





establishing a vision for our neighborhoods.....

goals & recommendations

Developing the Goals & Recommendations

Throughout the process of preparing this plan, residents shared many thoughts on the Borough's neighborhoods' strengths, weaknesses, opportunities and threats. As Planning Commission and Staff analyzed those thoughts and compared each of the neighborhoods' input with the others, three major themes emerged. It was clear that a successful neighborhood plan would need to address the following issues:



This plan has been organized to establish goals and recommendations for each of these themes. Each theme has four goals, which were identified by reviewing the strengths and opportunities of the Borough's neighborhoods. For each of these goals, a series of recommendations have been identified to help implement these goals. These recommendations include actions, programs, improvements and other steps that could be utilized to implement the goals. These goals and recommendations were formulated by the Planning Commission and staff based on the input of neighborhood residents and research on best practices from communities around the country.

These recommendations are meant to provide a series of ideas that the community can utilize to improve quality of life in the Borough's neighborhoods. Some of these recommend that the Borough should continue or expand programs or policies

that are currently in place. Others propose new solutions to issues that continue impact neighborhood quality of life. Many of these recommendations are supported by case studies to help illustrate how an idea could be implemented. These case studies highlight programs that are successful in the Borough that could be expanded as well as highlighting initiatives by other communities.

As the second chapter of this Plan indicates, these recommendations are unique in that they include strategies that can be implemented by many individuals within the community. The recommendations are not intended to be implemented exclusively by Borough Council, the Planning Commission and local government staff. These ideas are meant to engage residents, neighborhood associations, community groups and other stakeholders in the Borough's neighborhoods in inspiring positive change. Some may be implemented through the Borough's staff or capital resources. Some might be spearheaded by passionate residents. And others yet through a collaboration of community groups.

The importance of a plan is to set a clear vision and establish a placeholder for ideas. An established vision can help guide a community's decision-making processes. It can also showcase the character, values and priorities of the community to current and future residents. It is not uncommon that several recommendations in a planning document will never be implemented. Exploring the proposed concepts, testing them and determining which will have the greatest impact is a healthy exercise for a community when implementing plans.

Navigating the Document

On the following pages, the goals and recommendations for each of the three themes are listed. Each goal is listed at the top of a page and is represented with an icon. The purpose of this icon is to help make references to the goals easier to identify throughout the plan.



Underneath each goal is a list of recommendations that have been developed to address the implementation of the goal. Each of these recommendations is followed by a list of neighborhoods for which this recommendation is a priority. While each of these recommendations can be applicable to all of the Borough's neighborhoods, some become a higher priority for a particular neighborhood due to the strengths and opportunities that were identified. For example, neighborhoods with a high rate of rental housing will be identified as a priority neighborhood for recommendations related to enforcement of Borough ordinances and the property maintenance code. For those recommendations that refer to general actions for the Borough as a whole, the neighborhood priority has been listed Borough-wide.



In addition to neighborhoods of priority, many of the recommendations include a reference to a case study. While most of the case studies are summarized in the Appendices of the Plan, several have been selected to highlight in this chapter. These help provide context for the ideas that are presented for each goal.

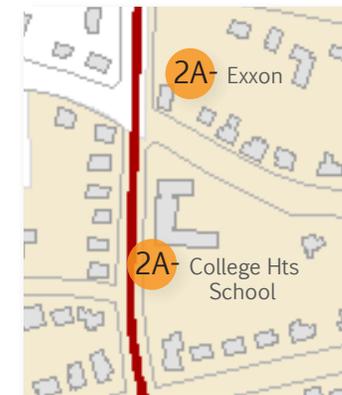
All twelve goals, and their respective recommendations, are listed on pages X-X. This lays out a broad picture of the ideas for the Borough's neighborhoods. However, this plan is meant to be guiding for the Borough as a whole, as well as specific to the characteristics of each individual neighborhood. Similar to the Current Neighborhood Conditions chapter, each neighborhood has a profile in this chapter. In this profile, there is a discussion about how the priority goals and recommendations for each neighborhood were selected. This profile also contains a map which illustrates the relationship between these recommendations and specific neighborhood characteristics that were identified throughout the planning process. This helps guide the implementation of the plan in terms of how to apply the ideas and to what areas of the Borough special attention should be paid.

Example:



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: 2.A.*, 2.B.



neighborhood facilities & appearance



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

1.A. Complete a comprehensive update of the Borough's Zoning Ordinance to eliminate inconsistencies and evaluate appropriateness of various districts' regulations.

In particular, evaluate zoning districts in terms of their impact on current construction methods, community economics, sustainable site design practices and flexible reuse opportunities for existing buildings.

Neighborhoods: Borough-wide Priority

1.B. Encourage developers and others interested in new construction, redevelopment and public enhancements to consult the Borough's Design Guide before submitting plans.

These guidelines are advisory and within the purview of the Design Review Board, but provide a vision for community character and aesthetics.

Neighborhoods:

1.C. Increase community awareness about the design guidelines for historic properties and the Historic Resource Commission's Plaque Program, particularly for those residents living in Historic Districts, and encourage more property owners to purchase a plaque.

Explore opportunities for additional tools to promote preservation in the Borough's Historic Districts.

Neighborhoods:

1.D. Using the College Land Area plan as a

guide, consider appropriate building scale and types of uses in transitional areas throughout the community.

These areas include parts of the Borough that transition between commercial and residential areas and between areas of high and low residential density.

Neighborhoods:



1.E. Develop a model to assist in evaluating the impacts on community infrastructure, such as on roads, sewer services, etc., as the area continues to grow and redevelop.

In particular, evaluate how these enhancements impact cost of services and taxes which contribute to the affordability of living in the Borough.

Neighborhoods: Borough-wide Priority

1.F. Work with the Borough Arborist and the Tree Commission to maintain and increase quality tree canopy and vegetation in public areas.

Use the Borough's Municipal Tree Plan for guidance on improving this vegetation.

Case Studies: Neighborwoods, Austin, TX (See page X.)

Neighborhoods:

1.G. Continue to maintain a high level of service for Borough maintenance and services and continue to evaluate opportunities for increasing community safety, cleanliness and aesthetics.

These enhancements could include lighting and streetscape studies, evaluating locations for more trash cans or rest room facilities and increased police or ordinance enforcement presence.

Case Study: Community Beautification Award, Madison, AL (See page X.)

Neighborhoods: CH H V NP S T OP G HF WE

Case Study: Love Your Block, Austin, TX

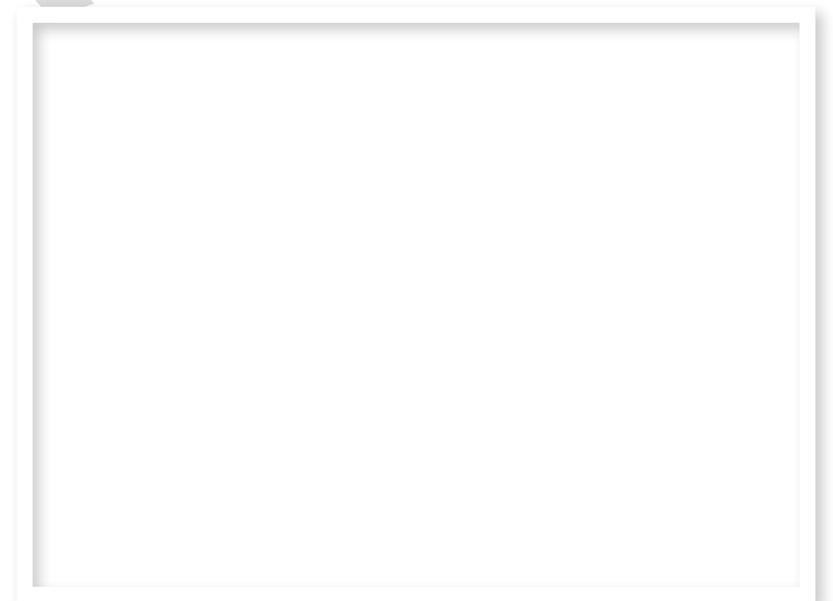
Case Study for Recommendation 1.H.

1.H. Organize neighborhood beautification & community service activities in conjunction with annual neighborhood events and near the beginning and end of academic semesters.

These community projects can provide opportunities for service activities that can include the community's youth, university students, and adults and build pride in the neighborhoods' appearance.

Case Study: Love your Block, Austin, TX (See page X.)

Neighborhoods: CH H S HF WE



 Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

2.A. Encourage the continued maintenance of public and private schools, churches, community centers, parks and cultural resources within and nearby the Borough's neighborhoods. In the event that vacancies occur in these buildings, consider context-sensitive reuse opportunities.

These amenities located within walking distance of Borough neighborhoods enhance quality of life; redevelopment of these buildings should address community-wide needs.

Case Studies: Redevelopment of school facilities (See pages X-X.)

Neighborhoods: CH H S T OP G HF WE

2.B. Work with Centre Region Parks and Recreation to continue to encourage quality and maintenance of Borough's Parks and explore ideas for bringing additional opportunities for community parklets, gardens and other gathering spaces.

When feasible, upgrade and expand facilities in existing parks and add additional amenities to Borough neighborhoods.

Case Studies: Adopt-a-Park, Community Initiated Improvement Projects, Austin, TX (See pages X-X.)

Neighborhoods: CH V NP T G HF WE

2.C. Work with property owners of neighborhood-oriented commercial areas to preserve and improve these areas as a resource that makes the Borough's neighborhoods livable.

Improve the connectivity and cohesion of these uses and enhance them with appropriate mix of uses to support nearby users.

Neighborhoods: H T OP G HF WE

2.D. Consider opportunities for neighborhood partnership projects to develop improvement projects in public right-of-ways or on publicly owned properties.

Utilize creative partnerships to achieve improvement projects, such as a combination of municipal resources and community sweat equity.

Case Studies: Neighborhood Partnership Program, Austin, TX and Neighborhood Reinvestment Program, Boise, ID (See pages X-X.)

Neighborhoods: H T OP WE

2.E. Explore opportunities for neighborhood improvement districts, grants, crowd funding campaigns and other creative funding solutions for neighborhood-identified community improvements.

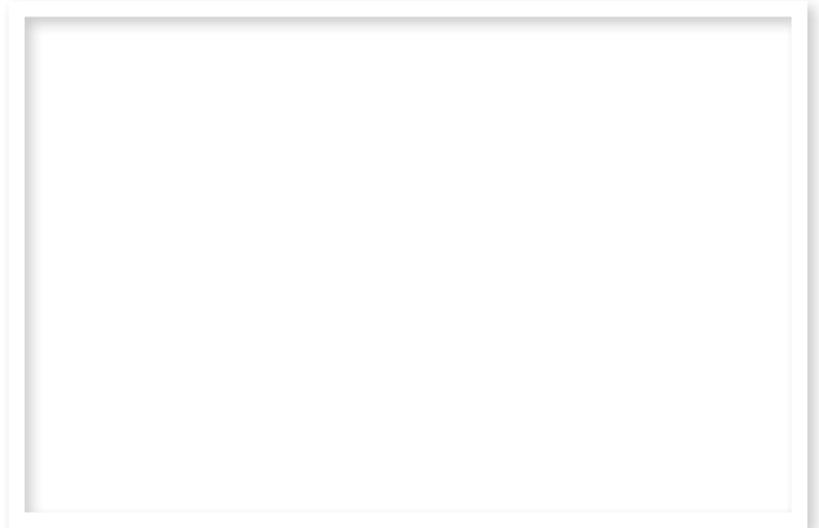
Case Studies: Mini-grant Program, Boise, ID; In your Back Yard, New York, NY; Core77 (See pages X-X.)

Neighborhood Priorities: Borough

Case Study: Now in Your Back Yard, New York, NY

Case Study for Recommendation 2.E.

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Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough’s neighborhoods.

3.A. Continue to evaluate the long-term needs for energy, water and other resources for the community and determine, when feasible, opportunities for utilizing resources, delivery methods or other programs that can help reduce or offset the community’s environmental impact.

Neighborhoods: Borough

3.B. Continue to work with Penn State through initiatives such as the Sustainable Communities Collaborative to evaluate opportunities for community innovations and for designing projects that the community expresses interest in.

Neighborhoods: Borough

3.C. As the Borough modernizes and replaces public utility fixtures, such as street and pedestrian lighting, explore opportunities for fixtures that can take advantage of wind and/or solar power and reduce light pollution.

Neighborhoods: CH H G HF WE

3.D. Utilize the State College Urban Forest Report, produced by the PA Department of Conservation and Natural Resources, and the Municipal Tree Plan to consider opportunities for increasing tree canopy that can reduce urban heat island and stormwater runoff impacts.

Neighborhoods: NP S T OP G WE

3.E. Work with Borough Arborist and other community groups to outline a management plan and community activities for invasive species removal.

Neighborhoods: Borough

3.F. Evaluate model ordinances that have been developed by other communities for Green Building Design and Solar/Wind installations and determine feasibility of adopting such an ordinance for the Borough.

Neighborhoods: Borough

3.G. Explore opportunities for improving access to local food opportunities through year-round farmer’s markets, community gardens or edible landscaping.

Neighborhoods: Borough

3.H. Research and provide information to residents and landlords about potential energy strategies and retrofits and the benefits of these for individual homes and rental units.

Neighborhoods: Borough

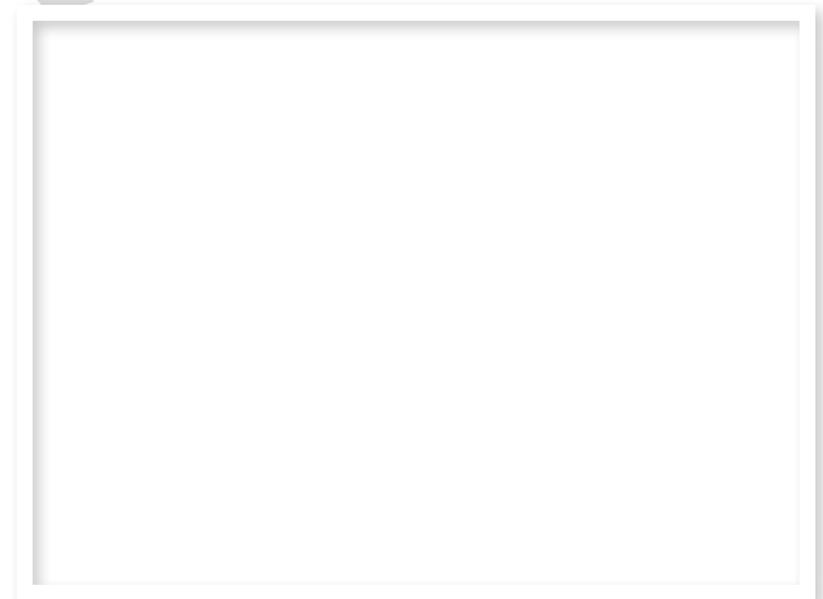
3.I. Explore opportunities for working with community organizations to design and host a neighborhood sustainability competition, such as a home energy improvements/ energy conservation challenge or site design improvements for stormwater runoff.

Case Study: Vermont Home Energy Challenge (See page X.)

Neighborhoods: Borough

Case Study: Vermont Home Energy Challenge

Case Study for Recommendation 3.I.





Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

4.A. Work with the Borough Engineer, and other transportation agencies to evaluate opportunities for continuing to improve roadway and intersection conditions and alleviate traffic, speeding, and vehicular safety concerns.

Consider physical improvements or regulatory changes to help address areas with ongoing traffic and pedestrian congestion issues.

Neighborhoods: CH H V NP S T OP G HF WE

4.B. Make the Neighborhood Traffic Mitigation Guidebook, and its various tools and recommendations, more accessible to neighborhood residents.

In particular, increase awareness for the process through which residents can request that the Borough conducts traffic and pedestrian safety studies.

Neighborhoods: CH H V NP S T OP G HF WE

4.C. Develop a close relationship with CATA and Centre County Transportation to evaluate future opportunities for expanded service within the Borough's neighborhoods, including bus routes and services for seniors and the disabled.

Neighborhoods: CH S T OP G

4.D. Use the most up-to-date guidelines to explore ideas for increasing the safety and connectivity of pedestrian and bicycle facilities and opportunities to reduce pedestrian and vehicle conflicts in congested areas.

Utilize such tools as the new AASHTO guidelines for pedestrian and bicycle facilities and for opportunities to increase the connectivity to important community resources.

Neighborhoods: CH H V NP S T OP G HF WE

4.E. Continue to provide programs and marketing campaigns that raise awareness for the use of alternative transportation choices in our community.

Emphasize the high level of service for these choices and their relationship to high quality of life in Borough neighborhoods.

Case Study: Downtown Master Plan Branding, State College (See page X.)

Neighborhood Priorities: Borough

balancing owner & renter occupied housing



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

5.A. Evaluate the effectiveness of current ordinances, codes and policies, as well as the level of enforcement of these policies, and make adjustments as needed.

Neighborhoods: CH H S T G HF WF

5.B. Complete the process of evaluating rental permits in order to register and license all existing Student Homes and bring those that are not operating in conformity with local ordinances into compliance.

Neighborhoods: CH H NP S T G HF

5.C. Identify weekend and short-term rentals within the Borough's neighborhoods and evaluate potential impacts on neighborhood quality of life.

Neighborhoods: CH H NP S T G HF

5.D. Increase number of officer-initiated responses to noise, disorderly conduct and property maintenance issues.

Neighborhoods: CH H HF WF

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Goal 6: Create programs and partnerships for improving the management of rental housing.

6.A. Continue to provide workshops to landlords, realtors, and neighborhood residents and student renters regarding property maintenance requirements, local codes, zoning and other ordinances and renters rights.

Ensure students have access to resources to understand their rights, responsibilities and the recourse for violating existing policies.

Neighborhoods: CH H V NP S T OP G HF WE

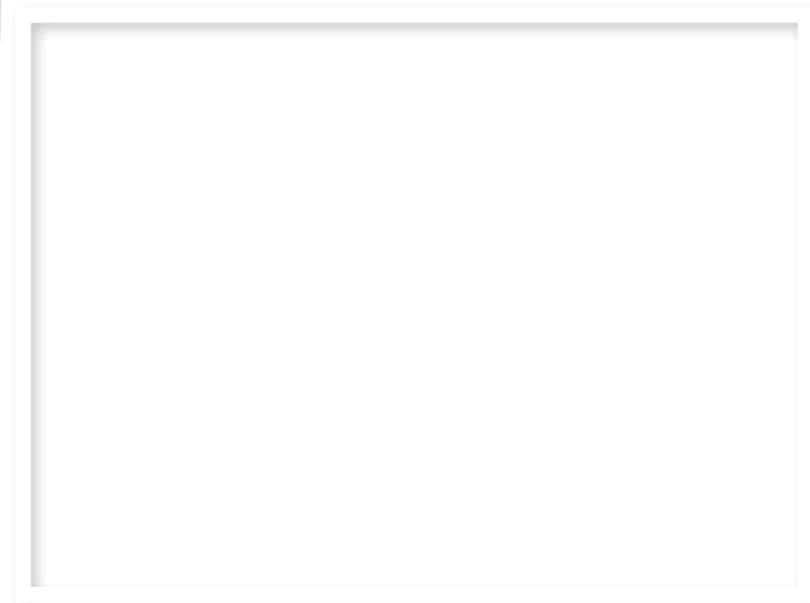
6.B. Identify additional opportunities to improve a working relationship among landlords, realtors and residents to address housing management issues as they arise and identify ways to reach those individuals residing in neighborhoods without active communications with neighborhood associations.

This could involve a series of meet and greets with landlords and neighborhood residents.

Neighborhoods: CH H S OP HF WE

Case Study: Off Campus Renters Guide, Ohio State U.

Case Study for Recommendation 6.E.



6.C. Train the Borough's ordinance enforcement staff to enforce sections of the Property Maintenance Code that is applicable to exterior conditions of buildings.

Neighborhoods: CH H HF WE

6.D. Conduct a periodic review of the Borough's rental housing database to evaluate changes in conditions and to monitor trends in rental housing.

Neighborhoods: CH H V NP S T OP G HF WE

6.E. Consider a range of websites or other tools that highlight safety, cleanliness and property management issues for potential tenants and others interested in rental housing standards.

Case Study: *Renter's Guide, Ohio State University* (See page X.)

Neighborhoods: CH H OP HF WE

6.F. Explore opportunities for a rental housing improvement program which provides small grant opportunities for landlords that maintain affordable rental housing to maintain and make improvements to their rental properties.

Case Study: *Rental Housing Improvement Program, Battleboro, VT* (See page X.)

Neighborhoods: CH H S T OP HF

6.G. Consider a Best Management Practices newsletter to be sent regularly to property management companies/rental owners.

Case Study: (See page X.)

Neighborhoods: Borough-wide



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

7.A. Develop and implement the Homestead Investment Program, which provides an opportunity for preserving single-family owner-occupied housing in the Borough's neighborhoods.

Neighborhoods: CH H HF

7.B. Continue to study examples of Employer-Assisted Housing Programs (EAHP) and work with local employers, both large and small, and the University to develop a program for housing local employees in the Borough.

Case Study: UniverCity, University of Iowa; Battleboro, VT (See pages X-X.)

Neighborhoods: CH H NP S T OP HF

7.C. Continue to utilize the Redevelopment Authority as the Borough's arm for identifying and implementing workforce housing opportunities.

Case Study: Kemmerer Road Apartments. State College (See pages X-X.)

Neighborhoods: Borough-wide

7.D. Explore incentives needed to encourage non-student, multi-family housing in or adjacent to downtown.

Neighborhoods: H HF WF

7.E. Work with community groups and others involved with housing affordability to identify opportunities for expanding existing first time home buyer programs or creating supplemental programs.

Neighborhoods: CH H S T OP G HF

7.F. Consider the housing types and amenities that are attractive to families, young professionals, entrepreneurs and creative working class which could encourage more residents in the Borough's neighborhoods.

This includes an evaluation of the type of units, price, amenities and other criteria such as the availability of cooperative housing, creation of condo units from single family homes, and other characteristics of the housing stock.

Case Study: co.space, State College; co-op housing in California (See pages X-X.)

Neighborhoods: CH H V NP S T OP G HF WF



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

8.A. Support the recommendations of the Downtown Master Plan for encouraging new student housing in the downtown.

This can be a tool to help protect the single-family homes in neighborhoods from conversion to rental housing.

Neighborhoods: CH H S T OP G HF

8.B. Increase community awareness of and involvement in planning activities which could impact neighborhoods and community resources.

This includes plans such as the Regional Comprehensive Plan, Downtown Master Plan, Neighborhood Plan, municipal corridor and small district plans and zoning amendments.

Neighborhoods: Borough-wide

8.C. Work with the Centre Region Planning Agency and realtors to create a housing typologies map, in order to identify market rates, vacancies, percentage of rentals, and other characteristics for the Borough's neighborhoods.

This could characterize home values, market rents, percentage of rentals and other housing characteristics. Such a map could be a useful tool for evaluating the impacts of future developments on housing affordability, marketing for realtors, and identifying areas suitable for reinvestment.

Case Study: *Housing Typologies Map, Baltimore, MD* (See page X.)

Neighborhoods: Borough-wide



improving neighbor to neighbor relations

 Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

9.A. Expand upon programs such as the LION Walk to meet neighborhood residents, educate residents on neighborliness, and provide information about Borough programs and ordinances.

Neighborhoods:    

9.B. Continue to host opportunities to bring residents together to meet each other and discuss issues important to the community.

Case Study: Community Dialogues, State College; Good Neighbor Award, Boise, ID (See pages X-X.)

Neighborhoods: Borough-wide

9.C. Foster and maintain a working relationship between neighborhood associations and student organization representatives in order to increase student residents' awareness of and involvement in community issues.

Work with groups such as the Off Campus Student Union, University Park Undergraduate Association, Interfraternity Council and others. Expand upon programs such as the Highland's Adopt-a-Fraternity Program.

Case Study: Adopt-a-Fraternity, State College (See page X.)

Neighborhoods:      

9.D. Identify neighborhood "Outreach Liaisons," which can help acquaint new residents with resources, services and information and act as bridge-builders to help neighborhood residents feel comfortable interacting with each other.

Neighborhoods:       

9.E. Encourage the continued use of neighborhood list serves, or new tools such as Nextdoor in neighborhoods without list serves, as a way for residents to meet each other, exchange ideas and generate solutions to community issues.

Case Study: Nextdoor.com; Imagine Pittsburgh; Neighborhood Organizing Booklet (See pages X-X.)

Neighborhoods:    

9.F. Conduct a Community Asset Mapping exercise to learn more about the individual skills and capacities of neighborhood residents.

In particular, learn about the skills that neighbors could use to support other neighbors or contribute to the building of a community time bank.

Case Study: National Time Bank, Community Asset Mapping (See pages X-X.)

Neighborhoods: Borough-wide

9.G. Develop and implement a Good Neighbor School.

Restorative justice programs are opportunities for individuals that have committed minor offenses that disturb neighborhood quality of life to correct those actions through activities that are beneficial to the community.

Neighborhoods: CH H S T HF WE

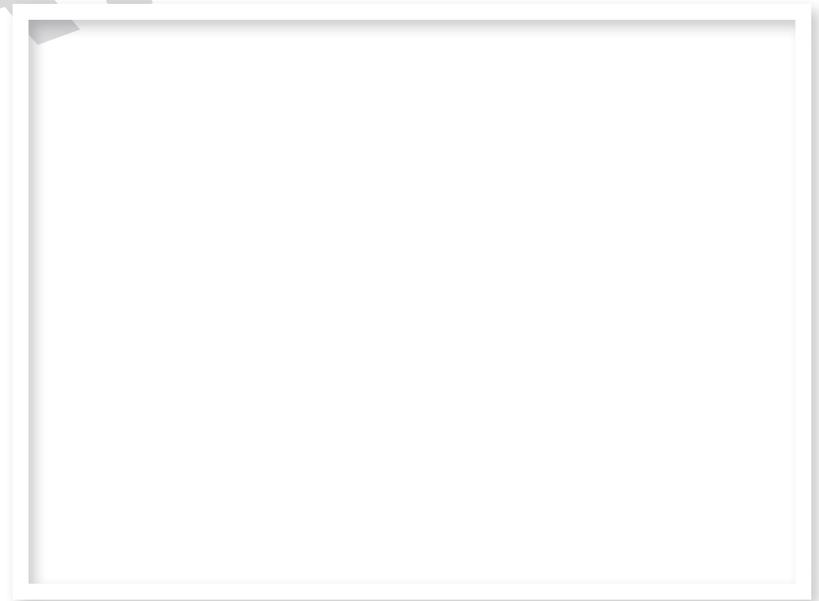
9.H. Continue to study examples from other peer University Communities to explore additional ways to engage student and non-student residents in building strong neighborhoods.

Case Study: International Town-Gown Association (See page X.)

Neighborhoods: CH H HF WE

Case Study: Adopt-a-Fraternity, Highlands Neighborhood

Case Study for Recommendation 9.C.



 Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

10.A. Consider ways to provide residents with regular updates about Borough activities, community issues and events and identify ways to disseminate information.

These tools could include the use of a newsletter, e-mail digest, social media, blog or other method to provide information and engage residents and students throughout the year.

Case Study: Town Center News (See pages X-X.)

Neighborhoods: 

10.B. Increase awareness for existing communication tools, such as the Citizen Request Tracker and Notify Me.

These tools allow residents to submit notifications to the Borough and receive follow-up on the reported issue as well as subscribe to e-mail digests and notifications.

Neighborhoods: Borough-wide

10.C. Explore methods for making maps and other data about the Borough's neighborhoods more readily available on the Borough's website in a user-friendly format.

Consider hosting workshops with neighborhood leaders and other interested residents to demonstrate how to access and utilize the information.

Case Study: Community in Ohio? (See pages X-X.)

Neighborhoods: 

10.D. Identify key staff members that are liaisons to the community for various engagement needs and create a resource on the website that helps residents find out who they need to contact and how to get in touch.

This site could help residents get to know the Mayor, Community Engagement Coordinator, Communications Coordinator, Neighborhood Planner, Community Relations Officer, and other staff that frequently work with neighborhood residents.

Case Study: Meet your Neighborhood Planner, Pittsburgh, PA (See page X.)

Neighborhoods: Borough-wide

10.E. Consider a Citizen's Academy or a Community Engagement & Planning Program.

These programs help residents to learn about community planning as well as Borough programs and initiatives which can be utilized to implement ideas and can encourage more citizen participation.

Case Study: Citizen's Planning Institute, Philadelphia, PA; People's Academy for Community Relations (See pages X-X.)

Neighborhoods: Borough-wide

10.F. Establish a network of Neighborhood Service Teams to connect municipal officials and staff with neighborhood residents and off-campus students to discuss and address community issues.

Hold regular input sessions to discuss relevant community issues and to assist with the preparation of the Neighborhood Sustainability Report and the Neighborhood Plan implementation.

Case Study: Neighborhood Plan Contact Teams, Austin, TX; Neighborhood Leadership Program, State College (See pages X-X.)

Neighborhoods: Borough-wide

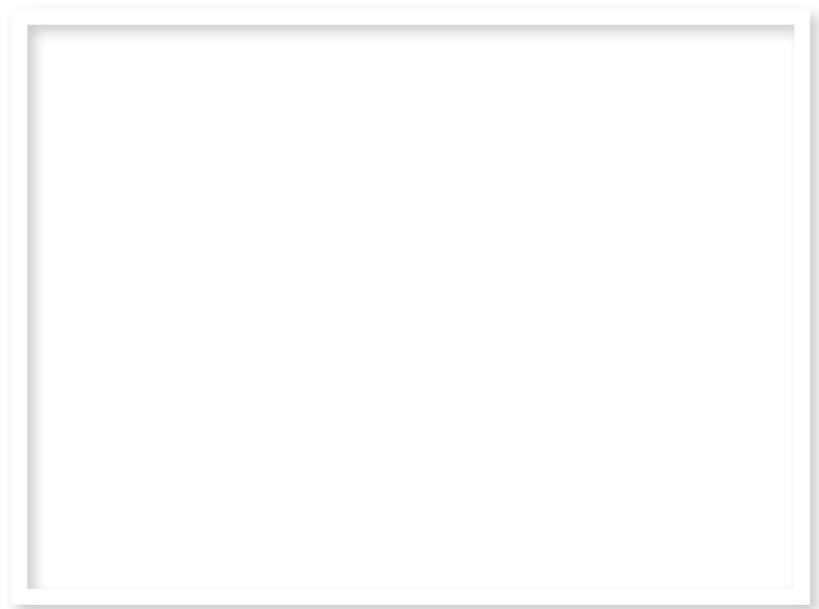
Case Study: Citizen's Planning Institute, Philadelphia, PA

Case Study for Recommendation 10.E.

10.G. Consider adding official reports to Authorities, Boards and Commissions meetings that allow neighborhood leaders to provide periodic updates to elected and appointed officials.

Neighborhoods: Borough-wide

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 Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

11.A. Consider the CRPA’s Future Land Area Plan for the areas of the Centre Region surrounding the Borough and the impact it may have on the Borough’s neighborhoods when updating plans and programs.

Neighborhoods: Borough-wide

11.B. Work more closely with neighboring municipalities, the Centre Regional Planning Agency, Centre Regional Planning Commission and other organizations to discuss projects, developments and other initiatives that have a regional impact.

Neighborhoods:       

11.C. Work to better inform residents of projects taking place outside of the Borough that might have an impact on Borough neighborhoods.

Neighborhoods: Borough-wide

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Goal 12: Market the positive benefits of living in the Borough’s neighborhoods.

12.A. Work with neighborhood residents to develop materials about the benefits of living in the Borough’s neighborhoods that can be utilized by realtors, landlords and employers when recruiting new residents to our community.

These materials could include brochures and guide books, as well as expanded information on the Borough’s website. In order to identify what resources should be included, work with new residents to evaluate the Borough’s current efforts and what impact that had on their decision to move to the Borough.

Case Study: Website, City of East Lansing, MI (See page X.)

Neighborhoods: CH H NP S T OP G HF

12.B. Encourage more positive marketing by issuing regular press releases highlighting community achievements, progress on implementation of community plans and neighborhood association activities.

Case Study: Downtown Master Plan, State College (See page X.)

Neighborhoods: Borough-wide

12.C. Prepare an interactive map on the Borough’s website which helps prospective residents learn more about the character of each neighborhood.

This map could provide a snapshot of the demographics, housing types and amenities, history and association information for each of the Borough’s neighborhoods.

Case Study: PGHSNAP, Pittsburgh, PA (See page X.)

Neighborhoods: Borough-wide

12.D. Establish a working relationship among Borough officials, neighborhood residents and realtors in order to ensure that the Borough’s neighborhoods are being appropriately represented to potential home buyers.

Neighborhoods: CH H NP S T OP G HF

College Heights

Priority Goals

In the SWOT analysis, many residents shared comments about the neighborhood's aesthetics, high quality housing stock, stability in homeownership, and access to public amenities. Therefore, many of the recommendations of goals one, four, five, six, nine and eleven have been indicated as a high priorities of the College Heights neighborhood.



College Heights is an established neighborhood with a number of well-maintained properties, historic homes, and a mature tree canopy. Maintenance of these characteristics were especially important to residents. Many of the recommendations of Goal 1 promote the preservation and enhancement of these qualities. Additionally, recommendations 2.A. and 2.B. are important to the neighborhood because many residents would like the College Heights School, the historic Exxon Station and the various parks to be maintained for the benefit of the neighborhood and the community.

In order to preserve these qualities, the recommendations for Goals 5 and 6 related to enforcement of zoning, local ordinances and the maintenance of rental properties are priorities for the College Heights neighborhood. These recommendations address the need for a high level of uniform enforcement of Borough policies and ensure that rental housing is maintained to the same standard as owner-occupied dwellings in established neighborhoods.

Safe accessibility of the neighborhood by car, bus, bike and walking were of high concern to residents. The

recommendations of Goal 4 are important because they focus on safety enhancements and other improvements which will make the neighborhood safer and more accessible.

Goal 11 provides recommendations for improving communications between the Borough and other Centre Region municipalities and agencies. The College Heights neighborhood is surrounded by the Penn State Campus and Ferguson and College Townships. Therefore, the decisions that are made regarding land use, redevelopment and growth among these authorities can have an impact on the quality of life in the neighborhood. Improving relationships with these municipalities and providing residents with additional opportunities to receive updates about their activities can help mitigate negative impacts on the neighborhood.

Finally, Goal 9 is important to the neighborhood as it is home to a number of rental units and student homes. For the most part, relationships between student and non-student residents are positive. These recommendations aim to improve those relationships and provide additional opportunities for residents to engage in activities to get to know each other.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis exercises with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the College Heights neighborhood. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.B., **1.C.**, 1.F., 1.G., 1.H.

New residential construction should reflect the historic character and scale of the neighborhood. Address conflicts between overhead utilities and tree canopy.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: **2.A.***, **2.B.**

Future use of the College Heights School and Exxon Station should relate to the context of the neighborhood. Explore opportunity for additional park space in West College Heights.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: 3.C.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: 4.A.*, 4.B.*, 4.C., **4.D.**

Traffic and speeding issues on N Atherton Street and Park Avenue are a barrier. Pedestrian safety at intersections of Park Ave & Atherton St, Martin Terrace & Atherton St, Park Ave and McKee St. Maintenance of bike paths.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: 5.A., 5.B., 5.C.*, 5.D.

Uniform enforcement of zoning and ordinances. Identification and management of football homes.



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A., 6.B., 6.C., 6.D., 6.E., 6.F.

Accurate inventory of rental housing conditions, enforcement of rental permits and Student Home ordinance. Improve maintenance of rental properties.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: 7.A., 7.B., 7.E., 7.F.

Maintain and attract additional households with families, long-term residents. Maintain stability in homeownership.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: 8.A.

Preserve Penn State Golf Course and Arboretum and open spaces and recreational areas. Maintain low density, single-family character of residential units in neighborhood. Mitigate impacts of future development on North Atherton on neighborhood.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: 9.A., 9.C., 9.D., 9.G., 9.H.*

Continue to improve neighborhood conditions as they are home to both student and non-student neighbors. Improve behavior and reduce petty crimes associated with rental housing.



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.*

Make information about neighborhood conditions more easily accessible. Provide regular updates to neighborhood residents about changing conditions.



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: **11.B.***



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: 12.A., 12.D.

Improve amenities like park spaces to make neighborhood more marketable to new homeowners. Ensure that homes are properly represented to prospective buyers.

Highlands

Priority Goals

In the SWOT analysis, many residents shared comments about the neighborhood's diversity of residents, proximity to community amenities, need for increased homeownership and improved communications with Borough officials. Therefore, many of the recommendations of goals five, six, seven, nine and ten have been indicated as a high priorities of the Highlands neighborhood.



The Highlands neighborhood has been referred to as the icon of a town-gown neighborhood. This neighborhood is afforded many benefits and challenges associated with being an attractive, walkable neighborhood within close proximity of downtown and the Penn State Campus. Additionally, it is home to the fraternity district and is a transitional area between high and low density residential and commercial uses.

Due to these characteristics, Goals 5 and 6 are very important to neighborhood residents. These goals are related to enforcement of zoning, local ordinances and the maintenance of rental properties. The recommendations within these goals address the need for a high level of uniform enforcement of Borough policies and ensure that rental housing is maintained to the same standard as owner-occupied dwellings in established neighborhoods and that behavioral impacts do not adversely impact non-student residents.

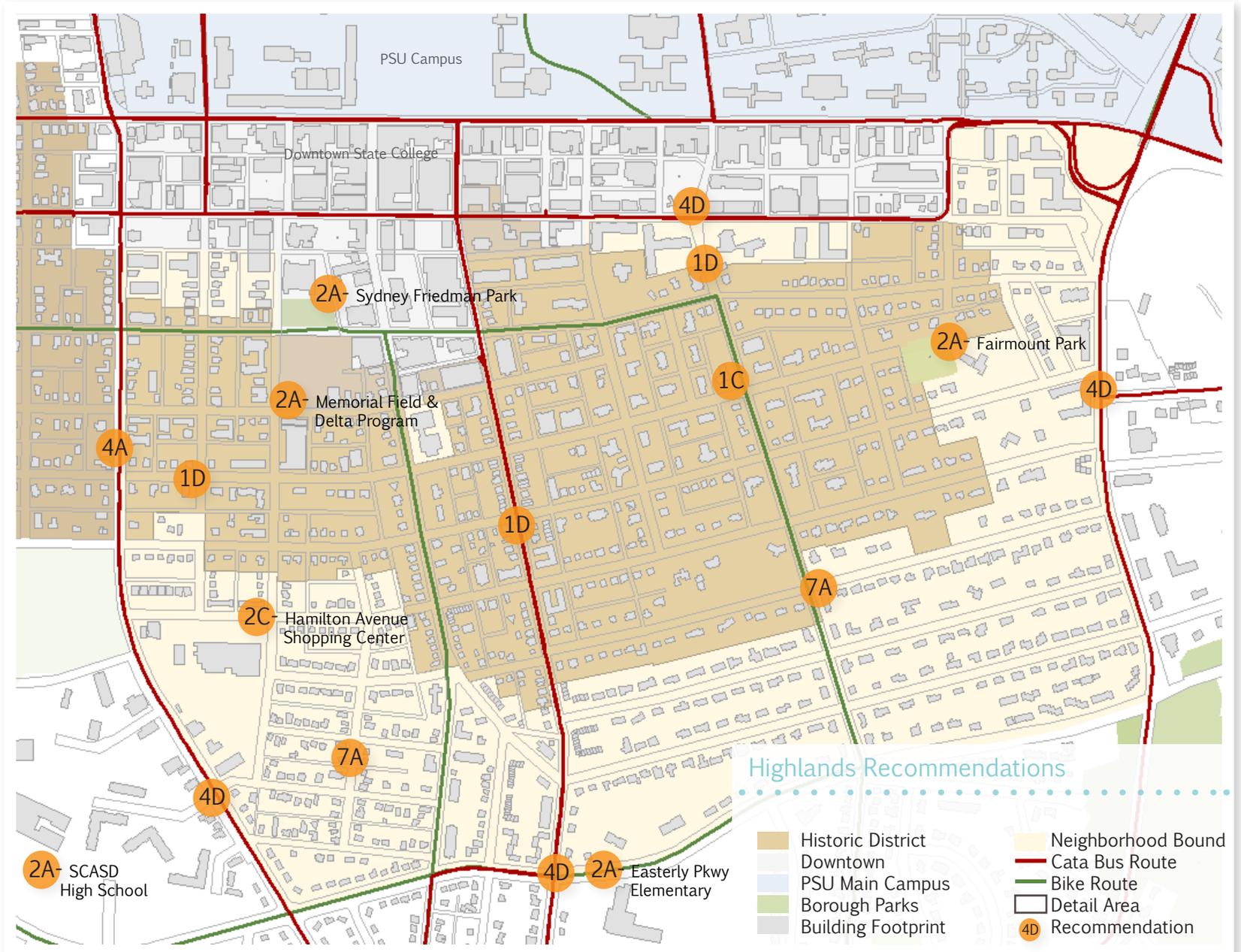
Goal 7 is a high priority for Highlands residents' because they

feel that increasing the number of professional and families in the neighborhood, encouraging more owner-occupied dwellings and increasing Earned Income Tax generated for Borough services are very important. This neighborhood has also had success as an area of investment for organizations focused on affordable housing.

Because the Highlands neighborhood is the home to many families and professionals as well as student residents, improving the relationships among the neighborhood's residents is also a high priority. Many residents support the recommendations of Goal 9 because they provide suggestions for encouraging more positive interactions among neighbors and a greater awareness for the social norms of living in a neighborhood.

Goal 10 is important also because many residents of the Highlands are very engaged in civic and community activities. Many residents serve as Borough elected or appointed officials, serve on boards and committees for local non-profits, and volunteer throughout the community. These residents have much insight into the strengths and weaknesses of communicating with Borough officials and are concerned with improving those communications for transparency and to improve the workings of other community groups.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis exercises with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the Highlands neighborhood. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.B., **1.C.**, **1.D.**, 1.F., 1.G., 1.H.

Use the SCLAP to address land uses and densities in transitional areas of the neighborhood. Provide opportunities for flexible reuse opportunities for historic properties.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: **2.A.**, **2.C.**, 2.D.

Incorporate uses in the Hamilton Avenue Shopping Center that will be attractions for neighborhood residents. Downtown redevelopment should compliment neighborhood character.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: 3.C.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: **4.A.**, 4.B., 4.C., **4.D.**

Maintain walkable and bikeable character of neighborhood. Ensure safety at crossings such as near Easterly Parkway Elementary school.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: 5.A.,* 5.B., 5.C., 5.D.

Uniform enforcement of zoning and ordinances. Identification and management of football homes.



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A.,* 6.B., 6.C.,* 6.D., 6.E.,* 6.F.

Accurate inventory of rental housing conditions, enforcement of rental permits and Student Home ordinance. Improve maintenance of rental properties.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: **7.A.**,* 7.B., 7.D., 7.E., 7.F.

Maintain and attract additional households with families, long-term residents, young professionals. Increase homeownership and affordable housing. Ensure that rental housing does not move further into the single-family, owner-occupied parts of the neighborhood.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: 8.A.

Monitor growth of University and impacts on neighborhood housing conditions and quality of life.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: 9.A., 9.C., 9.D., 9.E., 9.F.,* 9.G., 9.H.

Continue to improve neighborhood conditions as they are home to both student and non-student neighbors. Improve behavior and reduce crimes associated with rental housing. Engage landlords in neighborhood issues.



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.

Make information about neighborhood conditions more easily accessible, and up-to-date. Provide regular updates to neighborhood residents about changing conditions.



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: Borough-wide initiatives



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: 12.A., 12.D.

Ensure that homes are properly represented to prospective buyers. Promote the neighborhood as a positive example of town-gown relationships. Effectively convey responsibilities of neighborliness to prospective student residents.

Vallamont

Priority Goals

In the SWOT analysis, many residents shared comments about the neighborhood being very quiet, having a forest-like aesthetic, and being in close proximity to schools, parks and other community amenities. Therefore, several of the recommendations of the first four goals and goal eleven have been indicated as a high priorities for Vallamont.



Vallamont is a very small, private owner-occupied neighborhood on the edge of the Borough. This neighborhood features unique architectural styles for its homes and an extensive tree canopy. Additionally, many of the homes are constructed such that they overlook Walnut Springs Park. While this neighborhood oversees the maintenance of much of its infrastructure, the neighborhood benefits from the quality maintenance of nearby residential and commercial areas, public services and community amenities.

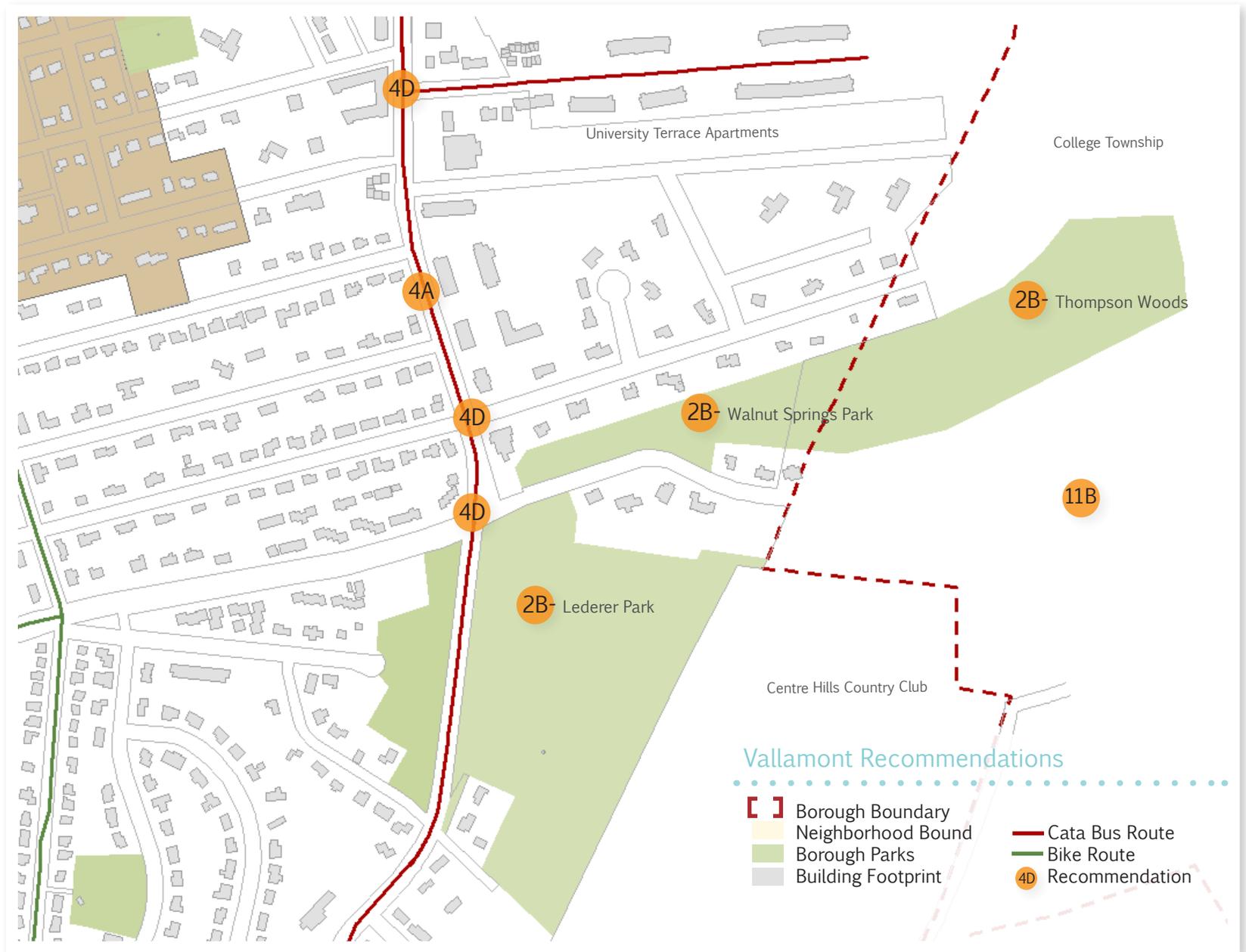
Many residents feel that their neighborhood's main threats are related to traffic issues on University Drive. A high level of service provided by the Borough for roadway and traffic management improvements, as well as improvements to pedestrian amenities were very important to residents. Goals 1 and 4 provide recommendations to support these concerns.

Goals 2 and 3 are important to Vallamont residents because the nearby parks and wooded areas are important characteristics that make the neighborhood a great place to live. Maintaining Walnut Springs, Thompson Woods and

Lederer Park as primarily rustic, natural areas were priorities for residents. Additionally, maintaining nearby access to amenities like the Easterly Parkway Elementary was of concern. Environmental sustainability issues are of concern to residents as well, including management of neighborhood deer population and the availability of energy sources for the neighborhood. Recommendations for these concerns are included in Goal 3.

Because the neighborhood is connected and immediately adjacent to College Township, residents supported recommendations of Goal 11. This goal addresses the need to improve communications with neighboring municipalities in order to discuss the impacts of future developments on Borough resources. While developments immediately adjacent to Vallamont in College Township are not anticipated, monitoring growth in the Region is an important task to protect the Borough's neighborhoods.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis exercises with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the Vallamont neighborhood. These have been matched with SWOT analysis input of residents. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.F., 1.G.

While the streets within the neighborhood are private, roadway and lighting improvements on nearby University Drive can improve accessibility for residents. Improve the appearance of the University Drive corridor.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: **2.B.**

Maintain Walnut Springs Park and Lederer Park as rustic, natural park areas. Maintain Easterly Parkway Elementary within walking distance.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: Borough-wide priorities

Balance deer population as they can impact trees, bring Lyme disease and pose threats to vehicular traffic. Explore opportunity for natural gas service for homes.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: **4.A., 4.B., 4.D.**

Sight distance, traffic, and speeding issues on University Drive. Pedestrian crossings on University Drive feel uncomfortable, particularly at University Drive and College Avenue.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: N/A

Vallamont experiences very few issues with ordinance enforcement and is primarily an owner-occupied neighborhood.



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A., 6.D., 6.E., 6.F.

High quality maintenance of nearby rental housing.
Accurate inventory of data regarding neighborhoods.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: 7.F.

Maintain households with families, long-term residents. Maintain stability in homeownership.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: Borough-wide priorities

Monitor potential developments in College Township that could impact Thompson Woods & Walnut Springs Park or bring additional light pollution or traffic issues.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: Borough-wide priorities



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.

Provide regular updates to neighborhood residents about changing conditions. Improve frequency of interactions with staff.



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: **11.B.**



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: Borough-wide priorities

Nittany Hills & Penfield

Priority Goals

In the SWOT analysis, many residents from the Nittany Hills and Penfield areas shared comments about high quality housing stock, nearby community amenities and the need to address traffic and enforcement issues in order to preserve neighborhood character. Therefore, many of the recommendations of goals two, four, five, six and eleven have been indicated as a high priorities of the Nittany Hills and Penfield neighborhood areas.



The Nittany Hills and Penfield areas make up the southeastern most area of the Borough. The character of the neighborhood along College Avenue is a transition area from a mid-Century modern neighborhood with a mix of renter- and owner-occupied units to one of fairly new construction that is fairly removed from most of the Borough. Therefore, many of the priorities of these neighborhoods ensuring that impacts from surrounding municipalities' developments do not negatively impact their quality of life.

In order to preserve the quality of these neighborhood areas, Goal 11 rises to the top as a priority. Nittany Hills and Penfield are adjacent to the Centre Hills Country Club and the commercial areas of South Atherton along College Township. Decisions that are made about development, land use and other services within College Township can have implications on neighborhood conditions, both positive and negative. Residents expressed, as a top concern, the desire to have the Country Club remain an open, recreational area, and for future developments along South Atherton to not impede

views of the surrounding Mount Nittany and Tussey Mountain recreational areas.

While the neighborhoods are physically removed by the barrier of University Drive and South Atherton, the neighborhood is indeed within close proximity to many community amenities, schools, parks and other resources. It is important to the neighborhood areas that these resources remain accessible and that barriers to utilizing them are mitigated. This includes addressing traffic and pedestrian crossing concerns along University Drive, which separates the neighborhood from the State College South neighborhood. Goals 2 and 4 provide recommendations for improving community facilities and pedestrian and traffic improvements.

Additionally, a high priority of the neighborhood was to elevate the aesthetic importance of the University Drive gateway. This included giving University Drive a treatment that gives it more a community gateway appearance and ensuring that the rental properties along University Drive are well-maintained. Therefore, Goals 5 and 6 were also important to neighborhood residents to ensure that proper enforcement of ordinances and an up-to-date inventory of rental housing conditions can help provide an accurate picture of the neighborhoods conditions to passersby.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis excersizes with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the Nittany Hills & Penfield neighborhoods. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.F., 1.G.

Preserve the quality views of the surrounding natural areas including Nittany and Tussey Mountains. Higher level of design for University Drive to indicate importance as a community gateway.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: **2.B.**

Surrounding parks, Centre Hills Golf Course and proximity to schools should be maintained.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: 3.D.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: **4.A.**, 4.B., **4.D.**

Occasional congestion issues with University Drive. Regular issues with speeding and sight distance. Pedestrian safety concerns with crossing University Drive. Maintain access to CATA Bus route.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: 5.B., 5.C.

Uniform enforcement of zoning and ordinances. Identification and management of football homes.



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A., 6.D.

Accurate inventory of rental housing conditions, enforcement of rental permits and Student Home ordinance. Improve maintenance of rental properties.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: 7.B., 7.F.

Maintain and attract additional households with families, long-term residents. Maintain stability in homeownership.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: Borough-wide priorities.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: Borough-wide priorities



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.

Make information about neighborhood conditions more easily accessible. Provide regular updates to neighborhood residents about changing conditions.



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: **11.B.**

Preserve Centre Hills Golf Course, Thompson Woods and Kissinger Meadows. Avoid additional traffic, light pollution issues associated with additional development in College Township, particularly along South Atherton.



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: 12.A., 12.D.

Improve University Drive's aesthetic appearance to increase the value of the residential areas along the corridor and to reflect the character of the neighborhood areas.

State College South

Priority Goals

In the SWOT analysis, many residents shared comments about the neighborhood being a well-established neighborhood that is within close proximity to many schools, parks and other community amenities. Improvements to the transportation networks that connect the neighborhood to these amenities was the biggest concern. Therefore, many of the recommendations of goals two, four, five, seven and ten have been indicated as a high priorities of the State College South neighborhood.



State College South is a well-established neighborhood with a strong mix of new and longer term residents as well as renters. Generally, residents feel that this is a good neighborhood for families, it is in close proximity to many important amenities and it is accessible by many forms of transportation.

Goals 2 and 4 are high priorities for the neighborhood to maintain these characteristics. Residents feel that the close proximity to schools, the grocery store and restaurants along South Atherton Street and in the Westerly Parkway Plaza, and nearby parks and recreational opportunities should be maintained and connectivity to these amenities should be improved when possible. For example, addressing sight distance issues for drivers accessing Easterly Parkway from the neighborhood would increase safety. Other improvements to intersections to improve the safety and convenience for pedestrians and cyclists were also important.

State College South residents have recently experienced more issues with nuisances such as noise from loud parties and new parking restrictions. Goal 5 is important to ensure that ordinances are adequately enforced to control negative quality of life impacts, but not to make these restrictions so onerous that they cause inconveniences for all Borough residents.

Residents of State College South feel strongly about their neighborhood as being a quality place to live. In fact, the South Association has worked to provide sessions for residents to help them with issues related to aging in their neighborhoods. Residents also would like to see more homes in the neighborhood that are assisted through First Time Home buyer programs and other affordable housing programs. Therefore, Goal 7 is important and provides recommendations related to retaining and attracting additional owner-occupied residences in the neighborhood.

Finally, State College South residents felt that it was important to engage in many of the recommendations of Goals 9 and 10. These goals help to provide additional opportunities for improved communications between the Borough and residents, and more opportunities for residents to share their thoughts and concerns with Borough officials and each other.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis excersizes with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the State College South neighborhood. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.F., 1.G., 1.H.

Alleviate barriers that currently make it difficult for seniors to stay in their homes and be active in the community.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: 2.A.

Maintain SCASD Elementary and High School and Westerly Parkway Plaza as they are neighborhood amenities that attract a diversity of residents.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: 3.D.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: 4.A., 4.B., 4.C., 4.D.

Pugh Street occasional a cut through; some sight distance issues. Other sight distance issues on streets intersecting Easterly Parkway due to topography. On-street parking restrictions can be onerous for residents.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: 5.A., 5.B., 5.C.

Uniform enforcement of zoning and ordinances. Mitigate behavior and noise from parties.



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A.,* 6.B.,* 6.D., 6.F.

Accurate inventory of rental housing conditions, enforcement of rental permits and Student Home ordinance. Improve maintenance of rental properties. Provide tenants with better communications and instructions about maintenance.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: 7.B., 7.E., 7.F.

Maintain and attract additional households with families, long-term residents. Utilize First Time Home buyer programs and other affordability programs to expand housing opportunities in neighborhood.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: 8.A.

Mitigate impacts of growth in terms of affect on traffic on South Atherton that could bypass the neighborhood.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: 9.A., 9.C., 9.D., 9.E., 9.G.

Continue to provide Community Dialogues to meet and discuss important issues with neighbors.



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.

Make information about neighborhood conditions more easily accessible. Provide regular updates to neighborhood residents about changing conditions.



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: Borough-wide priorities



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: 12.A., 12.D.

Improve amenities like park spaces to make neighborhood more marketable to new homeowners. Ensure that homes are properly represented to prospective buyers.

Tusseyview

Priority Goals

In the SWOT analysis, many residents shared comments about the neighborhood having high-quality housing and a good mix of student and non-student residents. However, there are concerns about nearby student housing developments and significant traffic issues on roads that border the neighborhood. Therefore, many of the recommendations of goals two, four, six, eight, and ten have been indicated as a high priorities of the Tusseyview neighborhood.



Tusseyview is a well-established neighborhood with high-quality housing stock and very little turnover among residents. Residents feel that despite some recent student housing growth around their neighborhood, the mix of student and non-student residents is well balanced and the behavioral issues associated with rental housing has not created an unnecessary burden on residents. However, Goals 6 and 8 are important to residents as new rental housing has recently been developed near their neighborhood and as growth occurs in the region in general.

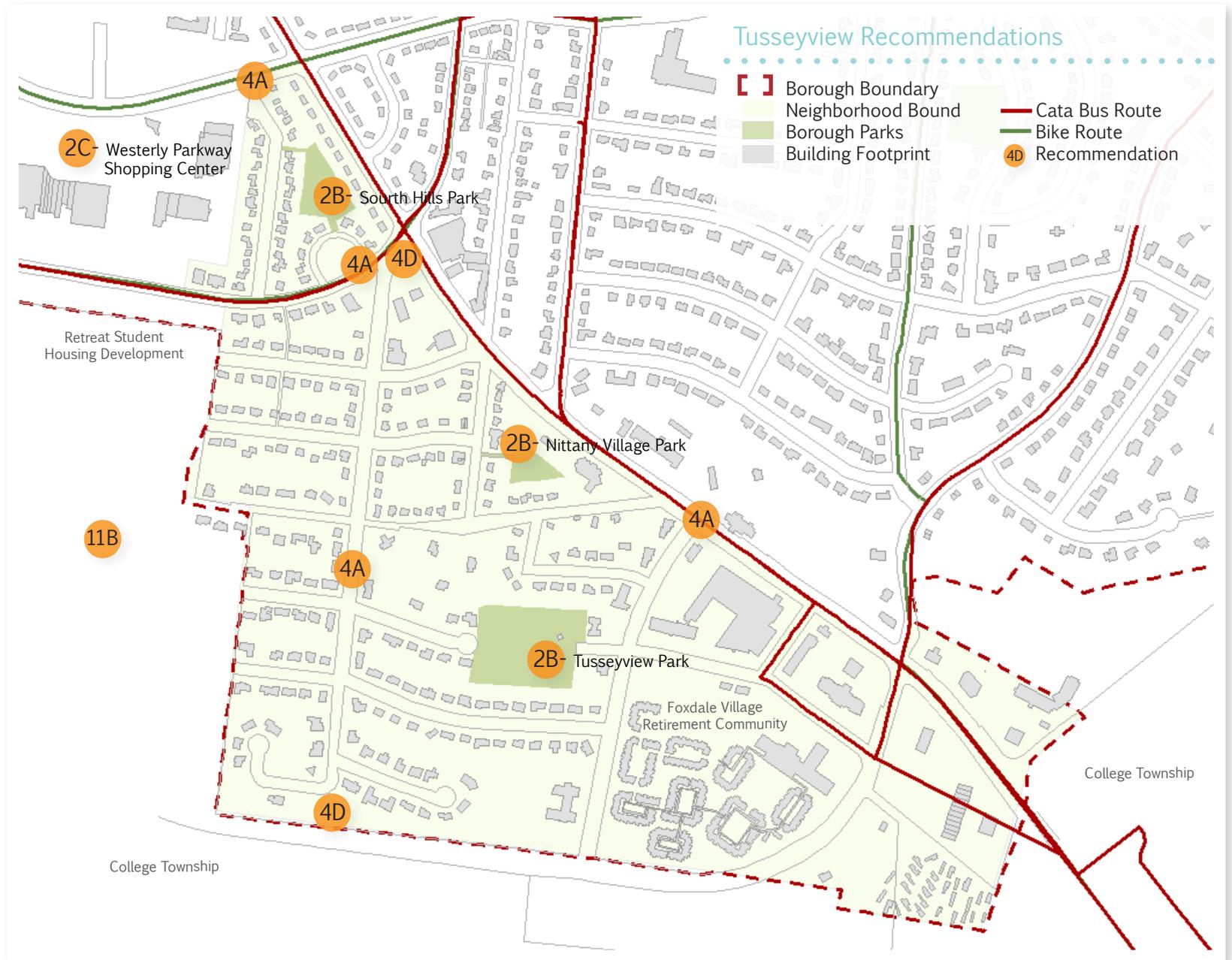
Residents are concerned with ensuring that the neighborhood's housing stock is well-maintained in order that they are able to continue to attract homeowners and have and do not see an increase in the number of rental units in the neighborhood. Additionally, for those rentals that do exist, residents would like to forge better relationships among neighborhoods, Borough officials and landlords to ensure that they are well-maintained.

Goal 2 is important to Tusseyview because, while the neighborhood is in close proximity to many large parks, schools and other community amenities, those parks that exist within the neighborhood seem to be smaller and less-well maintained than other Borough parks. Residents feel that improvements to these parks will help increase their attractiveness to current and future neighbors as well as prove their value in order to prevent them from being redeveloped.

Additionally, Goal 4 is extremely important to residents in order to address the traffic concerns of Waupelani Drive and Westerly Parkway. Residents frequently indicate that while travel within the neighborhood is relatively uninhibited, unsafe conditions at intersections make travel outside of the neighborhood inconvenient and unsafe, especially for pedestrians.

Finally, Goal 10 is important to Tusseyview in order to improve the conditions of the neighborhoods related to all of the other goals of this plan. Residents feel that improved communications with the Borough officials will help to resolve issues more quickly and paint a more accurate picture of the Borough's neighborhood conditions.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis excersizes with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the Tusseyview neighborhood. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.F., 1.G.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: 2.A., 2.B., 2.C., 2.D.

Upgrades to neighborhood parks, improvements to uses in the Westerly Parkway Plaza, maintenance of the SCASD High School location.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: 3.D.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: 4.A., 4.B., 4.C., 4.D.

Traffic and speeding issues on South Atherton, Waupelani Drive, Westerly Parkway. Dangerous conditions at intersection of South Allen Street, South Atherton Street and Waupelani Drive. Intersection at Oneida Street and Westerly Parkway. Bike/pedestrian connection from South Allen Street to University Drive Extension.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: 5.A., 5.B., 5.C.

Uniform enforcement of zoning and ordinances. Identification and management of football homes.



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A., 6.D., 6.F.

Accurate inventory of rental housing conditions, enforcement of rental permits and Student Home ordinance. Improve maintenance of rental properties.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: 7.B., 7.E., 7.F.

Maintain and attract additional households with families, long-term residents. Maintain stability in homeownership.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: 8.A.

Evaluate trends in student housing and impacts from Retreat on number of owner-occupied housing in neighborhood.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: 9.D., 9.E., 9.G.

Continue to maintain good relationships with student neighbors.



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.

Make information about neighborhood conditions more easily accessible. Provide regular updates to neighborhood residents about changing conditions.



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: 11.B.

Monitor growth along University Drive and Whitehall Road in College and Ferguson Townships.



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: 12.A., 12.D.

Improve amenities like park spaces to make neighborhood more marketable to new homeowners. Ensure that homes are properly represented to prospective buyers.

Orchard Park

Priority Goals

In the SWOT Analysis, many residents shared comments about the neighborhood's abundance of housing and the fact that it's location in close proximity to many parks, schools and the Westerly Parkway Plaza make it an ideal neighborhood for a diverse mix of residents. Therefore, many of the recommendations of goals two, four, seven, eleven and twelve have been indicated as high priorities of the Orchard Park area.



Orchard Park is an area of many small condominium associations and apartment complexes. Many residents feel that this area of the Borough is tidy, quiet and that the housing types and nearby amenities give it a distinct neighborhood character that is different from other Borough neighborhoods. Goal 12 is important to neighborhood residents because marketing this area as one that is attractive to a diversity of residents and housing styles may encourage additional ownership within the neighborhood. Additionally, residents believe that this area is one of the most affordable areas of the Borough for rental housing or homeownership and feel that the recommendations associated with Goal 7 are important to encourage more owner occupancy. This is important not only to promote diversity among neighborhood residents but also to protect the ability for potential homeowners to get acceptable financing terms for purchasing a unit.

In order to help support this neighborhood as a great place to live, it is important to neighborhood residents to preserve and enhance the nearby amenities that are easily accessible.

This includes the maintenance of nearby SCASD High School and Corl Street Elementary school and improvements to the Westerly Parkway Plaza to improve its offerings to nearby residents. Goal 2 includes many important recommendations to the Orchard Park area in terms of preserving and enhancing schools, parks and commercial areas like the Westerly Parkway Plaza.

Goals 11 and 4 are also important as this neighborhood area lies on the southwestern edge of the Borough. While there are some developments taking place around the neighborhood, such as the Whitehall Road reconstruction which includes a traffic signal and bike lane, there are other proposed future developments that could impact the neighborhood. It will be important to residents for the Borough to monitor and respond to changes that occur as a result of new parks and housing on Whitehall Road in Ferguson Township. For example, one area that residents feel is important is to monitor these growth areas for their impact on traffic issues. There already exist some challenges with accommodating vehicular traffic, bus traffic and on-street parking within the same right of way in the neighborhood, which makes Goal 4 a high priority, and increased traffic resulting from nearby development would further that problem.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis excersizes with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the Orchard Park area. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.F., 1.G.

More pedestrian scale lighting in some areas to improve safety and visibility at night.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: 2.A., 2.C., 2.D.

Maintenance of the SCASD High School, South Hills Business School, YMCA. Improvements to Westerly Parkway Plaza to serve nearby resident demand. Maintain and enhance park amenities.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: 3.D.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: 4.A., 4.B., 4.C., 4.D.

Traffic and speeding issues on Stratford and Southgate Drives. Some pedestrian safety issues at intersections with bus stops. Occasional traffic backups on streets with bus routes and parking on alternate sides of the street.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: Borough-wide priorities



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A., 6.B., 6.D., 6.E., 6.F.

Improve maintenance of rental properties.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: 7.B., 7.E., 7.F.

Incentivize area for more homeownership and affordable housing opportunities. Ensure that rental housing does not pose threat in obtaining financing for those interested in purchasing.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: 8.A.

Some of the new amenities on Whitehall Road like the new park, bike path and trail connections are positive additions. As new student housing is developed on Whitehall, monitor demand on renter- and owner-occupied units in Orchard Park.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: 9.C., 9.D., 9.E.,

Establish wide-spread communication tool for residents living in Orchard Park, such as a list-serve or web page to connect residents and provide information.



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.

Explore ways to provide more updates to residents in Orchard Park. Regular updates to neighborhood residents about changing conditions.



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: 11.B.

Monitor growth along Whitehall Road and University Drive and consider the impacts on the Orchard Park area, specifically on traffic and ability to increase owner-occupied units.



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: 12.A., 12.D.

Market the condominiums and town homes that can be attractive for individuals interested in ownership without a lot of maintenance. Perhaps market to young professionals and affordable housing organizations.

Greentree

Priority Goals

In the SWOT Analysis, many residents shared comments about the neighborhood's single-family, owner-occupied character and their desire to ensure that their neighborhood remains relatively free from the housing ordinance enforcement. They also indicated that additional multifamily housing or other intensive commercial uses surrounding the neighborhood could threaten its character. Therefore, many of the recommendations of goals one, two, five, ten and twelve have been indicated as high priorities of the Greentree Neighborhood.



Goal 1 is particularly important to residents in Greentree. While the neighborhood is relatively young compared to other Borough neighborhoods, it has a well-established, family-oriented feel. The neighborhood has established its "Twelve Days of Christmas" tradition, which has become a community-wide attraction during the holidays. Much of the housing stock is still in excellent repair and residents feel that this is an important characteristic to protect in order to maintain high property values and a quick turnover rate for houses that are sold in the neighborhood. Residents also feel that there are some opportunities for increasing the amount of street trees, pedestrian lighting and other amenities in order to further enhance the appearance and safety of the neighborhood.

Goal 2 also supports the Greentree neighborhood character. Maintaining the SCASD High School is a major concern of Greentree residents. In fact, residents suggest that proactive rezoning for single-family housing should take place now,

in the event that the school or other commercial facilities along the Westerly Parkway corridor were to ever relocate. Residents feel that having these amenities nearby is a critical factor in the stability of the neighborhood and the ability to attract families. Additionally, Goal 12 is important to residents to ensure that this neighborhood is accurately represented to the community and to prospective buyers in order to prevent it from becoming a speculative neighborhood for investment in rental properties or student homes.

While residents do not experience many issues with ordinance enforcement, rental housing management and nuisances such as noise and trash from parties, Goal 5 is important to residents in order to be proactive about mitigating these issues in the neighborhood. Residents feel that if the proper policies are enforced, it will help prevent the neighborhood from increasing the number of rental units and in turn, the petty crimes, vandalism, noise and other nuisances that are sometimes observed with a high rate of rentals.

Finally, Goal 10 is important to residents in order to establish and maintain excellent communications with Borough Officials and staff in order to ensure that the proper policies are in place, and that resolution is achieved early in the event of violations occurring in the neighborhood.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis exercises with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the Greentree neighborhood. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.F., 1.G.

Maintain home values by protecting character and traditions, such as 12 Days of Christmas. Increase tree canopy and pedestrian scale lighting.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: 2.A., 2.B., 2.C.

Consider zoning of SCASD High School for a use compatible with single-family neighborhood character to avoid greater intensity of commercial uses or density of residential uses. Improve Westerly Parkway Plaza.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: 3.C., 3.D.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: 4.A., 4.B., 4.C., 4.D.

Some minor speeding on Bayberry and Saxton Drives, especially during events at Orchard Park. Improve vehicular and pedestrian crossing at the intersection of Blue Course Drive and Bayberry Drive.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: 5.A., 5.B., 5.C.

Uniform enforcement of zoning and ordinances to prevent issues in neighborhood.



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A., 6.D.

Accurate inventory of rental housing conditions and enforcement of rental permits. Improve maintenance of rental properties.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: 7.E., 7.F.

Maintain and attract additional households with families, long-term residents. Maintain stability in homeownership.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: 8.A.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: 9.D.

Continue to maintain positive relationships among residents, neighborhood events, and a good rapport with renters in the neighborhood to acclimate them to neighborhood character.



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.

Make information about neighborhood conditions more easily accessible. Provide regular updates to neighborhood residents about changing conditions and timely resolution of issues. .



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: 11.B.

Monitor the additional development along Blue Course Drive and Whitehall Road intersection, particularly for impacts on neighborhood from traffic and services.



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: 12.A., 12.D.

Maintain amenities like park spaces and schools to continue to be marketable to new homeowners. Ensure that neighborhood character is properly represented to prospective buyers.

Holmes-Foster

Priority Goals

In the SWOT analysis, many residents shared comments about the neighborhood's high quality aesthetics and arboretum-like feel, its proximity to the University and downtown and the sense of community among neighbors. However, the neighborhood faces challenges with plans that have not been implemented for the West End area, and could be influenced by the growth of Penn State West Campus and Ferguson Township. Therefore, many of the recommendations associated with goals one, two, four, six and twelve have been indicated as high priorities for the Holmes-Foster neighborhood.



As part of the Holmes Foster-Highlands National Register Historic District, the maintenance and reuse of historic properties in the neighborhood is very important to residents. Goal 1 includes recommendations related to reuse of historic structures and to maintain a high-quality environment within the neighborhood. This includes the maintenance of quality vegetation and enhancements to public infrastructure, such as pedestrian lighting which are important to residents.

The neighborhood's roots trace back to the growth and development of the Penn State campus and downtown. Therefore, Goal 2 is important because it focuses on the importance of maintaining the community amenities such as school, parks and access to nearby commercial areas that are central to defining the neighborhood's character.

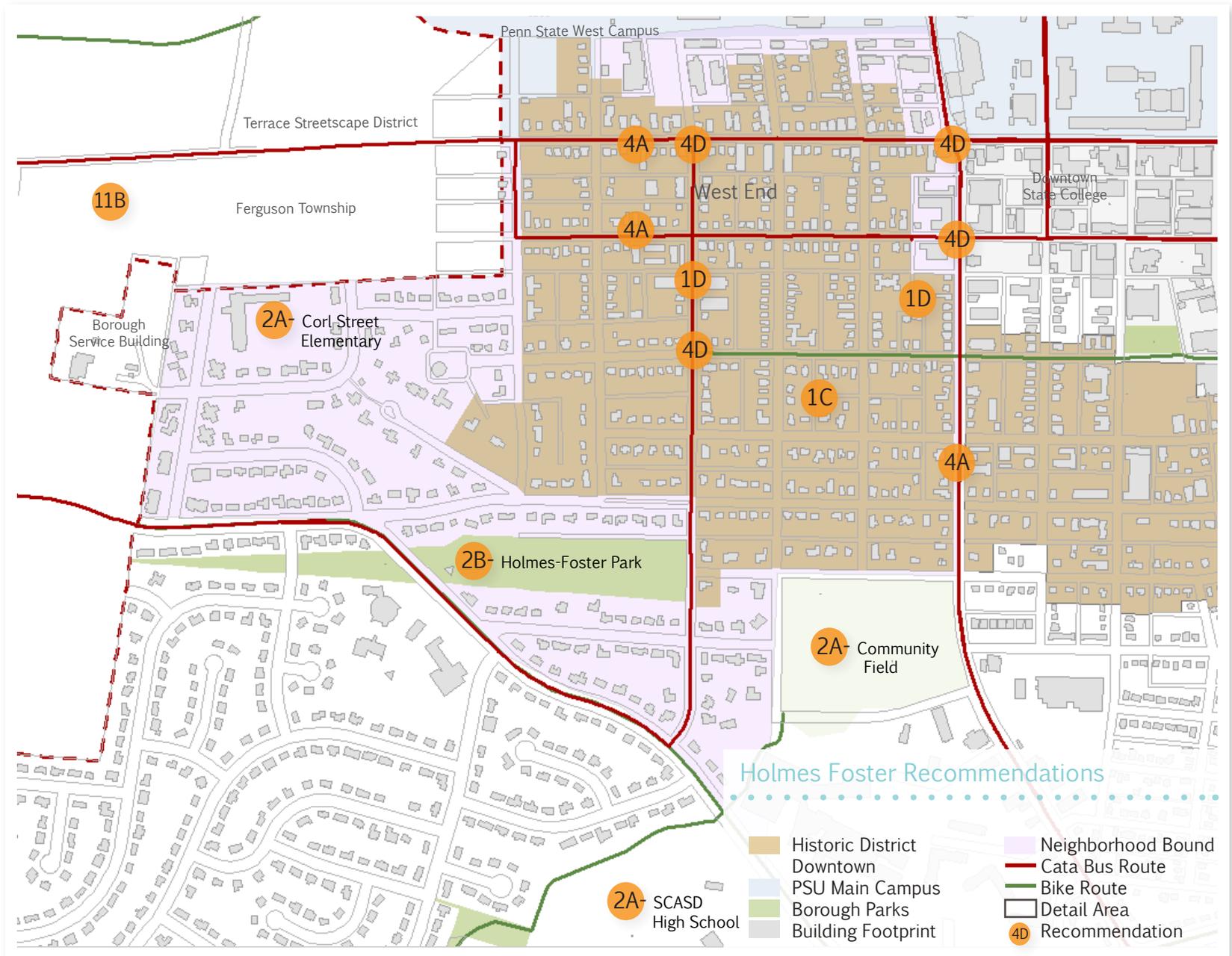
While walkability and bikeability within the neighborhood is

strong, the neighborhood is bounded by two major vehicular corridors: the Atherton Street corridor and the College and Beaver Avenue corridor. Management of the impacts of these roadways in terms of their impact on neighborhood traffic and pedestrian safety are key issues for residents in Holmes-Foster. Therefore, Goal 4 is a high priority for the neighborhood.

The northern part of the Holmes-Foster neighborhood and the West End have evolved as rental housing areas, partly due to their proximity to campus and downtown. However, as rental housing has become more predominant in this area, it has generated concerns for residents that would like to maintain the owner-occupied characteristics of the neighborhood. Additionally, it has presented issues with rental housing maintenance and tenant behavior that at times present lifestyle conflicts with residents. The recommendations of Goal 6 provide many recommendations for addressing these concerns.

Finally, Goal 12 is important to the neighborhood because it is an historic neighborhood in the Borough that can benefit from the continued maintenance and investment as an owner-occupied area. Marketing the neighborhood to prospective residents that are interested in maintaining these characteristics are important to residents.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis exercises with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the Holmes-Foster neighborhood. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



Goal 1: Maintain neighborhood aesthetics, high quality housing stock and cultural and historic resources.

Recommendations: 1.B., 1.C., 1.D., 1.F., 1.G., 1.H.

New residential or mixed-use construction should reflect the historic character and scale of the neighborhood. Historic District regulations should have more authority. Maintain arboretum feel and improve public services, such as pedestrian scale lighting.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: 2.A., 2.B., 2.C.

Maintain SCASD High School and Corl Street Elementary. Improve pedestrian and bus connections to Corl Street, particularly from the West End, to encourage more family residents. Maintain access to downtown and make transition between downtown, West End and Holmes-Foster more appropriately scaled. Bring more neighborhood-oriented commercial to West College. Consider community uses such as a farm market.



Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

Recommendation: 3.C.

Explore opportunities for using solar and wind powered fixtures such as street lights. Increase tree canopy in the norther section.



Goal 4: Address neighborhood-scale transportation safety and multi-modal transit opportunities.

Recommendations: 4.A., 4.B., 4.D.

Traffic, speeding and pedestrian crossing issues on College and Beaver Avenues as well as Atherton Street. Some speeding and pedestrian crossing issues on Sparks and Gill Streets. Improve signage at intersections. Improve pedestrian connections to downtown and provide a bike and pedestrian connection to West Campus. Maintain bike paths.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: 5.A., 5.B., 5.C., 5.D.

Uniform enforcement of zoning and ordinances. Identification and management of football homes.



Goal 6: Create programs and partnerships for improving the management of rental housing.

Recommendation: 6.A., 6.B., 6.C., 6.D., 6.E., 6.F.

Accurate inventory of rental housing conditions and enforcement of rental permits. Improve rental housing maintenance.



Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

Recommendations: 7.A., 7.B., 7.D., 7.E., 7.F.

Maintain and attract additional households with families, long-term residents. Encourage more diversity among residents in West End.



Goal 8: Consider impacts on neighborhood sustainability as growth occurs in the Centre Region.

Recommendation: 8.A.



Goal 9: Maintain and expand diversity of Borough residents and improve relations among student, non-student and regional neighbors.

Recommendations: 9.A., 9.C., 9.D., 9.G., 9.H.



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.

Make information about neighborhood conditions more easily accessible and provide regular updates.



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: 11.B.

Monitor potential impacts from development on West College Avenue in Terraced Streetscape District and West Campus.



Goal 12: Market the positive benefits of living in the Borough's neighborhoods.

Recommendation: 12.A., 12.D.

Market neighborhood for its historic character and walkability. Make sure demographics and housing trends don't skew the perspective of potential buyers.

West End

Priority Goals

During the SWOT Analysis process, the Commission met with both residents of the Holmes-Foster neighborhood and the West End. Throughout the planning process, the West End grew to be a unique and individual area that had its own considerations and recommendations. Though the West End area did not have a focused analysis done as part of this process, there have been many other planning documents that have done so. Two recent examples include the West End Revitalization Plan prepared in 2005 and the Downtown Master Plan prepared in 2013. From these studies, several priorities related to this Plan's recommendations emerge. These include goals one, four, five, six and seven.



These planning documents for the West End Area emphasize the area's role as a transitional neighborhood, uniting West Campus, the downtown, the Holmes-Foster neighborhood and West College Avenue in Ferguson Township. Because of this, it is an area in which many residents would like to see greater housing and resident diversity, redevelopment activities and improved property maintenance, particularly for rental housing.

As a small, walkable area on the edge of campus and downtown, many planning documents and resident comments express the desire for the West End to incorporate more neighborhood-scale elements. While there are anchors such as churches and small commercial businesses, there is some desire to see this area of town become one with coffee shops and small restaurants to cater to residents.

Additional community gathering spaces such as a small parklet or a farmer's market location would help ground the area and attract more residents to visit and utilize the area.

The West End is also an important gateway into and out of the community. Many Planning documents, studies and conversations with residents reveal the need to elevate the aesthetic appearance of the College and Beaver Avenue corridors to match its role in the community. Many suggestions have been made for signature redevelopment projects, streetscape improvements including lighting and street trees, and signage to brand the area and provide wayfinding.

All of these recommendations are supported in the recommendations of this neighborhood Plan. The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis excersizes with residents as well as Planning Commission and staff analysis.