

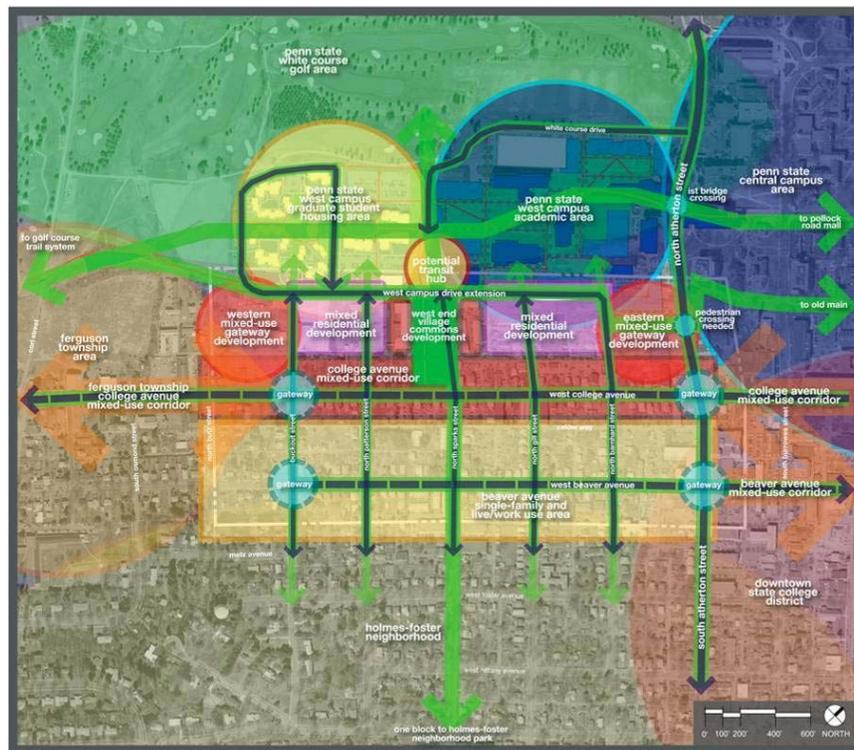
Preliminary Revitalization Concepts

A pair of preliminary revitalization concepts were developed by the planning team early in the planning process to help encourage community participants to think “outside the box” and expand the possibilities for what the West End could become in the future. A short description of the initial thoughts for each of the plans is outlined below. Many of the ideas have been “sifted down” to the preferred plan presented in West End Vision, Challenges, Goals, Supporting Actions section; however, some of the ideas presented below were dismissed as being either impossible, too grand/complicated, or inappropriate for State College Borough. Among them is the introduction of round-a-bouts at Buckhout and College and Beaver Streets. The plans are provided as background to show the process and range of thinking considered for the West End.

Concept Plan A (Figure 5)

Like a water drop falling into a pool of water, Concept Plan A attempts to create a new character and identity for the West End through the implementation of a major and centrally-focused revitalization effort. The “drop of water” is a new linear green that would link College Avenue and Penn State’s West Campus. New revitalization efforts would ripple throughout the West End, creating new waves of activity and energy in the community.

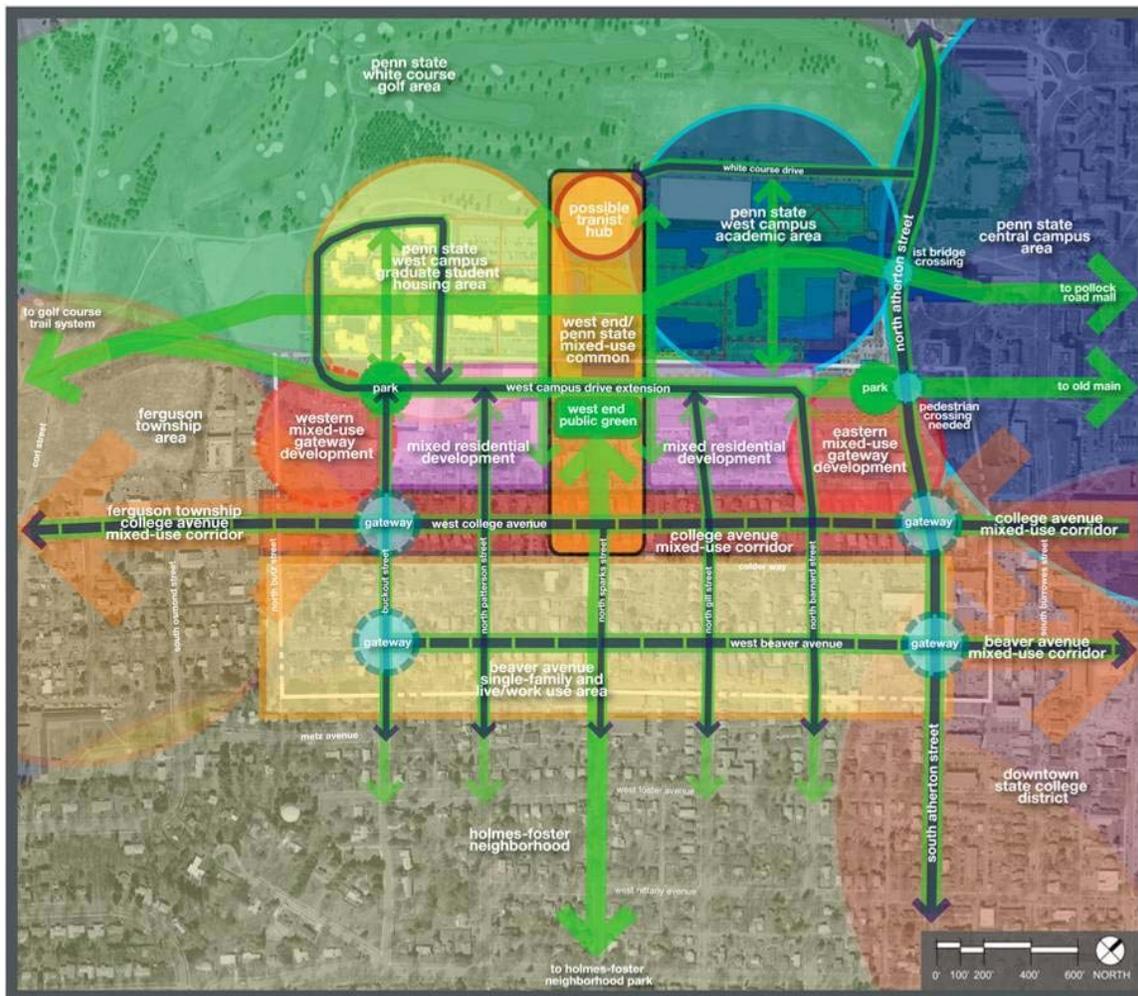
Figure 5
Initial Thoughts Framework Concept A



Concept Plan B (Figure 6)

This second approach focuses on creating a north-south activity and use zone that would “stitch” the West End and Penn State’s West Campus together. This “mixed-use common” would be a location within which community and university amenities and developments would build on one another, creating a vibrant and engaging atmosphere.

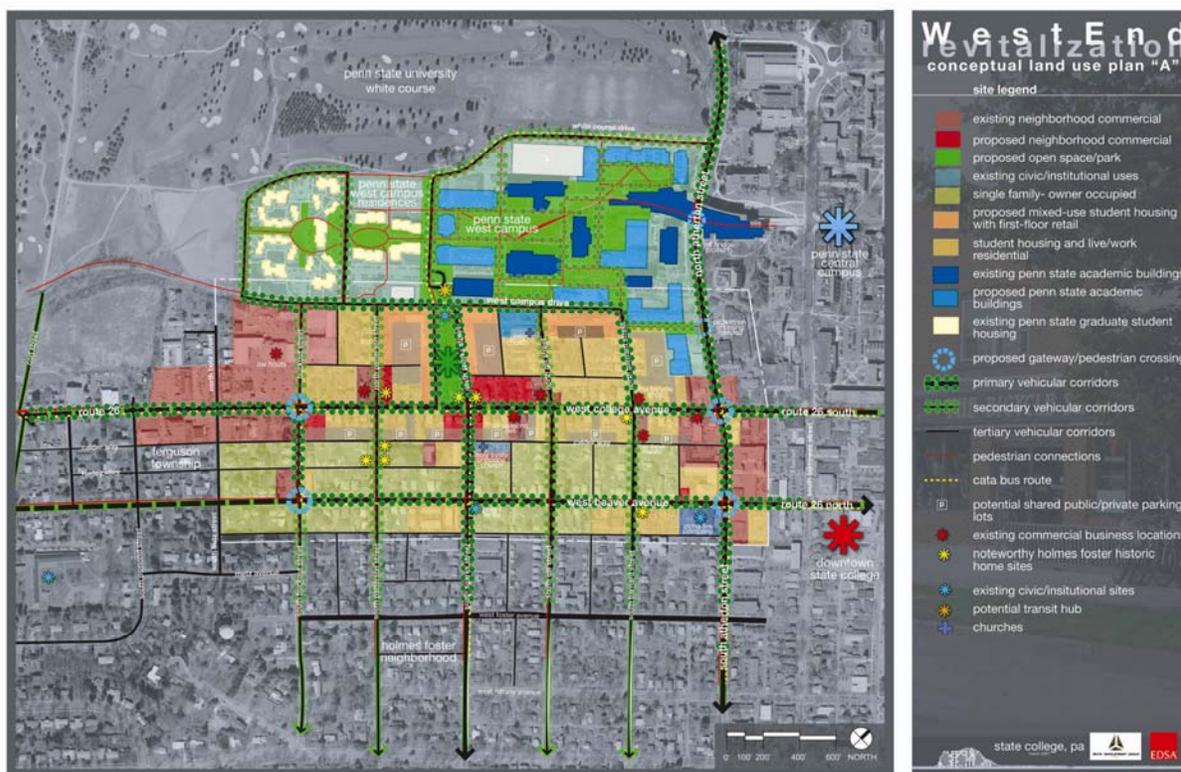
**Figure 6
Initial Thoughts Framework Concept B**



Conceptual Land Use Plans A (Figure 7)

Upon receiving community feedback on the Initial Thorough Framework Concept Plans, the planning team specifically detailed how the overall vision of Concepts A and B would be accomplished on a property-by-property basis within the West End environs. Through detailed testing and refinement of the Concept Plans, the planning team identified several West End opportunities that could be realized under such difficult and complex land use conditions. Outlined below are the planning elements and opportunities envisioned in the Conceptual Land Use Plan A.

**Figure 7
Conceptual Land Use Plan A**



Land Use

East and West End Mixed-Use Gateways - Revitalization on the eastern and western ends would enable revitalization opportunities to create a new character, identity, and gateways into the study area.

College Avenue Mixed-Use Corridor - This mixed-use corridor would build and expand on the existing character along College Avenue. With great visibility and high pedestrian foot traffic, this location is ideal for new businesses that want to locate in the West End. This concept extends the character and uses found along College Avenue in the Downtown area through the West End.

Mixed Residential Development - A mix of new residential development is well-suited for the area between Penn State's West Campus and College Avenue. Residential uses here could include workforce housing, student apartments, condos, flats, etc.

Beaver Avenue Single-Family and Live/Work Area - Building on the existing qualities of the single-family neighborhoods will be important to strengthen and enhance the West End. Student rentals, when possible and feasible, should be converted back into single-family residences or into live/work units with professional offices. This land use would then allow for a sensitive transition back to the well-established Holmes-Foster neighborhood.

Urban Village Commons - This central green space could potentially link the West Campus with the Urban Village District. New retail and residential development could front onto this new park space, creating an energetic "common" for students and residents.

Penn State West Campus Academic Core - Infill development and expanded programs will continue to be located within the new West Campus. New development should be strategically placed and located to enhance connections between Penn State's West Campus and the West End and Main Campus.

Penn State West Campus Graduate Student Housing Area - The existing graduate housing is well-located. Efforts should be made to enhance connections between it and the West End.

Street Hierarchy

Primary Roadways - Regional and local traffic flows along the one-way pair system of PA Route 26 (College and Beaver Avenues) and U.S. Route 322/Atherton Street will remain as it functions currently.

Secondary Roadways - West Campus Drive may be extended to Barnhard Street and all north/south roads in the West End should be extended to intersect this new roadway. This would create enhanced connections between the West End study area and West Campus. White Course Drive would only service West Campus, eliminating potential cut-through traffic between Atherton Street and College Avenue.

Parking - New shared parking areas are proposed in several locations within the West End. These new lots would increase the parking capacity of the area, while creating a more organized and aesthetically pleasing solution to parking needs. These lots would be made available to residents, students, and businesses.

Pedestrian, Bicycle and Transit Routes

Pedestrian Linkages

- Improved pedestrian connections between West Campus and the Urban Village District are proposed.
- West Campus Drive would also function as a major East/West pedestrian corridor between the West End and Penn State's Main Campus core.
- Connect pedestrian routes with IST pedestrian movement and future extension of open space trails to the west of West Campus.
- Enhance and improve pedestrian crossing along Atherton Street.

Bicycle Linkages

- West Campus Drive would also function as a major east/west bicycle corridor between the West End and Penn State's Main Campus core.
- Connect proposed bike trail extension to the west of West Campus.

Transit Routes

- A central transit hub location along West Campus Drive could create synergy between the Penn State Main Campus and the West End.
- Locate PSU, local, and regional bus systems in one location that has access to a public parking garage.
- Study bus routes to strategically place new bus stops in the West End to increase ridership and interconnectivity with the surrounding community.

Gateways

Atherton Street and College Avenue - Several parcels on each corner of this gateway have been identified as potential revitalization sites. These can be used to create a new gateway between the West End, Penn State, and Downtown. Improving this major pedestrian crossing will be critical.

Atherton Street and Beaver Avenue - An aesthetic treatment at this gateway location can visually mark the arrival to downtown State College. The treatment should include an enhanced pedestrian crossing.

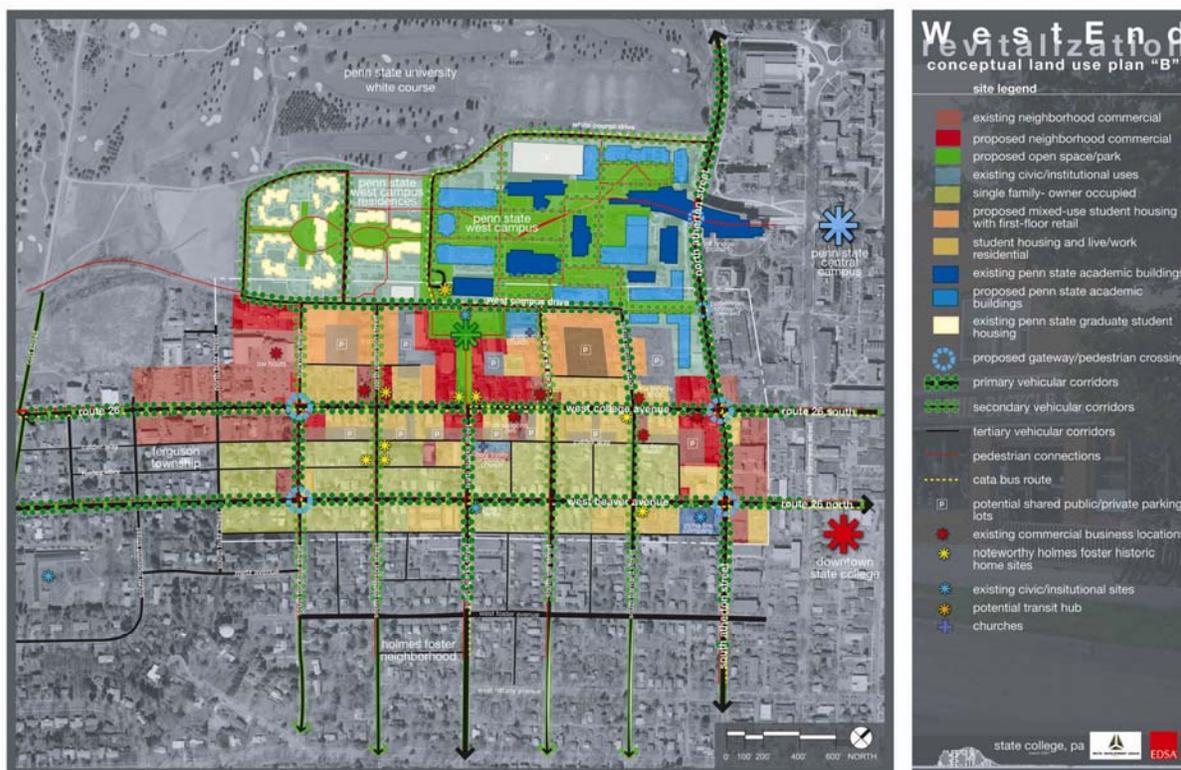
College Avenue at North Buckout Street - The existing open lawn and surface parking area is an excellent location for either infill development or an aesthetic gateway treatment.

Beaver Avenue at North Buckout Street - An aesthetic treatment at this location would help to highlight and celebrate the West End.

Conceptual Land Use Plan B (Figure 8)

Concept B shares many similar opportunities and ideas with Concept A, they are laid out in a slightly different manner, however, the most noteworthy difference between the two concepts was the response to the central portion of the West End Area and the West Campus. Outlined below are the distinctly different planning elements and opportunities illustrated in Conceptual Land Use Plan B.

**Figure 8
Conceptual Land Use Plan B**



Land Use

Urban Village/Penn State Mixed-Use Common - This “Mixed-Use Common” would be a location within which community and university amenities and developments would build on one another, creating a vibrant and engaging atmosphere. A central park space would be fronted by new residential and retail development.

Street Hierarchy

Secondary Roadways - This concept proposes that Sparks Street becomes a linear, pedestrian-only space that would connect the proposed central park space with College Avenue.

Pedestrian, Bicycle and Transit Routes

Pedestrian Linkages - New parks at the intersections of West Campus Drive at Buckout Street and Barnard Street would create pedestrian gateways into the West End.

Transit Routes - A central transit hub located long West Campus Drive could create synergy between the Penn State Campus and West End. The hub could be located on the northern edge of West Campus along White Course Drive at the proposed parking garage.