architect specializing in historic buildings to conduct a public workshop about the advantages of using tax credits to offset costs of historic building rehabilitation. The architect also worked with five building owners to develop improvement concepts for their buildings.

Of equal importance, the community hired an economist to prepare a market study and develop an action plan to draw more investment to Coalport. The results indicated that the economic advantage brought to the communities by the Pennsylvania Wilds Initiative is not equal in all places, and that a tailored strategy is needed based on each community's assets, challenges, and opportunities. A streetscape improvement project with renovations to historic buildings and the streetscape has made the business district more welcoming to visitors. New LED pedestrian lighting, sidewalks, curbing, grates, and street trees were installed.





Coalport's Central Hotel and Glass Floral & Gift Shop (both originally built in 1890) are two buildings that underwent façade improvements in an effort to make Coalport more welcoming. Recommendations by an architect guided many of the façade changes.

DESIGN GUIDE PRINCIPLES USED

- Preserve significant historic buildings whenever possible
- Use the U.S. Secretary of the Interior's Standards for Rehabilitation
- Restore and maintain traditional storefronts.
- Educate business owners
- Use unique assets in productive ways
- Add dates to historic buildings



CASE STUDY

Ridgway Main Street (Ridgway, Elk County)

PROJECT DESCRIPTION

Ridgway's Main Street façade program has done much to keep the town's storefront vacancy rate very low. While the goal for each approved façade project is to primarily remove blight and enhance the attractiveness of the downtown Ridgway area, the Ridgway Heritage Council Design Committee also helps business owners with suggestions ranging from removing inappropriate building treatments, paint color selection, awnings, and signage.



The Ridgway Main Street Committee helps business owners improve the attractiveness of their building façades and keep vacancy rates low.

DESIGN GUIDE PRINCIPLES USED

- Preserve rich details on building façades
- Retain traditional recessed entries and large-glass paned display windows
- Place community welcome banners on lamp posts
- Reuse and renovate existing structures
- Use a historic color palette with warm, natural colors and vibrant accents
- Offer diagonal street parking when practical
- Use wood carvings in public art projects



This restored train station on Route 219 currently serves as the office for an artist and interior designer.

CASE STUDY

Streetscape Lighting (Coudersport, Potter County)

PROJECT DESCRIPTION

New street lights were selected to direct light only down at the sidewalks, supporting their Dark Skies Initiative which is working to reduce light pollution. Dark skies allow for better star gazing in the area, especially at nearby Cherry Springs State Park which is famous for great views of the Milky Way, planets, and hard-to-see astronomical objects and phenomena. In addition, American flags adorn these energy-saving light fixtures.

DESIGN GUIDE PRINCIPLES USED

- Select street-light fixtures that complement surroundings
- Choose main street and pedestrian area lighting that is human-scale
- Use opaque covers on lighting fixtures to reduce brightness and glare
- Display the American flag in appropriate locations





Coudersport Welcome Sign Design (Coudersport, Potter County)

PROJECT DESCRIPTION

This Coudersport sign welcomes visitors to the town and shows pride in the local high school (Coudersport Falcons).

DESIGN GUIDE PRINCIPLES USED

- Install community welcome signs that are easy to read
- Design signs with durable materials
- Include community establishment date to connect to town's history



CASE STUDY

Lawrenceville Welcome Sign Design (Lawrenceville, Tioga County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program and installed in 2012, this sign welcomes visitors to Lawrenceville in Tioga County.

DESIGN GUIDE PRINCIPLES USED

- Install community welcome signs that are easy to read
- Design signs with durable materials
- Include community establishment date to connect to town's history
- Display the Pennsylvania Wilds logo



Mansfield Welcome Sign Design (Mansfield, Tioga County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program and installed in 2012, this sign welcomes visitors to Mansfield in Tioga County.

DESIGN GUIDE PRINCIPLES USED

- Install community welcome signs that are easy to read
- Design signs with durable materials
- Highlight local attractions





CASE STUDY

Ridgway Township Sandy Beach Park Sign Design (Ridgway, Elk County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program and installed in 2012, this wood and weather-resistant aluminum composite sign was designed and installed by Ridgway township to welcome visitors to this local attraction. Recreational park activities are depicted on this community sign.

DESIGN GUIDE PRINCIPLES USED

- Install community welcome signs that are easy to read
- Design signs with durable materials
- Highlight local attraction(s)
- Display the Pennsylvania Wilds logo



Irvona Borough Sign Design (Irvona, Clearfield County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program and installed in 2012, two of these Irvona Borough signs were designed and installed by a local sign company to welcome visitors to Irvona Borough. A popular local attraction, trout fishing, is depicted on the community sign.

DESIGN GUIDE PRINCIPLES USED

- Install community welcome signs with easy to read block letters
- Design signs with durable materials
- Highlight local attraction(s)
- Identify the community establishment date to connect to town's history
- Display the Pennsylvania Wilds logo



CASE STUDY

Spring Creek Township Welcome Sign Design (Spring Creek, Elk County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program, this sign welcomes visitors to Spring Creek Township.

DESIGN GUIDE PRINCIPLES USED

- Install community welcome signs that are easy to read
  Identify the community establishment date to connect to town's history
- Display the Pennsylvania Wilds logo



Renovo and South Renovo Sign Design (Renovo and South Renovo, Clinton County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program in 2010 (Renovo) and 2012 (South Renovo), these signs welcome visitors to these Clinton County boroughs.

DESIGN GUIDE PRINCIPLES USED

- Install community welcome signs with easy to read block letters
  Display the Pennsylvania Wilds logo
- Highlight local attraction(s)
- Identify the community establishment date to connect to town's history





CASE STUDY

Welcome to Coalport Sign Design (Coalport, Clearfield County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program and installed in 2010, this wood and composite sign was designed and installed by Coalport to welcome visitors to the town, including those visiting nearby Prince Gallitzin State Park. Coal and mining tools are used in the design to reflect the community ‘s history.



DESIGN GUIDE PRINCIPLES USED

- Install welcoming signs that are easy to read
- Use durable materials for sign design
- Incorporate the community’s history into sign design
- Use the Pennsylvania Wilds logo

Josie’s Restaurant Sign Design and Façade Update (Coalport, Clearfield County)

PROJECT DESCRIPTION

Part of a complete front façade update, Josie’s Restaurant owner put up this sign above the restaurant door in 2013 and then added a front seating area, fresh paint, and black bear sculpture. Black bears adorn the inside of the restaurant as well, tying in to the natural forested setting of the area and showing off the owner’s love of this animal.

DESIGN GUIDE PRINCIPLES USED

- Install welcoming signs that are durable and easy to read
- Display connections to nature (animal theme)
- Invoke a welcoming atmosphere and inviting character for residents and visitors





CASE STUDY

Sharon's Horse Heaven Sign Design (Marienville, Forest County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program and installed in 2011, this painted wooden sign was designed and installed by a local sign designer shortly after Sharon opened her equestrian- based business. The new business sign allows for visitors, who are typically towing horse trailers, to easily find their way to their overnight accommodations.



DESIGN GUIDE PRINCIPLES USED

- Install attractive business signs that are easy to read
- Design signs with durable materials that can be easily maintained
- Identify business concept on signage
- Use the Pennsylvania Wilds logo

"When folks are pulling a horse trailer, they are always nervous going to a new location, because if they were to make a wrong turn, turning a horse trailer around can be quite challenging. The sign gives travelers a solid welcome in knowing that "they have arrived."

- Sharon Perschke, Owner

CASE STUDY

Flickerwood Wine Cellars Sign Design (Kane, McKean County)

PROJECT DESCRIPTION

Funded by the Pennsylvania Wilds Planning Team Sign Program and installed in 2011, this sign was designed and installed by Flickerwood Wine Cellars to identify their winery along Flickerwood Road.

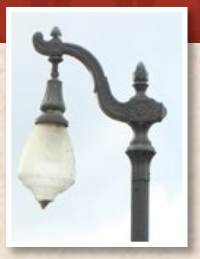
DESIGN GUIDE PRINCIPLES USED

- Install durable, easy to read, attractive business signs depicting business type (grapes)
- When space allows, consider installing landscaping around signage
- Use the Pennsylvania Wilds logo
- When lighting is used, be sure to direct beams only onto the sign



CASE STUDY

Smethport Entry Bridges (Smethport, McKean County)



PROJECT DESCRIPTION

As a pilot project of the Pennsylvania Wilds Design Assistance Initiative, Smethport Borough received funds for Civil Engineering services to provide a plan for Smethport's entryways. Travelers to Smethport Borough arrive via US Route 6, crossing over either Potato Creek from the east or Marvin Creek from the west. The Potato Creek Bridge had been recently replaced, but neither the Potato Creek nor the older Marvin Creek Bridge conveyed a sense of welcome. The Borough worked with PennDOT on additional bridge improvements that would reflect the town's location within the Pennsylvania Wilds region. Smethport Borough concurrently planned for new lamppost lighting, welcome signage, and landscaping at these locations.

The Borough retained a civil engineer to prepare an entry plan detailing how these improvements can be implemented in phases as funding allows. Learning from a lack of coordination for the earlier Potato Creek Bridge replacement, early coordination with PennDOT was initiated at Marvin Creek to determine if the bridge design could include elements that fit the "look and feel" of Smethport and complement the gateway design. This coordination resulted in the stamped concrete "stone" appearance on the Marvin Creek bridge. Later, "Historic Smethport" welcome signs were also added along Route 6.

DESIGN GUIDE PRINCIPLES USED

- Select street-light fixtures that complement surroundings
- Display the Pennsylvania Wilds logo on welcome signs
- Identify the community's establishment date on welcome signs
- Design bridge features to complement the region's character



The Potato Creek Bridge (top) has little design enhancements. The Borough worked with PennDOT to ensure that when the Marvin Creek Bridge was replaced, its character would more closely match the community's place in the Pennsylvania Wilds. New lamppost lighting was added to both bridges to enhance these community gateways.

CASE STUDY

Bridges Over Pine Creek (Lycoming County)

PROJECT DESCRIPTION

Both the Upper Bridge at Slate Run (1890) and Pine Creek Lenticular Truss Bridge (1889) were built by the Berlin Iron Bridge Company. Deteriorating such that PennDOT required action to repair the bridges, it was decided that both held historical significance and were worth saving. Both still stand at their original locations.

The Upper Bridge at Slate Run (also known as the Hilborn Bridge and Pine Creek Lattice Truss Bridge) had a truss arrangement with five overlapping diagonals that is unique for a vehicular (rather than railroad) bridge. Basic improvements and repairs were needed to keep the bridge safe and functional (repainting, repairing, and replacing floor beams), vertical clearance was increased to accommodate trucks, and the guiderail was upgraded. Because of its rural location with limited development pressure and light traffic, it was possible to retain the bridge despite the fact that it does not meet current engineering design specifications.

The Pine Creek Lenticular Truss Bridge near Jersey Shore is a wrought and cast iron bridge considered to be a significant and extremely rare historic resource. That, plus consideration of replacement construction costs, meant that it was more cost-effective and efficient to repair the existing structure rather than replace it. The bridge was improved to meet legal load limits, approaches to the bridge were modified to improve safety, and damaged portions of the bridge were replaced or augmented with high-strength steel.

DESIGN GUIDE PRINCIPLES USED

- Provided that engineering and safety requirements are met, preserve and restore bridges that are considered historically, culturally, and/or architecturally significant
- Covered bridges and steel truss bridges are of particular historic significance in the Pennsylvania Wilds



The nearly 288-foot long Pine Creek Lenticular Truss Bridge near Jersey Shore is one of only about 50 truss bridges still standing in the United States.



The 202-foot long Upper Bridge at Slate Run Lattice Truss Bridge uses a Warren truss system of support that appears to make a “W” shape with overlapping diagonals.

CASE STUDY

Seventh Street Bridge (Coudersport, Potter County)

PROJECT DESCRIPTION

Bridge Relocation and Reuse: The Seventh Street Bridge is one of the last remaining through truss bridges in Potter County. Built in 1883 by the King Iron Bridge Company of Cleveland Ohio, the Pratt bridge was reinforced in 1983 with a bowstring arch creating a visually interesting truss. This one lane, 71.9 ft., National Register eligible bridge carried Seventh Street over the Allegheny River in Coudersport. The borough decided to replace the bridge because it was functionally obsolete. Through a joint effort involving the borough, PennDOT, and the Federal Highway Administration, the bridge was rehabilitated and relocated downstream to carry pedestrian traffic on Fourth Street over the Allegheny River.





DESIGN GUIDE PRINCIPLES USED

- In cases where a historically, culturally, and/or architecturally significant bridge cannot be preserved in place, look for opportunities to reuse the structure in a different location, either as a bridge or repurposed for another use

CASE STUDY

Hickory Street Bridge (Warren, Warren County)

PROJECT DESCRIPTION

The original (1918) Hickory Street Bridge over the Allegheny River was an earthen filled arch bridge that became deteriorated and unsafe for vehicular travel. In 2003, the bridge was closed to vehicular traffic, though the side- walks remained open for pedestrians. Subsequently, the bridge was removed and a new shared-use bridge was built and opened in 2006. Located along the sides of the bridge are several pedestrian viewing platforms with benches and period street lighting reminiscent of antique gas lights. Because the original arches were a significant architectural feature in the community, the replacement structure includes concrete arch panels on the bridge façade.



DESIGN GUIDE PRINCIPLES USED

- When new bridge construction is required, design the bridge to emulate the region's historic bridge designs (or original bridge design for bridge replacement projects) with respect to appearance, workmanship, and use of materials
- Consider all sides of the bridge structure
- If the bridge crosses over a navigable waterway, consider views approaching the bridge and traveling under the bridge from the waterway
- Where lighting is desirable, select a lamppost fixture design that complements the area
- Provide street-side amenities (viewing platforms and benches) where they would likely be used and appreciated



CASE STUDY

Public Park Creation and Improvements (Clearfield, Clearfield County)

PROJECT DESCRIPTION

In 2015, the Lower Witmer public park in downtown Clearfield got a facelift. Volunteers repainted the gazebo, benches, a picnic pavilion, light posts, flag pole, fire hydrant, picnic tables, and fencing, and spread mulch around plants near the gazebo. In addition, the Clearfield Borough Street Crew replaced shingles, cut back the roof line, and secured the gazebo structure.

Just across the West Branch Susquehanna River from downtown Clearfield and the Lower Witmer Park, a former scrap yard and recycling site was turned into an attractive community gathering space encompassing a one-mile Riverwalk loop connecting the Nichols and Market Street Bridges and the new Raftsman Dam Memorial public park. The design includes both natural and faux stone, all sourced in Pennsylvania.



Lower Witmer Park gazebo after 2015 upgrades

DESIGN GUIDE PRINCIPLES USED

- Pursue opportunities to create non-motorized paths along rivers and large water bodies
- Design riverfront access locations with elements that allow leisurely viewing of the waterway and pedestrian comfort (benches, informational signage, public art, etc.)
- Reuse vacant and underutilized spaces for public purposes
- Use locally sourced and sustainable wood to build public furniture and pavilions
- Use stone and wood for park features, walkways, etc.
- Provide ample outdoor seating



The Clearfield Riverwalk

CASE STUDY

Susquehanna River Walk (Williamsport, South Williamsport, and Loyalsock Township, Lycoming County)







PROJECT DESCRIPTION

Completed in 2009-2010, the approximately four mile long Susquehanna River Walk lies along the shores of the West Branch Susquehanna River. With two bridge crossings at Market Street and Maynard Street, it connects Williamsport, South Williamsport, and Loyalsock Township communities. There is a looped section between the two bridges known as the Timber Trail, with interpretive signage about the lumber heritage and wildlife of the region. Along the trail, users can also find lumber-themed public art, such as “The Wood Hick,” a life-sized sculpture of a lumber camp worker.





DESIGN GUIDE PRINCIPLES USED

- Design riverfront access locations with elements that allow leisurely viewing of the waterway and pedestrian comfort (benches, informational signage, trash receptacles, public art, etc.)
- Pursue opportunities to create non-motorized paths along rivers and large water bodies

Acknowledgements

Special thanks to the following individuals, agencies, and organizations that provided guidance, supervision, and support for the development of **The *Design Guide for Community Character Stewardship – Second Edition:***

The PA Wilds Planning Team Design Assistance Committee

Jodi Brennan, Committee Chair
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Pennsylvania Historical and Museum Commission

Tataboline Enos
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Michelle Bogacki
Ridgway Township, Elk County

Deborah Pontzer
U.S. Congressman Glenn Thompson's Office

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Warren County Planning & Zoning Department

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Pennsylvania Department of Conservation and Natural Resources

The PA Wilds Planning Team Transportation Committee

Farley Wright, Committee Co-Chair
Forest County Area Agency on Aging (retired)

Janie French, Committee Co-Chair
Headwaters Charitable Trust

Jerry S. Walls
Lycoming County Planning Commission (retired)

Jeremy Morey
McKean County Planning Commission

Meredith Hill
Erin Wiley Moyers
Pennsylvania Department of Conservation and Natural Resources

Terri Dennison
Route 6 Alliance

Dan Glotz
Warren County Planning & Zoning Department

Linda Devlin
Allegheny National Forest Visitors Bureau

Tina Solak
Cameron County Chamber of Commerce

Acknowledgements

Technical Consultant to the Planning Team

T&B Planning

Tracy Zinn

Robyn Barber

Planning Team Project Manager

PA Wilds Center

Tataboline Brant Enos

Kristin Marconi

Abbi Peters

Janine Morley

Acknowledgements

Photography Credits

Thank you to the following people and organizations who contributed high quality imagery to bring the Design Guide to life. Some of the awe inspiring photos submitted to the “Show Us YOUR #PAWilds” 2017 photo contest were also included throughout the document.

Allison Senchur
Kyle Yates
Amy Kunz
Ed McMahon
Cliff Doxsee
Farley Wright
Kendra Briechle
Caroline Adamski
Franklin E. Dinsmore
Jim Weaver
Loretta L. Wagner
Timothy E. Murray
Jodi Brennan
Michelle Clark
Jessica Shirey
Ross Porter
Sharon Perschke

Benezette Hotel
Dickinson Center
Sue Carlson
Jeff Schroeder
Steve Kronenwetter
Wilds Cooperative of PA
Ridgway Heritage Council
Buck’s Pizza
PennDOT District 2
PA Lumber Museum
Lawrenceville Borough
Spring Creek Township
Allegheny National Forest Visitor’s Bureau
PA Department of Conservation & Natural Resources
PA Historic and Museum Commission

Bill Callahan
Meredith Hill
Tracy Smith
Mansfield University
Nelson County Community Design Working Group
Endless Energy Corporation
Congregation of the Sisters, Marywood University
Clearfield County Planning & Development Commission