

Chapter 4: Lessen the Impact of Intrusive Development

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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 early in the process.

STRIP COMMERCIAL, BIG BOXES & FRANCHISES

Make Compliance Easy

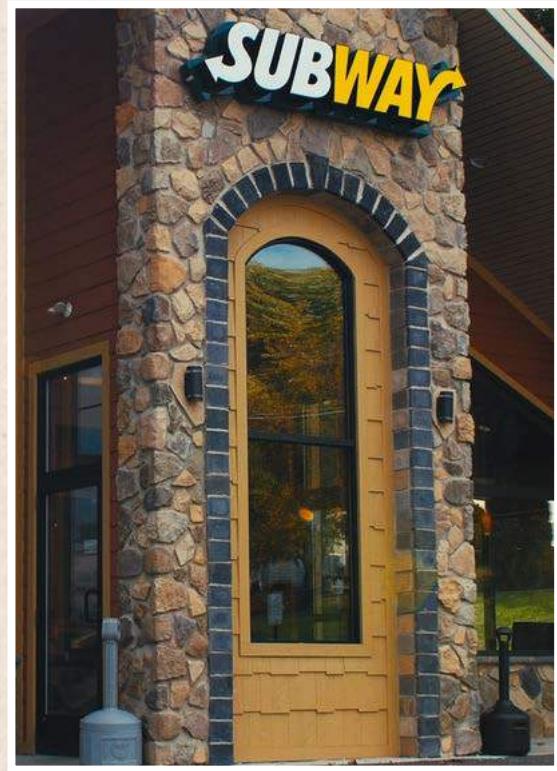
- Start a dialogue with applicants regarding façade appearances and design elements as early as possible, well before time-consuming and expensive engineering and design work is begun.
- Give clear direction. An ambiguous request to “design the building better” lacks definition and gives no specific 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

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



Ridgway, Elk County

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



Dubois, Clearfield County



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

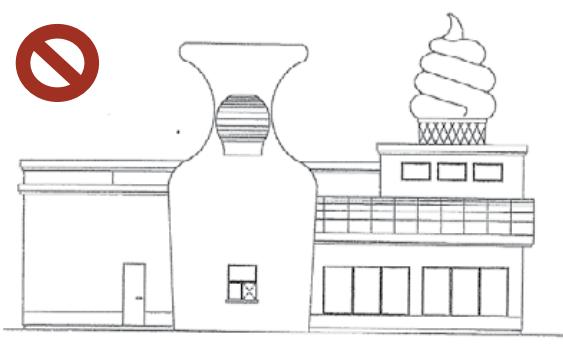


Use landscape islands to soften large parking lot

Strip Commercial, Big Boxes & Franchises



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



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

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



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.

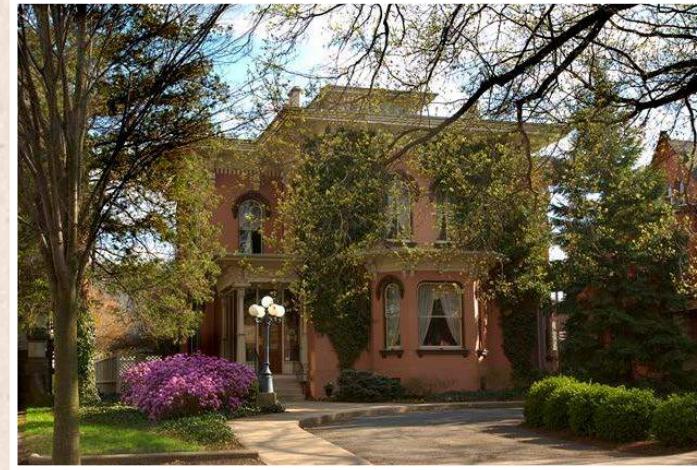
HOTELS AND LODGING



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



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



Wapiti Woods Guest Cabins, Elk County



Renovate historic buildings for hotels and lodging



Gateway Lodge Cabin, Jefferson County



Enhance scenic views from common areas and guest rooms

Bald Eagle State Park
Nature Inn, Centre County



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 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

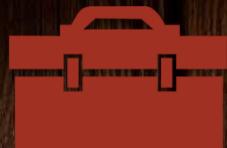
Wind farms generally need to be placed on high elevations in open fields to be effective. Therefore, they will always be somewhat visible and the opportunities to reduce their visual prominence are limited.

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.



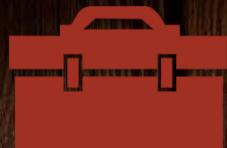
TOOLBOX: Lessening Impacts

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

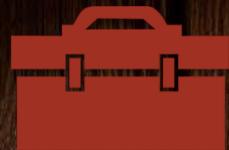
Technique 2: Prepare Community Impact Study

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