We have many examples of residential subdivisions that are outstanding in the way "beauty" was achieved as an integral part of the original design of the area.

There are many subdivisions that appear as monotonous rows of houses along dull monotonous streets with little semblance of neighborhood beauty. Even in these areas, however, some sense of beauty often develops as private owners improve their properties and trees become established, either through private initiative or through public action by way of street tree commissions.

In the first case we will find that beauty, as a natural functional need, has been "built in" as part of the original design of the area and has been followed up in its development.

In the latter case we have what might be termed "cosmetic" beauty, where we do what we can to alleviate lack of beauty in existing areas that have not had the benefit of good design in the original layout.
The actual line of distinction between "built in" and "cosmetic" beauty is not always clear cut. They overlap. It is helpful, however, to recognize this distinction because it dictates different approaches to our problems.

What do we mean by "built in beauty"?

Briefly, this depends upon good and imaginative design: where street layout rolls with the natural topography; where the original beauty of the land form and natural features such as trees are preserved as much as possible; where low lying areas are reserved as open space to give green belts and also aid in solving drainage problems. It depends upon adequate rights-of-way to permit street trees and retain a feeling of spaciousness. It depends upon building design and use of variable setbacks and orientation in respect to the street to relieve monotony without becoming distracting. It would depend upon reducing or eliminating entirely the unsightliness of overhead wires. It would depend upon a designed program for tree planting which would embrace both private and public land.

This concept of built in beauty applies mostly to the new areas that are still to be laid out. As we look toward doubling our residential areas in the next twenty years, this presents the challenge that we do not repeat the mistakes of the past or lose the opportunities that are still existing.
How can we better insure that future development will achieve these aspects of beauty?

For the most part this will depend upon approaches that have already been developed:

1. Wide dissemination of information about principles and objectives - generally as illustrated by successful examples of good planning and design.

Local, State and Federal planning agencies have done much in this respect over the past years. Private organizations have also done much in advancing interest and new and better ideas among Home Builders Associations and Financial Institutions.

There are many fine publications available that illustrate proven examples of the good subdivision design, where built in beauty was accepted as a basic economic, self-interest concern of the developer.

This aspect: dissemination of information on better practices; to the public, to local officials and to developers and financial institutions will remain a keystone for future accomplishment.
2. Expanded use of subdivision regulations to aid in achieving greater beauty.

Subdivision regulations have proven their value: in improving subdivision practices; in raising standards; and in protecting the community from land exploiters who have no concern for community problems.

Part of their value lies in the purely regulatory measures that are imposed. A large part of their value, however, is in the requirement for review, where much more can be done on the basis of suggestion and persuasion that is possible or desirable in a set of regulations. Many of the more intangible aspects of beauty will depend on suggestion and persuasion, backed up by proven examples.

This in turn depends largely upon competent technical assistance that can aid local officials who are not specialists in this field. Most municipalities do not need nor can afford such assistance on a full time basis. It is here where such assistance is best provided at the county level through the county planning commission.
Many subdivision regulations and zoning ordinances need revision to better provide for some of the newer concepts that are developing; for example: the concept of cluster type development, where dwellings are arranged on smaller lots but where larger common areas are reserved for public open space.

Another aspect in subdivision regulations that needs more attention is in specific requirements for an over-all tree planting program on both public right-of-way and on private lots. This would be followed up by specific commitments to do this planting.

From another viewpoint, whereas subdivision ordinances are mostly directed toward residential development, land is also subdivided for commercial use. Here we have some of the ugliest areas found in our communities. Admitting that there are many variables that will be difficult to regulate, much more can be done both in subdivision regulations and in zoning ordinances to help enhance these areas. This would include updating of regulations for signs, setbacks, access points and tree plantings.

In regard to tree planting, the requirement for well spaced trees in parking lots can do much to alleviate the appearance of these
hot bituminous deserts. They can be located without losing a parking space, if we consider the number of Volkswagons and other small cars that do not require a full length parking stall. Provision for planting of even a few high headed trees along our streets and highways can greatly relieve the ugly impact usually found in commercial areas, without impairing commercial use.

In summary, our presently established approaches, through information, examples and regulations are still the best yet devised to accomplish "built in beauty" in our future developments.

In our existing developed areas, accomplishment will depend largely on general public and neighborhood support, spearheaded by the action of our planning commissions and by our local service clubs and civic organizations.

If one were to pick out the single element of greatest value to such a program, it would be a well conceived program of tree planting that considers planting on both public and private land to create the maximum benefit.

It is, therefore, along the dual lines of approach that we must direct ourselves: one to insure "built in beauty" in future areas, and the other to encourage programs for enhancement of existing areas as best we can under the limitations as we find them.
It seems to me that natural beauty in the suburbs raises issues that relate not only to the physical and aesthetic concerns to which most of us in the planning profession have traditionally addressed themselves, but also to the much more controversial, much more crucial problems of influencing social changes in order that every Pennsylvanian can enjoy equal access to the beauty that already exists in our midsts. Beauty in the suburbs is not only a matter of achieving order and harmony in our physical environment but of achieving an equal degree of order and harmony in the social environment as well. Unless we can come to grips with "society's broader issues", including what appears to have become the most explosive domestic issue confronting our society today -- the barriers, both public and private, that have been erected to constrain the mobility of an important segment of our society -- physical beauty will avail us not at all. I don't profess to have the answers; indeed, I wouldn't for the moment suggest that I, or anyone else for that matter, fully understand the problems. We in the United States, however, have an extraordinary talent for responding to crises with piece-meal solutions which, if they do not directly attack root causes, at least succeed in eliminating the symptoms.
I propose to address myself to some of these symptoms on both the physical and social side, and, in the process, offer some piece-meal possibilities for dealing with them.

Beauty in the suburbs is, at least in part, and perhaps in large part, conditioned by public policy. Public policy, in turn, is conditioned by the authority granted to our suburban units. That legislative authority in Pennsylvania is totally inadequate. The reform of planning enabling legislation in this Commonwealth is sorely needed and long overdue if we are to make even the most minimal advances in improving the overall design of our suburbs.

Let me say at the outset that despite my strong personal involvement in, and commitment to, the reform of planning legislation in this state, I would not expect that the passage of an up-to-date system of planning laws would lead to any grand rearrangement of our urban areas, let alone make any kind of dent in those broader issues confronting our society that I made brief reference to a moment ago.
Let me just say for the moment -- in defence of preposition that a modernized system of planning enabling laws is necessary in this state -- that the 1927 Standard Planning Enabling Acts under which we still operate in Pennsylvania have been outpaced by new concepts, new ideas, and new innovations that are either unavailable to our
suburban jurisdictions or can only be partially utilized because of the absence of express legal authority and explicit guidelines and criteria.

Those of us concerned with planning in Pennsylvania, regardless of whether our preoccupations and predilections are with the broad issues of society or the more limited ones of the arrangement of land uses are at least in agreement that there are certain minimal needs that have to be satisfied in our planning enabling laws in order for land use planning to accomplish its traditional objective of achieving beauty through order and harmony. To those of us who have struggled with the Pennsylvania Planning Code, this would include a need for broadened legislative authority to enable our political subdivision to cope more adequately with the increasing complexities of an urbanized style of life, and to deal with problems effecting the livability and economic well-being of our communities and regions. As a minimum, the passage of the code by the legislature would strengthen the powers of our local units to plan and give effect to plans. It would also make the lines of responsibility for the public policy contributions to the achievement of beauty in the suburbs clear by vesting responsibility for decision and action at the elected official level.

The second issue, or set of issues -- those to which our panel chairman suggested I might address myself -- are, I suspect, less likely to result in agreement on the part of the contestants than
is the controversy that currently exists with respect to the need for a better system of planning enabling laws, but nonetheless, are not to be avoided.

Despite the many defects and the many deficiencies in our suburbs -- the reconciliation and resolution of which my fellow panel members have largely addressed themselves -- our suburbs obviously offer a great deal of satisfying experiences to the overwhelming numbers of persons in our Commonwealth. Families exercising their right to choose have opted and are continuing to opt, for some form of suburban way of life in ever increasing numbers. But our ability to choose a suburban life style and our mobility to move within the urbanized complex that suburbia represents is very often constrained by regulations controlling the use of land and regulating the design of structures which more often than not seem to be intended to advance the interest of some particular group or particular segment of our society rather than interests of society as a whole.

We know from the accumulating body of empirical evidence that land use controls, especially in our suburban communities, more often than not are utilized for the purpose of preserving tax values rather than for the realization of broader planning objectives. The evidence seems clear that land use controls are used, especially in our suburban communities, more often than not to preserve the status
quo rather than for the purpose of facilitating the satisfaction of the needs, wants, and aspirations of lesser privileged segments of our society. The mounting accumulation of evidence suggests that land use controls are being utilized to artificially constrain the mobility of the lesser privileged economic and social groups in our society rather than to enhance their opportunities to become equal participants and beneficiaries of the attractions afforded by many of our suburban communities.

If we are really concerned with improving the suburban environment for all segments of our society, we need to more carefully analyze our past practices. The concept of planned unit development and its large scale extension in terms of new towns may provide us with the tools for reordering and restructuring our urban environments for the achievement of positive social and economic ends, or succeeded only in titillating the aesthetic sensibility of a small segment of our society, or even worse, further accentuate the social and economic disparities and imbalances that now exist in our urbanized regions.

I'm not suggesting that because the instruments -- zoning, subdivision control, building codes, etc., -- are improperly used that we toss out the baby with the bath water. All I am suggesting is that if our controls and implementation techniques function to exclude rather than to include, if they function to repress rather than
to elevate, if they function to increase tensions rather than to alleviate them, we need to direct those tools towards more desirable societal ends. It seems to me that this is one of the most important challenges facing our community leadership.

How we accomplish this necessary redirection is not easy, and will require political decisions of the toughest order. As one committed to the strengthening of responsible local self-government rather than its diminution, I would hope that the political leadership in our suburbs, together with responsible citizen organizations in the communities, re-examine their land use and building control policies so as to produce regulations which will protect the public interest and balance controls and costs against benefits in such a way that the interests of society as a whole are advanced and not merely the interests of some select group.

In the absence of responsible action of the local level, some action at the state level would appear to be not only in order but a necessity. Some efforts in this direction are already taking place. The Advisory Commission on Intergovernmental Relations as part of this 1966 legislative program is actively pursuing changes in state legislation which it hopes will prevent regulations and controls from being utilized in ways which will negate national policy. One such proposal would restrict zoning authority to larger municipalities and counties in municipalities of less than 30,000 population.
The ACIR seems to share the view that zoning is utilized, particularly by the small suburban municipality, for the purpose of maintaining a homogeneous population composition, and an advantageous fiscal position. By limiting zoning authority to larger municipalities and counties which are more likely to represent a diversity of viewpoints and include a diversity of social and economic classes, it is expected that fiscal and population homogeneity objectives would become less dominant in land use control practices.

ACIR is also actively seeking a major reform in building code practices. The Commission has recently released its recommendations for a uniform national building code based on performance standards, which will, if adopted by each of the states, be exclusive in matters of building construction. What distinguishes the code recommendations of ACIR from others is that it will represent both the minimum and maximum standards necessary for public safety. No longer could individual municipalities fix such high standards and specifications than they can achieve indirectly that which they cannot legally accomplish directly -- that is establish, in effect, a minimum cost for a structure.

Since fiscal purposes appear to dominate land use and building control practices in our suburban communities, we might also begin to consider the abolition of local property and local income
taxes -- which have little to commend themselves on criterion of ability to pay anyway -- and substitute in their place a system of tax supplements, tax sharing, tax credits, and block grants based upon a variety of equalization criteria. While this would require a broad based tax to produce sufficient revenues -- and in all likelihood it would mean a graduated income tax, requiring constitutional amendment -- such action would eliminate the present incentive to use land use and building controls and regulations to preserve and perpetuate the existing social and economic disparities in our urban regions.

One additional item remains in this admittedly partial listing of mine to be mentioned. I have touched upon how suburban public policy, as reflected in regulation and controls, affects most of us. These, if they have any virtue, at least affect all of us equally -- provided we are white. Those us with insufficient income levels are equally limited in the exercise of our freedom to choose the communities in which we would like to live by our pocketbooks -- if we are white. It is no secret that despite our fair housing laws in this Commonwealth, however, that the Negro is artificially constrained in his choice regardless of income. The exclusion of individual home owners from the provisions of the Commonwealth's Human Relations Act, for all practical purposes, has made the purposes of the Act meaningless. If beauty in the suburbs is to be for all to enjoy and not for just some,
then I would suggest that the amendment of our less than fair housing laws be high on the order of the next session of our legislation's business.

I'm not for the moment suggesting that the accomplishment of any of these measures would be something less than difficult but hard issues would seem to require hard solutions.
Panel on The Pennsylvania Suburbs
Remarks by Milton S. Osborne

"REVITALIZING THE SUBURBAN TOWN CENTER"

Pennsylvania could well be famous across the nation for the beauty of its small towns. Located, as they are, on the highways to the West, they reflect in the design of their buildings the architectural styles introduced by the early settlers on the Atlantic seaboard. The migration from New England to the Western Reserve can be traced through the buildings along Route 6, the English Georgian and German styles are very apparent westward from Philadelphia, while the National Road (Route 40) carried the two-storied porticoes from Baltimore as far west as Illinois.

The market towns of Pennsylvania were built mainly from the beginning to the latter part of the nineteenth century. They reflected the current details of design popular in their particular period. This is one of the features that has made them so attractive to us today and which gives them their distinctive character and individuality. Carlisle has retained many of its buildings from the early nineteenth century with their Georgian mouldings and delicate wooden detail, while a few miles away is Gettysburg with heavy wooden bracketed cornices and projecting bay windows of a later period. Each is an important part of the architectural heritage of Pennsylvania and should be preserved as such.
So I could mention other towns with other and equally interesting characteristics.

Many of our towns have been allowed to deteriorate through the neglect of such simple necessities as painting, repointing of brickwork, and the preservation of their fine trees. This has resulted in the depression of their business areas and the loss of trade to newer shopping centers that have been built on the edge of town. The merchants are being forced either to capitulate to the shopping centers or to find some way to attract the buying public back to their shops.

The best designed and most successful new shopping centers have found that the public prefers to shop in pleasant surroundings. For this reason they have provided shaded walks, flowers, trees, and benches for the comfort and convenience of the shoppers. Many of them have opened the area on holidays for flower shows, art exhibits, church bazaars and frequently for band concerts. The shopping center has thus usurped the function of community center that has been relinquished by the town business area. Such facilities may be difficult for the town to match but somehow space must be found where people can move freely without interference from motor traffic. In some towns the pedestrian mall seems to be the solution with parking space provided on its periphery. Where parking can be found at the rear of shops, business has improved by allowing circulation from the parking lot through the shops. This provides an additional incentive to clean up the rear alleyways, to tear down useless buildings, and to plant and paint the rear of the buildings to make them more attractive.
Oftentimes a program of paint-up and clean-up is all that is required to dress up a small town business area. The replacing of shutters that have been removed and which are necessary to the design of the building, the addition of such details as iron railings on steps, or flower boxes at the base of show windows, can do much to add color and interest. A grid of wood muntins set in the rear of large show windows will often do wonders to improve the scale of a shop. A proper color scheme worked out for a block of shops, will provide a pleasing color combination that will tend to tie the buildings together.

Trees and flowers are probably the cheapest and most effective way to give the business area the pleasant atmosphere needed for leisurely shopping. Trees should be selected with compact root and branch systems that flourish in an urban environment. They may be selected to add color in their blossoming season, such as the dogwood, mountain ash, or flowering cherry. The plane or American sycamore has proven to be unusually adaptable to the city street.

Benches are a gesture of hospitality to the shopper and can add to the color and comfort of the shopping area. Planters in front of shops should have small evergreens with potted flowers set among them so that they will be attractive in any season.

If traffic can be removed from the main shopping street it will provide the possibility for the many civic activities that will attract the public and bring additional business to the area. A good restaurant is a
necessity, and if it can include a side-walk cafe it will have the unusual touch that should attract customers from miles around. American tourists spend millions of dollars in foreign countries each year to find just such features that might very well be found in their own home town.

Such a cooperative program of revitalization requires the support of all the merchants. And the program should be carried through to completion as quickly as possible so that the effect would be realized as a new town image. With the cooperation of carpenters, lumber dealers, and supply houses it can be done at a surprisingly low cost. In Hollidaysburg the average cost per shop was $250.00.

A sketch study should be made of each individual shop to see what could be done to improve its appearance at as economical a cost as possible. This should not be a detailed architectural drawing, but a careful line drawing in sufficient detail for a carpenter to follow effectively. If the work is to be done at minimum cost, no structural changes should be involved. A block by block study is best so that there may be a resulting unity in color and design of all the buildings involved.

If such a program is to succeed, there must be a strong committee of the merchants or the Chamber of Commerce willing to work for the acceptance of the program as a whole and to encourage the merchants to carry out the suggestions made in the sketches. A good sketch showing what it is possible to do for a building is a far more effective way to sell the project than to try to explain the process to the merchant. Newspaper
articles, television and radio programs go a long way in keeping the project before the public, and the publication of "before" and "after" photographs are added encouragement and inducement to carry the project through.

It is necessary, of course, for the architect or designer responsible for the sketches to be sympathetic to the style of building he is setting out to improve, that he have a working knowledge of the details involved, and that he have some conception of the costs involved.

Many communities have carried out the entire program from sketches to completed buildings entirely on their own, although occasionally the cost of the sketches has been underwritten by an interested local industry or utility. I feel, however, that the work would have progressed much more rapidly in some places had there been a qualified advisor able to help with setting up the necessary committees, the interpretation of the sketches, and encouraging the merchants during the process of carrying the project through. Meeting the expense of the individual improvement should be the responsibility of each merchant involved, but providing for the advisor might be a part of a state or national program.

In the many projects I have handled I have found that the results have been an improvement in the local business and also a great improvement in the general morale of the community. Such a project requires the type of cooperation that is generally non-existent in a small business community, and it generally carries over into the residential area resulting in a spontaneous cleaning up program.
Such a program as I have outlined seems to me to be vital to Pennsylvania if we are to preserve the typical Pennsylvania market town and the architectural and historical heritage it represents. Many towns are now at the cross-roads trying to decide whether to revitalize their business areas or to allow the process of deterioration to proceed until their shops are no longer a business asset; when they must be torn down for urban renewal. Small towns of individuality and character, with tree-shaded streets, benches and flowers, can be a great asset to the Pennsylvania scene. They can add beauty and prosperity to their communities and provide a welcome escape from the noise and confusion of the big cities. Let us make our small towns one of Pennsylvania's greatest tourist attractions.
Thank you Chairman Lustig

Good afternoon, ladies and gentlemen.

There have always been suburbs, since man congregated in towns and cities built of sturdy materials for more or less permanent dwelling. Parenthetically, I might suggest that some suburbs do not qualify in that respect. The suburb is really not a new concept, but only a new target for jargon-using writers and critics.

The suburb and its so-called sprawl suffers from variable definition. For example, the concentration of people in some of the suburbs in southeastern Pennsylvania is greater than many parts of such urbs as Denver or New Haven, yet one area is maligned as sprawl, the other as the Mile-High City, Gateway to the West, or the delightful home of Yale University, mother of famous governors and mayors. How then can we define rational limits to area growth to develop land for succeeding generations in a cohesive, healthful, attractive and financeable environment.

My successors on this panel will discuss particular aspects of area development and site planning. My pleasant task is to suggest ways to achieve "prevention of sprawl."
Sprawl may be characterized as the spreading of population over vast areas, perhaps a low density, but significant in "leap-frogging" o'er farms and woods to establish groups of houses. Typical attendant problems are extended school transportation costs, inadequate water supply and waste disposal, rural highways not capable of carrying commuter traffic, monotony in the site and building plans, and so on.

In the short time I have to talk to you, let me suggest three critical characteristics of suburban sprawl:

1) Timing of development,
2) Density of Development, and
3) Real Estate Taxation

The misuse of misapplication of these three characteristics has led to some of our troubles. Improper timing has resulted in leap-frogging, ending in high municipal service costs, and frightful water and waste conditions, among other things. Broadly speaking, it has destroyed the pattern in organization of land uses and traffic circulation.

The misuse of density regulations has spread population, blocked the orderly and feasible extension of public services, and turned county agricultural agents into crabgrass killers. It has also generally been good to the lawn mower and seed people. To use planter's jargon, the land consumption rate for housing in the 50's was alarmingly high.

There are three lines of attack that I would like to suggest. First, let us consider making high density housing more attractive, so located as to improve the municipal financing and service picture. In such designs,
the residual open space can be organized for common or joint use. Partly underway in the 1960's, the rapid development of apartment housing took place by private capital. I would suggest that we attempt to enunciate a firm public policy to encourage, indeed influence this and similar types of housing in the intermediate and high density range. Such means at our disposal might include using tax credits, mortgage guarantees, and other financial instruments to encourage sensible locations, and conversely, deny illogical, random speculative ventures in unprepared outlying areas of our cities and towns.

The second line of attack would be the use of public, non-profit development corporations to acquire inlying developable areas, and press them into appropriate uses. Such action should be consistent with the community or county general plan of future land use and circulation. A corporation of this kind would not be unlike existing industrial development corporations which can locate, acquire, build or lend money for industrial purposes. The real question here is, why not use the same instrument for housing purposes.

Such action would facilitate the advent of important characteristics often lacking in current development practice. A partial list would include variation in housing types, density and costs; parks and schools; advanced provision of needed utilities and other services; and a coordinated road network.

The third line of attack might proceed in a search for new sources of municipal revenue, in combination with less reliance on real estate tax
revenue. As the primary source of local municipal revenue, it makes fools of us all. It forces each borough and township to search for added industrial and commercial land—to zone second or third rate land for such uses when neither the market nor the interest for sound commercial or industrial expansion exists, or likely will exist. We tend to believe that large houses pay their own way through public services and schooling. We then energize the large lot lever in zoning to yield large, i.e., costly, houses to accomplish this hoped-for balance. There we have it. The high cost, economically segregated (or is that insulated) suburb, whose domestics arrive by taxi, whose residents drive 200 horses to buy a loaf of bread.

I suggest that these three approaches, in combination with the design considerations to be discussed by fellow panelists will go a long way toward making our Pennsylvania suburbs more viable, efficient and pleasing than they are now.

Thank you very much for your patience. I will now turn the microphone back to Chairman Lustig.
"AESTHETICS OF COMMERCIAL ARCHITECTURE AND DEVELOPMENT

Summary of Recommendations for Action

Generally we think of the suburbs as the ever expanding area around major urban centers that is commonly called the urban sprawl. As growth and development continues, these suburban areas spread deeper into the open space without regard to boundaries of political subdivisions. But in Pennsylvania, we have our rich heritage, literally hundreds of small towns, villages and hamlets separated from these major urban centers by farms and forests to form a constellation of planetary towns. This too is the Pennsylvania Suburbs. To make our concept of the Pennsylvania Suburbs complete, we must also include the road towns and strip commercial developments strung along our major highway network. To these more conventional suburban patterns, I take the liberty to add the resort areas involving a sub-division of land for "Second Home Developments" and "Camps". We must then include the natural scenic landscape formed by the rolling land, trees and valleys, the picturesque farmsteads, the majestic forests and mountains. There is also the numerous and varied historic landmarks such as colonial town squares, court houses, pioneer forts, gristmills, iron furnaces, and covered or stone arch bridges.
All of these features, together make up the Pennsylvania Suburbs in which we will find some of the nations finest dwellings and picturesque landscape. To enhance this natural beauty, we must think in terms of the comprehensive visual and economic impression that the suburbs collectively or singularly create on the landscape. To be aesthetically sound, they must serve some useful purpose. Some of us may concede that a "white-elephant" could be beautiful for a day - a week, but for the long range pull the natural beauty that we cherish must have a stable timeless character that endures year after year. It is therefore imperative that our program to enhance natural beauty encourage a proper balance between:

1. The orderly long-range development of land for urban and suburban uses in appropriately located areas.

2. and while doing this, we must preserve the scenic, historic and cultural resources essential to the functioning of these urban and suburban developments and,

3. It is equally important that we do this in socially and geographically related areas regardless of the imaginary boundaries formed by political subdivisions.

To accomplish these objectives, I offer the following recommendations:
1. Maintain and strengthen the state and community planning programs. These programs must be conceived and operated on a state-wide and regional basis as well as a county and municipal basis. To successfully accomplish this, the conflicting and confusing assortment of planning legislation being used by these several levels of Government should be coordinated into one soundly conceived planning code.

2. Encourage highway location planning and roadside beautification with a special effort to preserve the natural scenic features and influence location planning for essential service centers or road towns in self-contained units off the highway with full regard to access —— thus discouraging the strip commercial development along highways.

3. Preserve worthwhile and meaningful historic landmarks.

4. Conserve the open space and drainageways by creating "Greenbelts" of parks, forests reserves and fertile farms in a manner to encourage a better distribution of population in keeping with the suitability of land, water supplies, transportation services and other essential community facilities.
5. Encourage strip mine and similar mineral resource operations to plan the ultimate re-use of the land for a constructive purpose. Quite often the grading and quarrying operations, if planned in advance can be used to produce the essential products in the first phase of development plus lakes, recreation areas, or even industrial parks in the second phase.

6. Organize COMMUNITY RESETTLEMENT PROGRAMS in smaller towns worthy of rehabilitation and relocate families from depressed areas where industrial or other forms of economic development is no longer feasible.

7. Design legislation to encourage the development of new towns outside of large urban complexes in locations particularly well suited for a balanced community life and thus discourage the urban sprawl with its large concentrations of population.

8. Refine the coordination of community development programs between the various Departments of State, local public officials, and private developers. This would include the over-all effort to encourage location planning for community development in the form of
industry and housing as well as for highways, state parks and forests, shopping centers and public schools, the abatement of stream pollution and the devastation of the natural scenic areas by land speculation and strip mining.
SUPPORTING STATEMENT

Urban Growth Becomes Suburban Sprawl

Towns and cities in our growth areas have the blighting effects that pressure can have on internal space. As population and employment grow, business establishments in the old urban centers naturally expand. Some of this expansion encroaches on adjoining residential areas while some jump the built-up areas and locate in the suburbs. As long as the town or city remains a centralized unit and its total population grows, then there will be an ever increasing pressure on open space for housing, commerce, and industry, and recreation space necessitating larger and wider corridors for transportation facilities and utility services. Thus the urban sprawl will continue to sprawl under our present policies.

Suburbs

The great suburban district around Philadelphia, Pittsburgh and other economic centers offers some of the nations finest dwellings in attractively laid out subdivisions. Along the ribbon shelves in the deep river valleys are the factory towns of obsolete industrial plants, homes and shops. In recent years shopping centers and industrial parks have been built. Architecturally, some repeat the row after row of shops on "Main Street" with something added, a large blacktop parking lot and numerous access drives from major highways.
Throughout the state today, there are many good examples of subdivision plans prepared by Landscape Architects and Engineers. Sadly though there are also many poor examples with jerry build homes that are destined to make the slums of tomorrow.

Meanwhile, the architectural features of Pennsylvania Suburbs, towns, villages and farms (open space) have considerable charm. The wonderful barns of stone and brick, harmonizing with the dwellings in the rolling country landscape manifest a stability. Stone arch bridges, the covered bridge, old gristmills and iron furnaces are picturesque landmarks that together with the farmstead make up the natural beauty of Pennsylvania.

**Location of Industry and Population**

Pennsylvania has several distinct problems when it comes to the location of industry and people:

1. The decline in agricultural, mining, timber and oil drilling activities has created the so-called depressed or redevelopment areas. Many towns and villages having lost their reason for existence do not possess the vitality or the locational advantages to attract new industry let alone justify the expenditure of large sums of money to provide problem highways and schools and utility services.
Some of these must be redeveloped and removed while others can be rehabilitated to function as satellites to a regional center and thus form a constellation of planetary towns having greenbelts of farms, forests and streams.

2. Conversely, most of the large and moderately sized urban centers have possessed sufficient vitality, know how, and economic resources to attract new industry and commerce. The end product of this is that the population density, building intensities and traffic congestion has increased in the surrounding suburban areas. Meanwhile, devoted citizens and public officials are working frantically to replace the obsolete and worn-out urban centers.

3. The fertile farms, forest land, and flood plains continue to attract suburban developments of industry, commerce and housing. Meanwhile the marginal land areas continue to be unproductive with the exceptions where the State and Counties have established parks and conservation districts.

4. The roads leading to urban centers continue to attract strip developments of housing, commercial, industry, junk yards, and billboards. More recently, we see
developers mobilizing to exploit interchange areas along the limited access highways. While limited access highways have served to discourage strip developments along the roadside a new form of development has come into being - the Interchange Town - a collection of highway oriented commercial uses - motels, restaurants, service stations, truck terminals, and related service facilities.

5. Second home or camp developments - The call to the outdoors stimulated by the State, Federal and Private Programs is releasing a surge for leisure time facilities. Meanwhile as a by-product the manufacture of recreation equipment has developed into a multi-million dollar business. Large scale second home resort and camp developments are being executed in terms of months. The planning and execution by private enterprise of developments of one and two thousand acres of land with 300 acre artificial lakes is not uncommon. Many of these are so poorly planned and located that they offer another blighting effect on the landscape.
Balance of Density and Extent

Towns and cities are necessary in an industrial society, the problem is to find the scale and structure of continuity that will yield the best balance of economic and social advantages for people. Today we have three bitterly hostile groups - the "City-folk", the "Suburbanite", and the "Country-Jake", and even with all of our preaching and teaching, the planners have failed, for we remain in a confused state of conflict - like the gardner hoeing and watering the plant and wondering if its going to be "daisy, hollyhock or buttonwood tree".

Greenbelts

The greenbelt idea is becoming more and more popular as a means whereby governmental policy may establish a protective ring around large urban centers as well as small towns considered to be near their limits of reasonable expansion.

We have numerous compact settlements spaced out at intervals as satellites to regional or county urban centers. Generally this open land dividing these settlements is devoted mainly to agriculture and forest land privately owned. Essential recreation facilities and certain historical sites make excellent use of land in greenbelts. Recognizing these existing physical features and the wisdom of maintaining agricultural activities on fertile land interspaced with the industrial cloisters, we have a greenbelt system readymade - why not preserve it and further develop it.
New Towns

The primary purpose of considering new towns is to discourage the over growth of metropolitan centers, urban sprawl, scattered population and strip development on highways. Its objective would be to encourage a better distribution of population, housing industry and commerce on land suited for attractive community development and accessible by adequate transportation and utility services.

This is one of the more positive methods of protecting the natural beauty in the suburbs of Pennsylvania. Its success requires special long term investment incentives for developers to plan and install community facilities and services on a large scale.

Uniform Planning Code

The present enabling legislation for the several levels of municipal and state government vary planning and zoning procedures, often creating conflicts and/or loopholes for effective administration and coordination.

Current experiences are proving much of our zoning to be inadequate and too rigid. The use of a Development Plan review by the Planning Commission is producing far-reaching results in that it encourages a cooperation between the "planners" and the "investors" and encourages the use of performance standards adapted to meet special conditions.
Also zoning powers often are misused or improperly administrated by inexperienced municipal officers. Likewise, regional or county-wide development objectives are often defeated by numerous intricate conflicting zoning regulations in small municipalities.

Like the automobile and the highway, our planning codes must be modernized and up-dated to meet current land use demands. Thus, the present varied assortment of State Enabling Legislation should be coordinated into a practical working uniform planning code.