

Chapter 2: Consider Regional Themes

Thematic Elements

Theme: Pennsylvania Wilds Logop. 35

Primary Themes:.....p. 33

- Wood and Timberp. 39
- History and Patriotismp. 47
- Architectural Stylep. 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

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?”

Establish
Primary
Themes



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.

Retain
Individuality

Apply
Design
Themes
Widely

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.

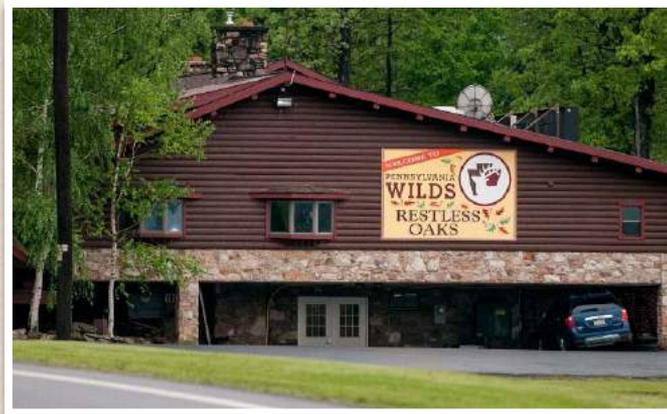


Pennsylvania Wilds Logo Use



Small business
Marienville, Forest County

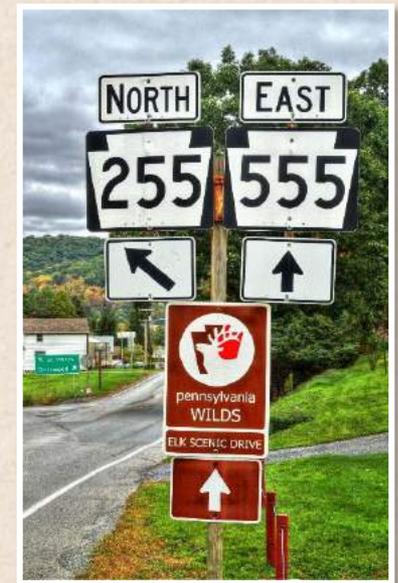
Use the Pennsylvania Wilds logo to identify businesses, towns, counties, visitor centers and others throughout the region and to orient visitors in a general way to the region.



Restless Oaks Restaurant, Clinton County



DCNR Tiadaghton Forest District Office
Waterville, Lycoming 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.

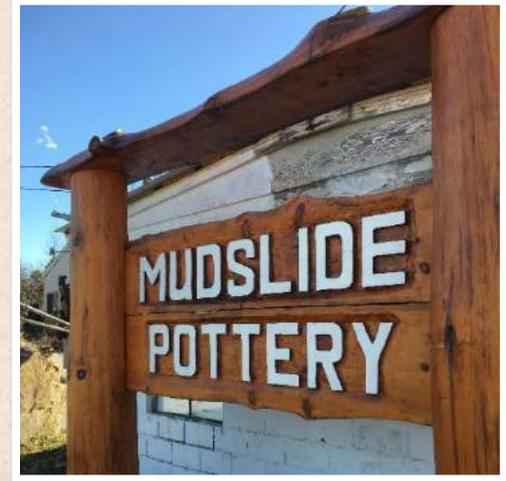
Wood is viewed as a durable, plentiful, and cost effective structural building material. Hardwood products have particular value when used for doors, trim, signs, furniture, public art, and more. This is especially evident in custom work by local craftsmen and artisans whose products add a unique and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

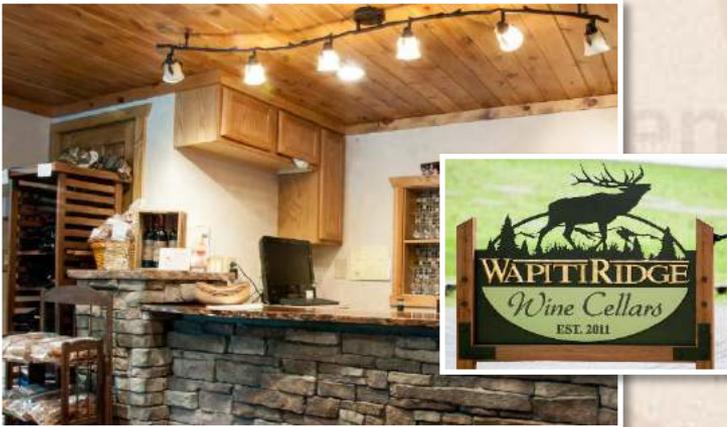


The creative use of wood on this apartment building ties the structure to the regional theme

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

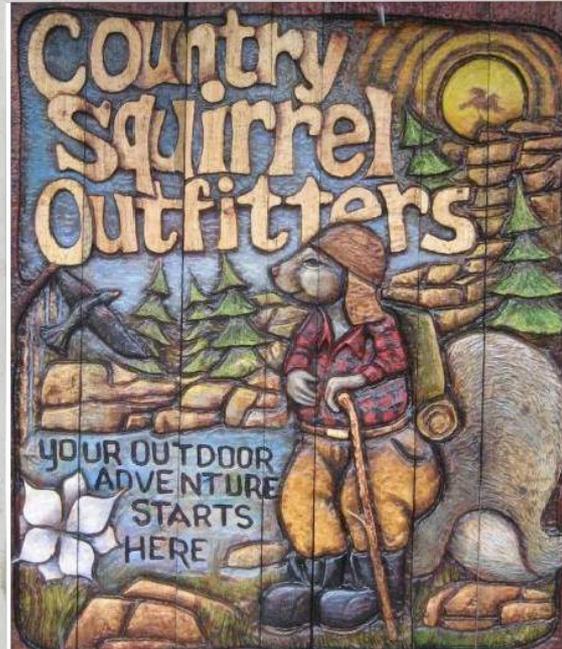
Use wooden fencing and complementary building colors



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



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



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



Heritage Quilt Trail, Lycoming County



Emporium, Cameron 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

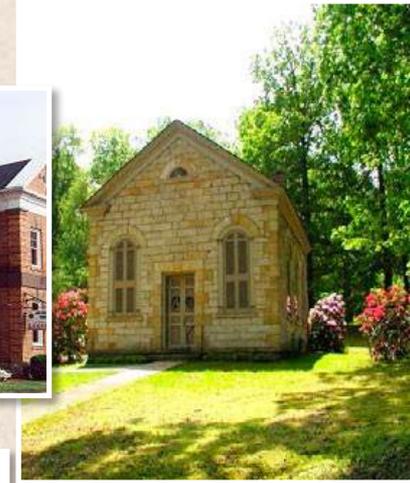
Early American

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.



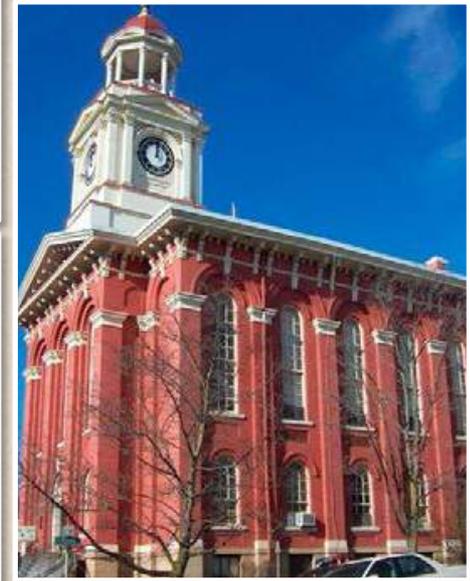
THEME: Architectural Styles

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 corner 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

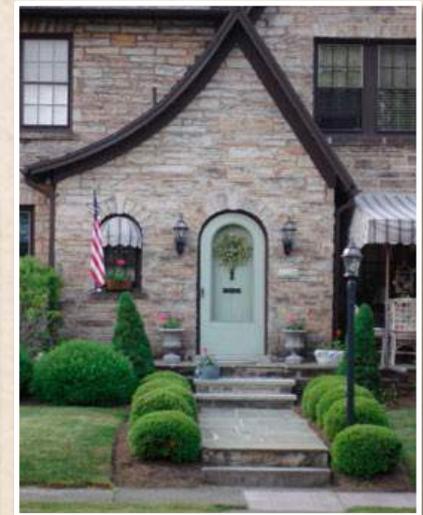
English Cottage / English Tudor Style

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-pinnaced 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.



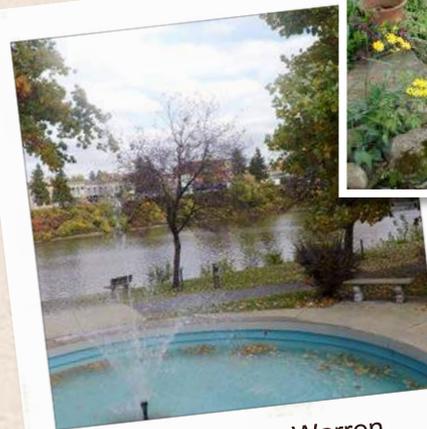
As visitors flock to the Pennsylvania Wilds as an escape from a more hectic life in their cities and towns, water elements serve the dual purposes of having relaxing effects as well as being visual reminders of the region's valued water resources.



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



Downtown Warren
Warren County



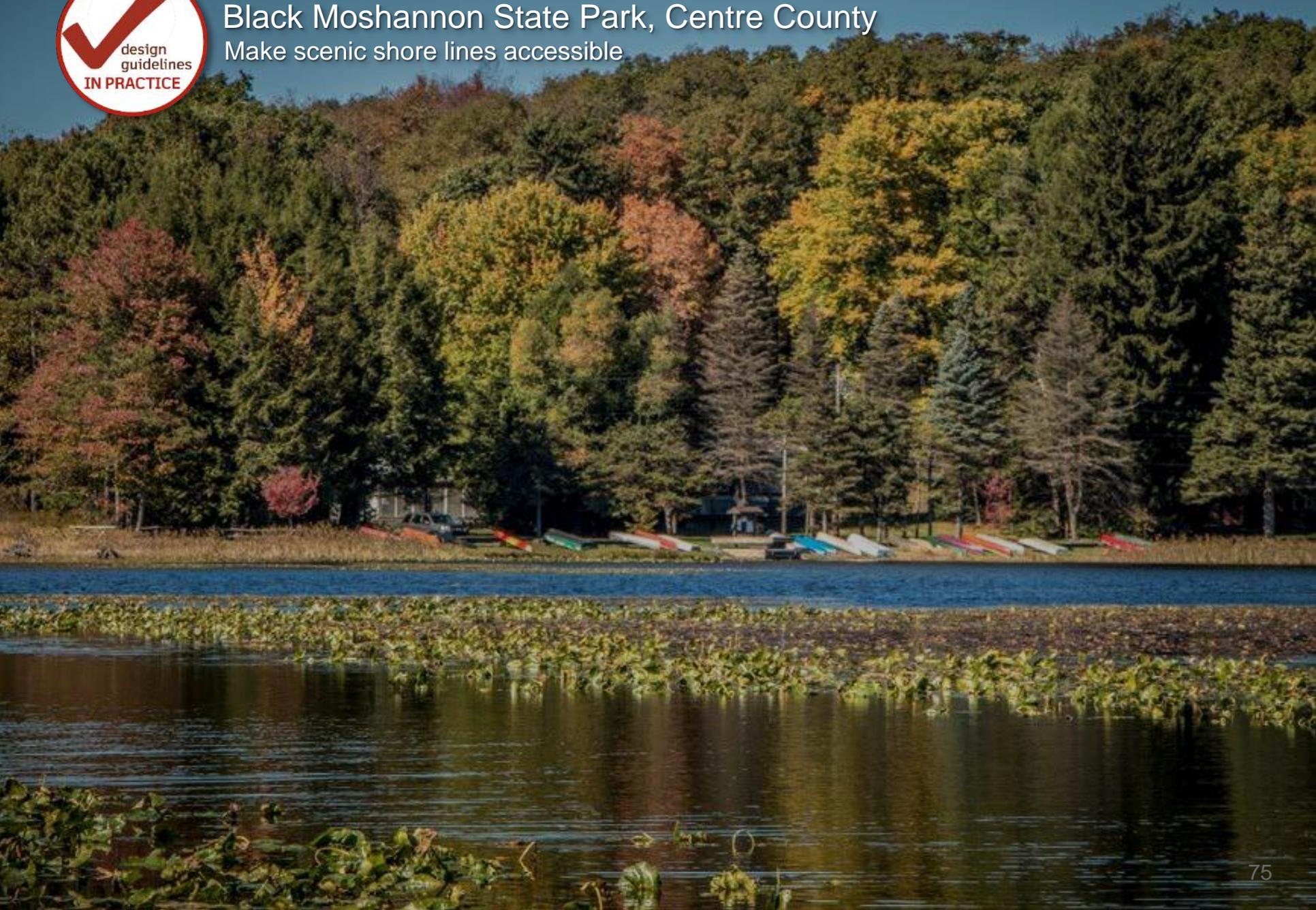


The Gateway Lodge, Cook Forest, Jefferson County
The sight and sound of falling water has a calming effect on the human psyche.



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.



Elk Mountain Winery, Weedville, Elk County



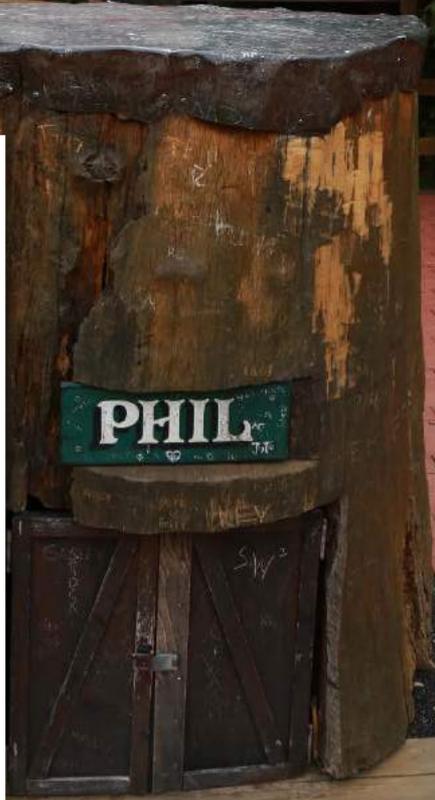
GROUNDHOG DAY

As early as 1886, German immigrants here observed Groundhog Day and established the Punxsutawney Groundhog Club in 1899. According to folklore, if the hibernating groundhog-known as Punxsutawney Phil-leaves its burrow on February 2 and sees its shadow, there will be six more weeks of winter. The legend is based on a European custom predicting the length of winter by weather conditions on Candlemas, an ancient Christian festival.

PUNXSUTAWNEY, PENNSYLVANIA

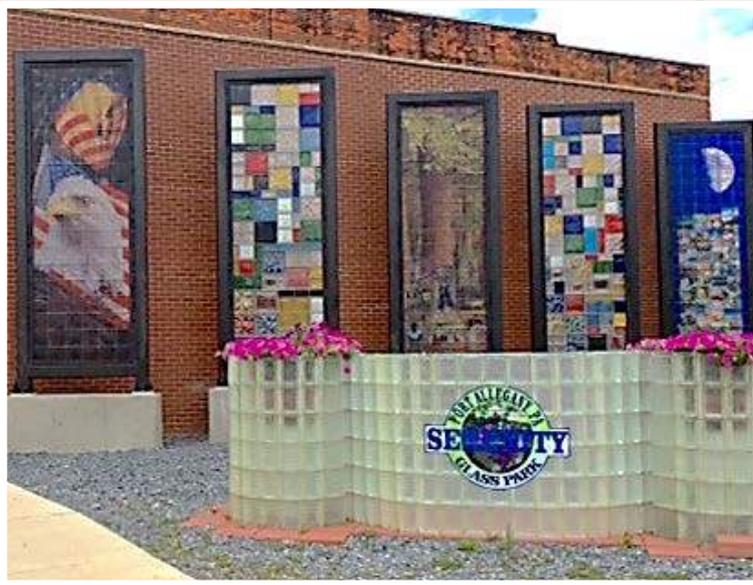


Gobbler's Knob
Punxsutawney, Jefferson County



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



Exposed brick walkway



Historic brick exterior with preserved mural

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>



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.

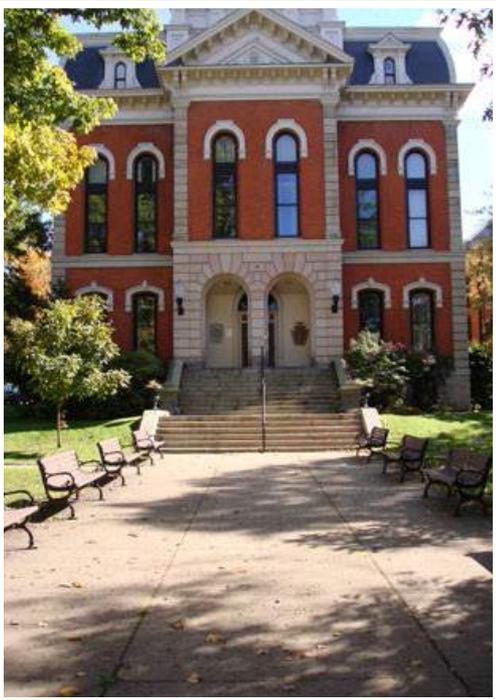


Historic District in Williamsport, Lycoming County



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

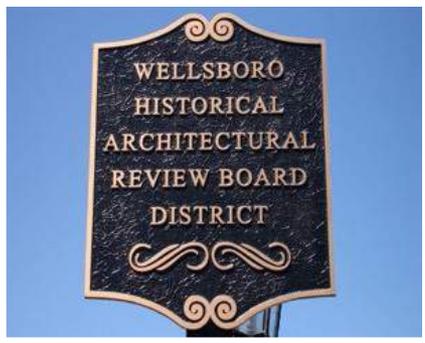


TOOLBOX: Regional Themes

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.”



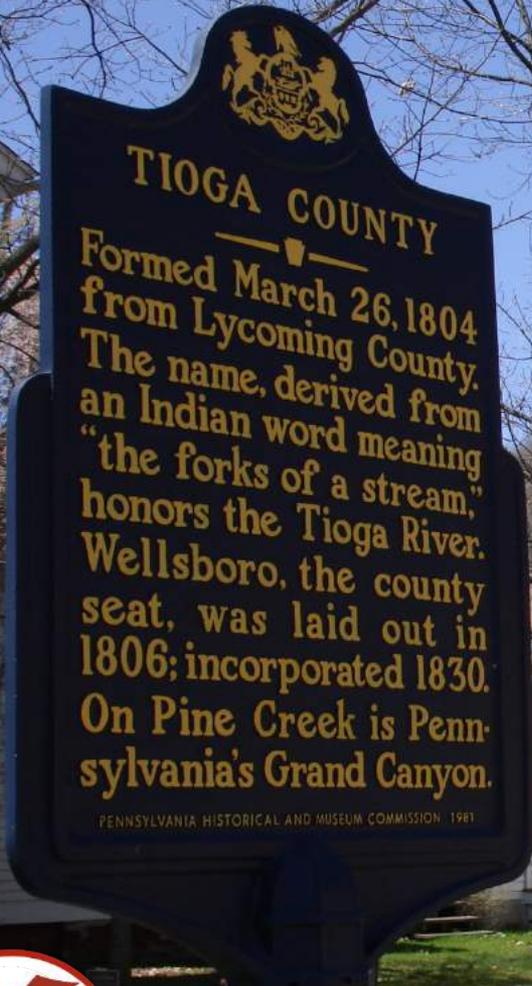
Work diligently to keep structures well maintained and true to their architectural styles.

Downtown Warren, Warren County



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

Clarion University Student Art
Clarion, Clarion County



TIOGA COUNTY

Formed March 26, 1804 from Lycoming County. The name, derived from an Indian word meaning "the forks of a stream," honors the Tioga River. Wellsboro, the county seat, was laid out in 1806; incorporated 1830. On Pine Creek is Pennsylvania's Grand Canyon.

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION 1981



Signs easily communicate the historic significance of people and places.

Wellsboro, Tioga County



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

Williamsport, Lycoming County

FOREST COUNTY VISITOR CENTER

J. EDWARD FISHER
COMMUNITY CENTER
1987



Utilize regional and natural color palettes.

Forest County