



Right: The intersection of College Avenue and Allen Street illustrates the high level of street activity common to much of downtown, as well as the demand for accommodating pedestrians, cyclists, buses and private motorists.

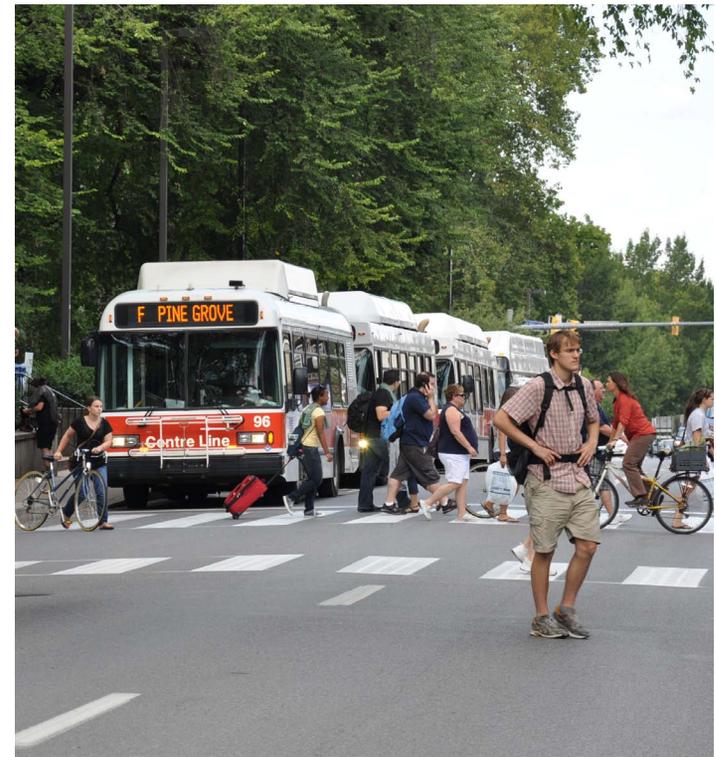
Above: The Borough has the opportunity to extend the downtown brand to promote the numerous transportation options that exist and dispel notions that living, shopping and dining downtown is inconvenient.

THEME 2 – NAVIGATING THE DISTRICT: BUILDING A PEDESTRIAN-FRIENDLY, MULTI- MODAL DOWNTOWN

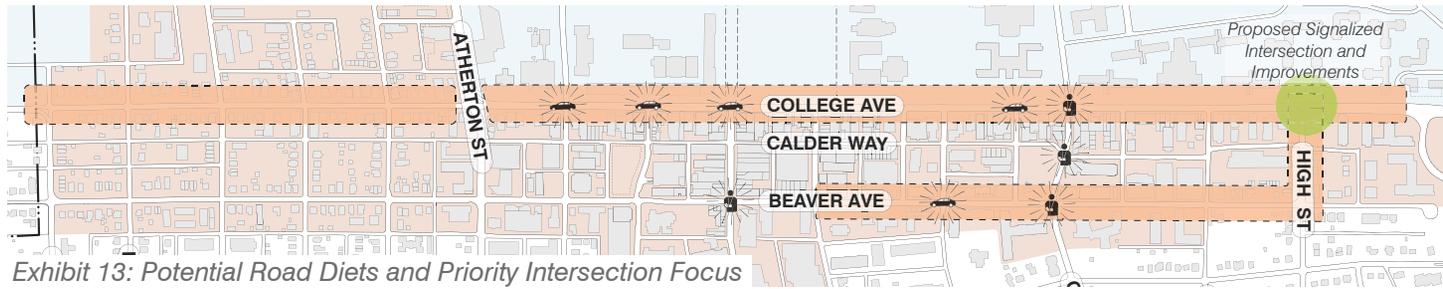
Overview

One of the most appealing characteristics of downtown State College is the high level of pedestrian activity and “life on the streets.” While this has presented some challenges, particularly on football weekends and other large events, this activity is a key factor in the vibrancy that is enjoyed downtown. The availability of transportation choices in downtown, including excellent bus service and expanding bicycle facilities, also contributes to this vibrancy and greatly contributes to the community’s desire to embrace sustainability. In fact, many communities are faced with the challenge of how to get more people out of their cars and on the sidewalks. For State College, the need is focused on further enhancing the facilities that exist to improve the experience of those using them, which ultimately leads to an improved pedestrian experience.

For the majority of the mobility elements described in the analysis, with the exception of bicycle-friendly facilities, the reality of the transportation service in downtown is better than the perception. As described in the analysis, studies have indicated significant reductions in traffic congestion due to improvements in traffic signal coordination. Walkability continues to be a major focus of the Borough’s efforts through both pedestrian accommodation (e.g. curb bulb-outs, leading pedestrian intervals, extended “Walk” intervals) and pedestrian safety (by focusing on the areas of highest concern). Greater commitment to bicycle-friendly principles is needed to make a multi-modal downtown a reality. Downtown State College is the hub of all CATA public transportation service, so it is the most accessible location for bus riders in the community. Parking statistics demonstrate that ample public parking is available Downtown nearly all times.



The topic of “parking” received a lot of attention during stakeholder meetings which is not unusual for the master planning effort of any community. Parking, however, is often considered in a vacuum with an emphasis solely on managing cars. In reality, parking needs to be considered in a broader context of mobility and managing people. With this theme “Navigating the District: Building a Pedestrian-Friendly, Multi-Modal Downtown,” the master plan provides recommendations to enhance the pedestrian experience as it relates to traffic enhancements, pedestrian safety, transit stops and parking.



Prioritized Locations of Concern Due to:

Pedestrian Crashes



Vehicular Crashes



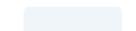
Potential Road Diet



Study Area



PSU Campus



Recommendations: Vehicular and Pedestrian Safety

For the recommendations listed below, the primary implementation partners (the organizations that takes the lead in implementation) are bolded and other potential supporting partners appear unbolded.

2-A: Advance Stop Lines

Install advanced stop lines (ASLs) at downtown intersections to provide improved visibility of pedestrians by motorists.

*Implementation: **Borough of State College***

Studies have shown significant reductions in pedestrian-vehicle conflicts after ASLs were installed. Since stop line location is a factor in traffic signal clearance interval calculations, intersection traffic signal timings should be updated at any locations where this treatment is installed. Due to the reported benefits, a widespread implementation in the downtown street network is recommended, similar to what has been done with leading pedestrian intervals at downtown traffic signals.

2-B: Road Diets

Employ “road diets” throughout downtown to provide for expanded pedestrian and bicycle accommodations. Explore College Avenue (between Atherton Street and University Drive) as a major pilot project.

*Implementation: **Borough of State College***

Consider road diets for the following streets:

College Avenue (Between Atherton Street and University Drive):

The purpose for exploring road diets along this section of College Avenue is to enhance pedestrian safety and comfort by providing expanded sidewalk areas and minimize mid-block pedestrian crossings. This can be done by utilizing a combination of techniques to provide additional pedestrian area, including lane narrowing where lanes are wider than 10', elimination of parking on the north side between Allen Street and Garner Streets and the use of larger curb bulb-outs at intersections throughout. The recommendations for College Avenue are described and illustrated in Theme 3.

Beaver Avenue (Between Atherton and Garner Streets):

There is limited opportunity to reduce the road width along this stretch of Beaver Avenue; however, consideration should be given to utilizing “chicanes” as have been successfully implemented in some sections of Beaver Avenue between Fraser and Allen Streets.

Beaver Avenue (Between Garner and High Streets):

The purpose for exploring road diets along this section of Beaver Avenue is to enhance pedestrian safety and comfort by providing expanded sidewalk areas on both sides of the street and accommodating pedestrian areas around transit stops. The travel lanes can be reduced from 15' to 12', allowing for an additional 3' of sidewalk area on each side. This recommendation is further described and illustrated in Theme 3.

College Avenue (Between Atherton and Buckhout Streets) and Buckhout Street:

The purpose for exploring road

diets along this section of College Avenue is to consider opportunities for additional on-street parking (for potential future businesses, as discussed in Theme 4) and the addition of a bike lane (Recommendation 2-E), while calming traffic and providing shorter crossing distances for pedestrians. At the intersection of College Avenue and Atherton Street, the Atherton Streetscape plans include one through lane along College Avenue as opposed to the two that currently exist. Initial traffic studies indicate that there is sufficient capacity for College Avenue to maintain one travel lane between Atherton and Buckhout Streets. The Borough should explore this lane reduction concept with additional traffic analysis, engineering studies, and additional community input, at which time a specific recommendation can be made. Additionally, the concept can be “tested” during this study period with temporary traffic markings before making any permanent changes.

Other Streets: As streetscape improvements to other streets in downtown are developed, the Borough should continue to take advantage of any opportunity to reduce lane widths and expand sidewalks.

2-C: Intersection Safety

Develop an action plan for intersection safety and examine pedestrian signal phase options.

Implementation: Borough of State College

Since the first five areas of concern for pedestrian and vehicular safety have been reviewed and action plans set in motion, the Borough should review the next highest locations of concern for safety. Action plans for each location should be developed to mitigate safety issues based on detailed engineering reviews of these locations. The next ranked areas of concern include the following downtown locations:

Pedestrian Safety—Downtown Intersections of Concern:

- College Avenue & Garner Street
- Garner Street & Calder Way
- Beaver Avenue & Garner Street
- Beaver Avenue & Allen Street
- College Avenue & Pugh Street

Vehicular Safety—Downtown Intersections of Concern:

- College Avenue & Burrowes Street
- College Avenue & Allen Street
- College Avenue & Fraser Street
- Beaver Avenue & Locust Lane
- College Avenue & Heister Street

The comprehensive pedestrian and vehicle safety studies should be updated every 5 years based on recent crash history information since crashes are dynamic and based upon many variable factors.

2-D: Traffic Control

Consider adaptive traffic control strategies as part of the next downtown traffic signal retiming project (anticipated in 5-7 years).

Implementation: Borough of State College

Adaptive traffic control would allow selection of optimal traffic signal coordination plans based on data received from on-street vehicle detectors. If traffic volumes fluctuate beyond pre-determined levels by time-of-day or day-of-week, adaptive traffic control can adjust traffic signal coordination to the optimal level. Currently downtown traffic signals do not adjust during special events or during the summer when Penn State is not in regular session. For approximately one-third of the year, the traffic signal timings are not operating at levels optimal to the volume of traffic on the streets.

Recommendations: Bicycle Facilities

2-E: Bicycle Network

Expand the bicycle network downtown.

Implementation: Borough of State College, CRBC/Bicycle Advocacy Groups

State College and PSU have a strong bicycle network, however there are opportunities to continue to enhance it and to continue to encourage alternatives to automobile usage. The following recommendations will help to establish important connections in the bike network and improve safety. The Borough should complete an analysis of the

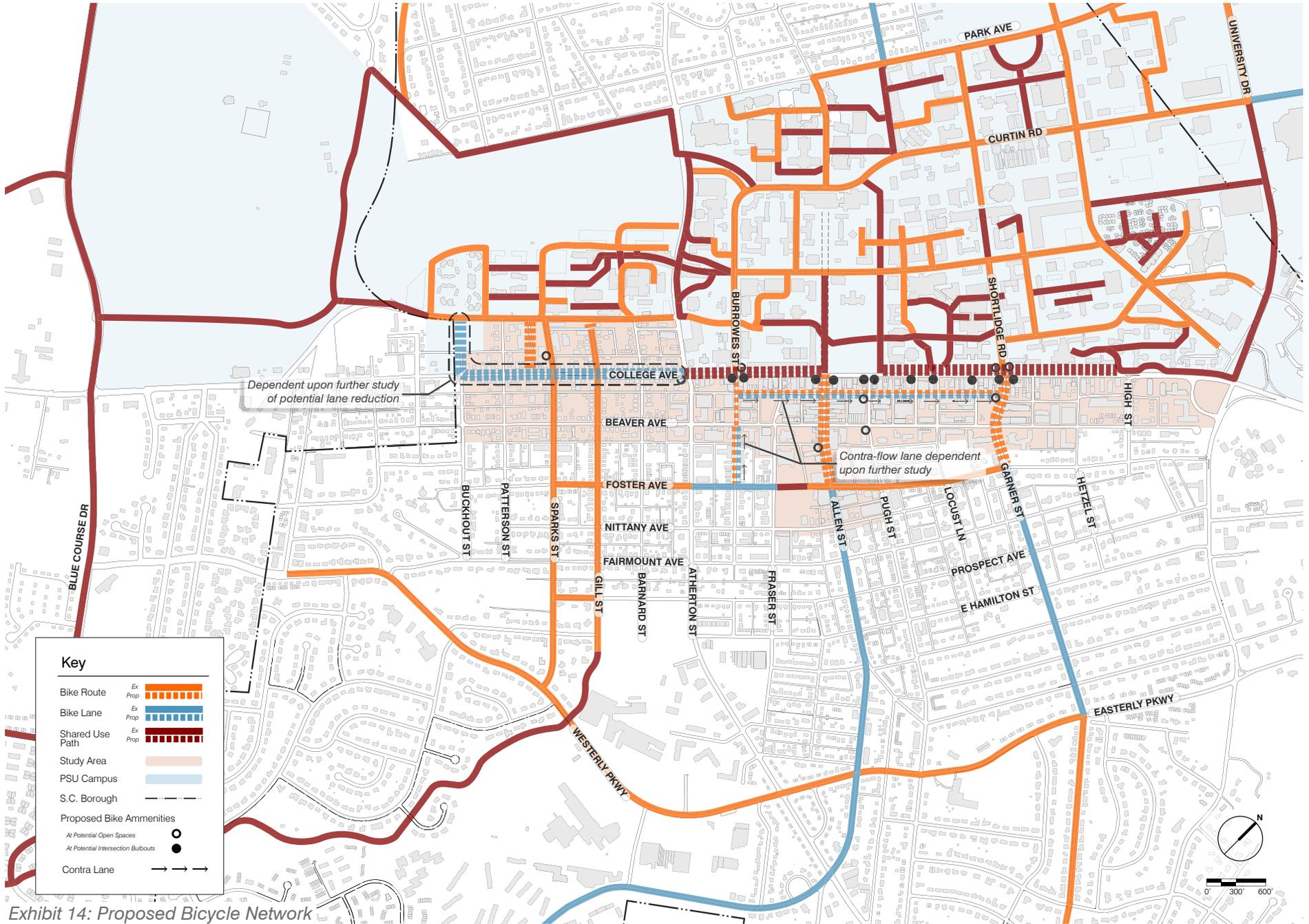


Exhibit 14: Proposed Bicycle Network

Opposite: Exhibit 14 illustrates recommended bicycle connections and amenity provisions that tie into the existing bicycle network and enhance the overall system.

Top right: The existing east-west campus sidewalk along the north side of College Avenue. The plan recommends widening this sidewalk to a 10-12'-wide shared-use pathway for pedestrians and cyclists between High Street and the Henderson Mall.

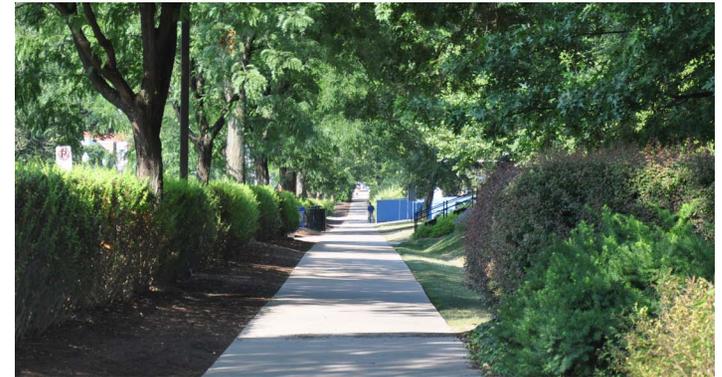
Bottom right: A precedent photograph depicting how a contra lane could function on Calder Way and/or Burrowes Street.

trade-offs necessary to make downtown more bicycle-friendly. The analysis should include a detailed cost-benefit review of any proposed changes in bicycle accommodation in the downtown area (i.e. increased bicycle transportation vs. decreased on-street parking, should parking be impacted).

Garner Street Bike Route: Complete bike link between Foster Avenue and College Avenue by designating this section of Garner Street as a “Bike Route.” As a long-term solution, work with adjacent property owners to explore widening Garner Street to allow the addition of dedicated bike lanes on Garner Street. The increased setbacks to accomplish this might be considered in conjunction with additional development incentives for the undeveloped property between Beaver Avenue and Calder Way (west side of Garner Street). If the properties between Calder Way and College Avenue are ever redeveloped, this same concept should be explored here in exchange for additional development incentives.

Allen Street Bike Route: Consider designating Allen Street a “bike route” between Foster Avenue and College Avenue to connect existing bike lanes along Allen Street with the Pattee Mall shared-use path.

College Avenue Shared-Use Path (PSU Primary Responsibility): Widen the existing east-west campus sidewalk (to 10-12' total width) on the north side of College Avenue to create a shared use path for both pedestrians and two-way bicycle traffic. This widening would primarily occur between South Halls at High Street (where it would connect to the existing campus shared-use path to the east) and the Henderson Mall shared-use path to the west. The shared-use path would not extend between Henderson Mall and Pattee Mall, as the sidewalk should not be widened in this area so as to respect the historic wall at the base of Old Main Lawn. Consideration should also be given to widening the existing campus walkway between Pattee Mall and Atherton Street to provide a shared-use function from the west to the existing Pattee Mall shared-use path. While this bicycle connection is not as critical as the one between High Street and Henderson Mall, it would be important if the



bike lane along West College Avenue is not implemented (as described below).

The concept for College Avenue, including the shared-use path, is further described and illustrated in Theme #3 and in Appendix C: Design Guide.

Calder Way Bike Route and Potential Contra Lane: There is potential for Calder Way to be enhanced and promoted as “shared space” that would accommodate service vehicles, limited automobile traffic, pedestrians and bicyclists between Garner and Burrowes Streets. For westbound bicycle traffic, the alley could be identified with “sharrows” and designated as a westbound bike route. Because Calder Way is one-way westbound, the Borough should explore the feasibility



of an eastbound contra-flow lane on the south side of the alley to allow for two-way bicycle traffic. Preliminary studies indicate that this may not be possible while maintaining existing service and loading areas on the south side of the alley, however, this should be explored in more detail. If the contra-flow lane is not possible, then Calder Way should be designated only as a “bike route” for westbound flow. Recommendations for Calder Way are described and illustrated in more detail in Theme 3.

Burrowes Street Bike Route and Contra Lane: Explore the feasibility of designating Burrowes Street as part of the bicycle network to connect the Foster Avenue bike lane with the campus bike route along Burrowes. Burrowes could be designated as a bike route on the two-way section between College and Beaver Avenues. For the section between Beaver and Foster Avenues, southbound bike facilities could be accommodated with “sharrows” and designated as a bike route. Northbound bike facilities could be developed with the potential addition of a “contra-flow lane” provided appropriate crossings can be accommodated at Beaver Avenue where the signal heads currently only face north. The options that could be implemented to allow a contra-flow lane in this situation include (in order of best accommodation to cyclists):

1. Install two traffic signal heads on the northbound approach to control the bicycle lane.



Far Left: Covered bike parking in downtown State College.

Left: An example of structured parking from Arlington, VA shows how parking can be integrated into a mixed-use building and be designed so as to contribute to the character and quality of the street.

2. Indicate that the bicyclists must dismount at the signal and cross in the crosswalk with the pedestrian signal indications

For both options, a sign to “yield to bicyclists on green” should be installed on the southbound approach so drivers are made aware that cyclists could be present in the opposite direction.

West College Avenue Bike Lane: With the potential lane reduction along West College Avenue (described previously), provide a bike lane on the north side of College Avenue between Atherton Street and Buckhout Street and along the west side of Buckhout Street between College and Beaver Avenues. This would link the downtown core with the West End and future mixed-use development in Ferguson Township’s Terraced Streetscape District.

2-F: Bicycle Accommodations

Continue to provide bicycle accommodations throughout downtown, including bike racks, covered bike parking/ storage and way-finding signage.

Implementation: Borough of State College, CRBC/Bicycle Advocacy Groups, Downtown Businesses

The Borough has been providing more and more accommodations for bicycles throughout the downtown with recent improvements. As streetscape and development projects are implemented, it will be important to include

Right: Branding materials could be used to promote cycling downtown

bicycle accommodations as parts of those projects. In particular, priorities should include additional bike racks (and shelters if space is available) within expanded sidewalk areas and sidewalk bulb-outs and commuter bike parking as part of mixed use development and the development of new parking structures. Bike maps highlighting the bike network should be printed and made available to customers and included on information kiosks as part of the way-finding sign system described later in this section. Wayfinding for bikes should also be included in the overall wayfinding system as described later in this section of the report. While these accommodations need to be provided throughout the downtown, the priority areas should be within the downtown core along streets that are part of the bicycle network as identified in *Exhibit 14: Proposed Bicycle Network* (page 82).

Additionally, there are opportunities to encourage more downtown businesses to be more friendly toward bicyclists and/or strive for “Bike Friendly Business” status with the League of American Bicyclists. The branding could be used to create a “Bike Easy” logo that could be used as a window sign or decal for bike friendly businesses.

2-G: Bicycle Regulations

Enforce bicycle regulations and use community branding to help educate bicyclists, motorists and pedestrians on laws and appropriate behavior.

Implementation: Borough of State College, CRBC/Bicycle Advocacy Groups

Many stakeholders have been reluctant to expand the bicycle network, feeling that bicycle regulations were not consistently enforced. In conjunction with an expanded bicycle network and additional bicycle facilities, the Borough



should enforce the bicycle rules. Additionally, the Borough, in conjunction with Downtown Improvement District, Penn State and the State College Bicycle Ambassadors Program might also consider using the branding materials to promote awareness of bicycle rules and help educate both bicycle riders and non-riders as to appropriate behavior.

Recommendations: Parking

The Borough of State College is in the process of completing a parking study. The following recommendations should be considered as part of the study.

2-H: Parking Strategies to Consider

As part of the parking study, explore a variety of tools to incorporate parking strategies that promote a vibrant downtown environment and support a multi-modal community.

Implementation: Borough of State College, Penn State University, Downtown Improvement District

The Borough is planning to engage a consultant to conduct a parking study for downtown. This parking study should consider exploring the following strategies to maximize the efficiency of existing and proposed facilities:

Promotion: Continue to promote the relationship between parking strategies and other recommendations in this master plan such as public realm enhancements, redevelopment, and sustainability. It is important to convey that parking cannot be addressed in a vacuum, rather it is tied to multiple downtown revitalization strategies and policies.

Well-Located Parking Structures: Explore opportunities for new parking structures as part of parking study.

The Pugh Street Garage will be replaced and the existing garage will be removed (once a replacement is operational). While a site has not yet been identified, consideration should be given to developing the structure in the general vicinity of the current location.

There is a need for a significant parking resource toward the east end of downtown. The private surface lot bound by Garner Street, Calder Way and Heister Street is a prime candidate. However, any parking structure developed in this location should be developed in conjunction with high quality mixed-use development.

Any significant private mixed-use redevelopment should be encouraged to include a public parking resource through a partnership between the Borough and the private developer.

Specific potential alternative locations for parking structures, whether alone or as part of mixed-use development, are identified later in this report under Theme 4.

Valet Parking: Consider and explore the feasibility of valet parking for downtown at certain times during the week. Consider several valet stations (that utilize garages and far-off spaces to park cars) and promote through downtown branding and marketing resources. As part of this, research other communities that utilize valet parking such as Chapel Hill, NC.

On-Site Parking Requirements: The Borough should examine on-site parking requirements for downtown housing and development. This is an important measure, particularly considering the small block sizes and narrow parcel configurations in downtown. These small sites don't always allow for on-site parking, thus creating a barrier to redevelopment. Many progressive downtowns are removing on-site parking requirements including Burlington, Vermont; Greenville, SC; and Blacksburg, Virginia. Baltimore is currently developing a new zoning code which includes the elimination of on-site parking requirements in the downtown area to encourage redevelopment. Other communities, such as Leesburg, VA offer a fee-in-lieu option where fees go toward developing centralized public parking resources. Still other communities, such as West Lafayette, IN used TIF funds to construct a garage to support private sector mixed-use development in downtown.

Fee-in-Lieu Program: Expand options and provide more flexibility as it relates to the fee-in-lieu program. Consider increasing the number of spaces (or allowing for the total requirement) that can be considered "in-lieu." Additionally, consider providing more flexibility in the location of parking that is provided off-site as part of the fee-in-lieu program.

Unbundled Parking: Encourage property owners to separate parking costs from rental and sales properties as an incentive for renters/owners to not own a vehicle (some developments in State College currently do this and Ferguson Township has this included in their Terraced Streetscape District).

Parking Meter Hours: Extend meter enforcement for on-street parking into the evening hours to encourage turn-over and better use of the parking structures. Consider extending on-street parking enforcement beyond 6 PM until 10 PM, consider a 3-hour parking limit to accommodate restaurant visits.

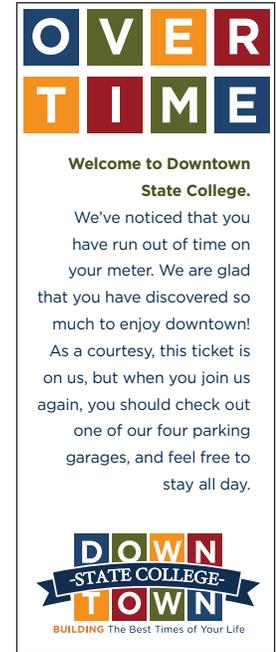
Smart Technology: Consider "smart meters" throughout downtown to provide more flexibility to consumers (use of credit cards) and to allow the Borough to better collect data to evaluate parking behavior and guide parking policies.

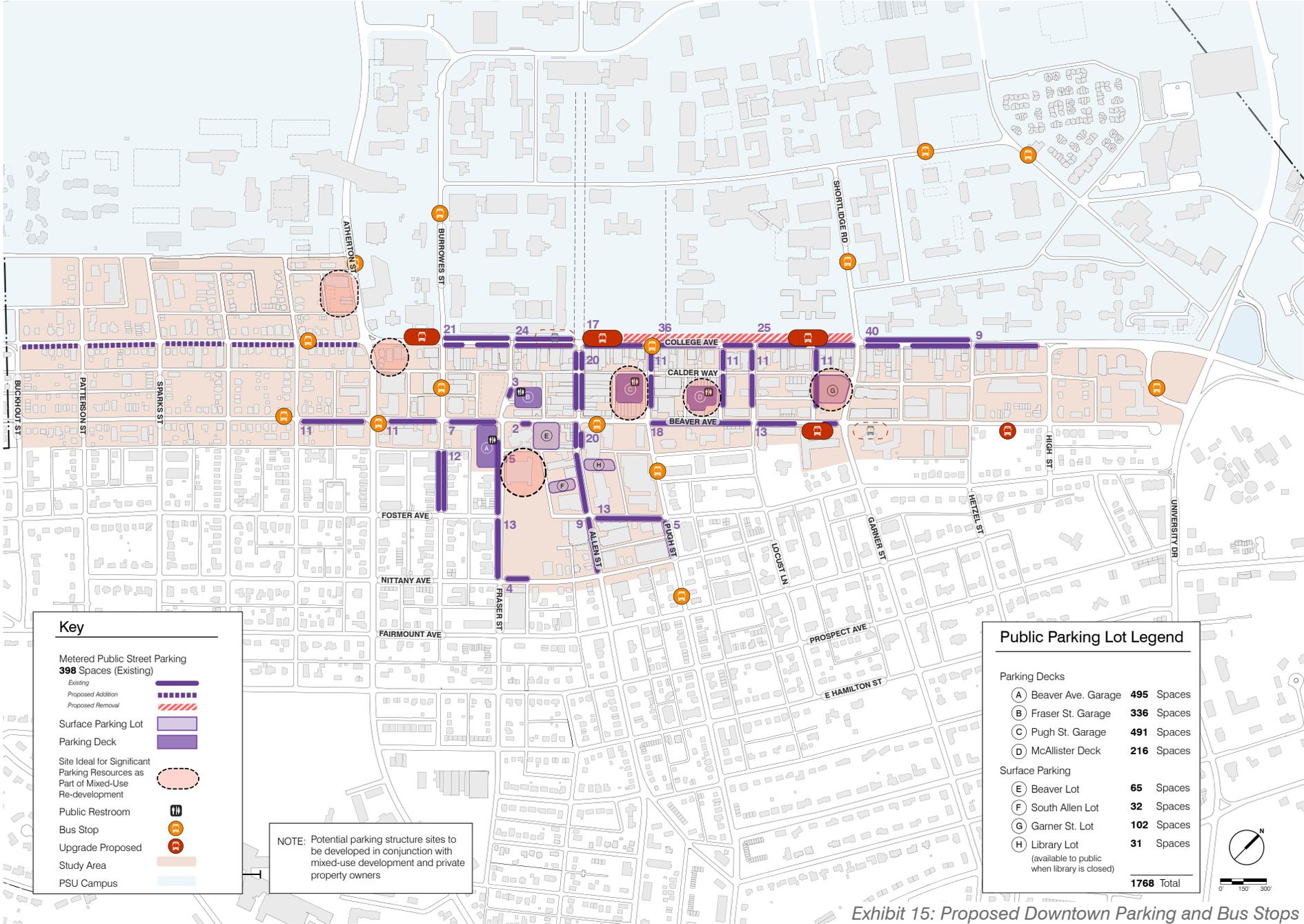
Variable Pricing: Consider long-term policies that adjust pricing based on geographic location and time of day. Consumers who want the most convenient spaces should be willing to pay a premium. Similarly, lower-priced parking can be an incentive for consumers to park in less convenient locations.

Courtesy Tickets: Consider using one-time "courtesy tickets" for first-time parking offenders to help educate consumers about available parking resources and changes to the parking regulations. The idea is to give the local customer (the audience downtown is trying to build) an opportunity to get familiar with the new parking system. These should be issued during a non-event time period when the local resident is the primary downtown customer.

Opposite: Exhibit 15 provides an inventory of existing downtown parking resources and highlights opportunities for new parking structures to be developed in conjunction with mixed-use infill projects.

Below: An example of a "courtesy ticket" that could be used for first-time parking offenders to help educate them on available parking resources. This could be particularly useful as changes to parking policies are implemented.





Key

- Metered Public Street Parking **398 Spaces (Existing)**
 - Existing: Solid blue line
 - Proposed Addition: Dashed blue line
 - Proposed Removal: Red hatched line
- Surface Parking Lot: Light purple rectangle
- Parking Deck: Dark purple rectangle
- Site Ideal for Significant Parking Resources as Part of Mixed-Use Re-development: Dashed orange circle
- Public Restroom: Restroom icon
- Bus Stop: Orange circle with 'T'
- Upgrade Proposed: Red circle with 'T'
- Study Area: Light orange shaded area
- PSU Campus: Light blue shaded area

NOTE: Potential parking structure sites to be developed in conjunction with mixed-use development and private property owners

Public Parking Lot Legend

Parking Decks	
(A) Beaver Ave. Garage	495 Spaces
(B) Fraser St. Garage	336 Spaces
(C) Pugh St. Garage	491 Spaces
(D) McAllister Deck	216 Spaces
Surface Parking	
(E) Beaver Lot	65 Spaces
(F) South Allen Lot	32 Spaces
(G) Garner St. Lot	102 Spaces
(H) Library Lot <small>(available to public when library is closed)</small>	31 Spaces
Total	1768



Exhibit 15: Proposed Downtown Parking and Bus Stops

Employee Monthly Parking: Relocate employee and monthly parking to upper levels of parking structures to provide more convenience to consumers who are to be encouraged to utilize the parking structures. The Borough is currently considering making available employee parking passes for nighttime use.

Other Considerations: Other strategies to consider include employee cash-out programs, creating a Parking Benefits District and evaluating the existing residential permit parking program.

The above tools may or may not be appropriate for Downtown State College but should be explored as part of an overall strategy. In addition, the public realm enhancements and way-finding signage recommendations described earlier will be an important component of the parking strategy. They will allow for a more comfortable and user-friendly experience for people as they travel to and from parking resources.

2-I: Wayfinding Signage for Parking Resources

Provide way-finding signage to direct people to parking resources.

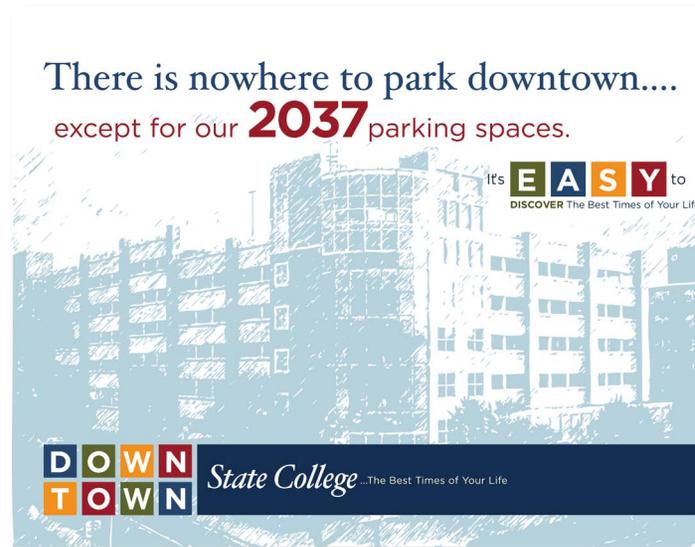
Implementation: **Borough of State College**

The new wayfinding signage as described later under this theme should include signage for parking resources. Signs may include identification signs, directional signs and maps (located at parking resources) showing downtown as it relates to the parking resource. Refer to Recommendation 2-O, Wayfinding Signage for illustrations and additional descriptions.

2-J: Parking Marketing Resources

Utilize the downtown brand to deploy marketing pieces that promote parking resources and dispel misconceptions that there is inadequate parking downtown.

Implementation: **Borough of State College, Downtown Improvement District.**



Left: The downtown brand can be expanded to promote parking resources.



Branding could promote parking garages, potential valet parking (described below) and retailers that validate parking.

Transit

2-K: Transit Fare Study Applications

Work with CATA and COG to evaluate recommendations in the Fare Study and the implications for service adjustments in and adjacent to downtown.

Implementation: **COG, CATA**

The COG and CATA Board have been exploring reduced fare transit options. While a completely fare-free system is

unlikely, they continue to study many options. The master plan partners should take the conclusions from this study and explore how they apply to downtown.

2-L: Enhanced Transit Stops

Enhance existing downtown transit stops – particularly those that are heavily used – to improve aesthetics, functionality, comfort and accessibility for transit riders.

Implementation: Borough of State College, CATA

Approximately one half of the busiest transit stops are located downtown, providing a compelling reason to enhance these stops and further promote alternative modes of transportation. Improvements for transit stops should include transit shelters, sufficient gathering areas, site furniture, seat walls and public art. Specific recommendations for key downtown transit stops are described below and some are discussed in more detail as part of the streetscape recommendations described under Theme 3.

General: All transit stops should consider the following:

- 10' wide pull-off/loading zone, concrete
- Minimum 8' (more desired) clearance at bus boarding zone to accommodate wheelchairs
- Transit shelter (matching those used on PSU Campus), potentially adapted to allow for 8' clearance in tight areas
- Benches
- Trash receptacles
- Adequate street lighting
- Seat walls where appropriate
- Landscape enhancements where appropriate
- Consistent branding (coordinate CATA branding and new downtown brand elements)
- Downtown map as part of wayfinding program
- Non-bird attracting plant material where feasible
- Power source for future digital display
- Newspaper corrals

College at Allen: In addition to the above, the main transit stop on the east side of Pattee Mall/Allen Street should include:

- Minimum 300' pull-off zone
- Kiosk and digital signage display (2)
- Coordination with signalization (e.g. advance stop lines, bus que signals) to allow for buses to pull in to traffic
- Public Art

College at Heister: This stop will be expanded as part of the College Avenue streetscape as described under Theme 3. In addition to the above, it should include:

- Kiosk and digital signage display
- Retaining walls on campus side designed to be seat-wall height
- Public Art

Pugh at College: Consider eliminating this stop as it is close to the College/Allen stop and somewhat redundant. Additionally, proposed streetscape enhancements/bulb-outs on Pugh Street may constrain this stop.

College at Burrowes: In addition to the general requirements, consider incorporating public art at this location.

Beaver at High: This is one of the busiest stops and in addition to the general requirements the stop should include:

- Kiosk and digital signage display
- Power source
- Expanded pavement/gathering and access area (coordinate with LDS site plan to negotiate an easement)
- Buses will stop in the travel lane; a separate pull-off zone not required in this location

Beaver at Garner: This stop can be problematic during big events and is occasionally closed. Consider moving stop to east side of Garner Street and add appropriate amenities as described above.

Atherton at Beaver: These two stops are currently being improved as part of the Atherton streetscape improvements.

Burrowes at Calder: In addition to the general requirements, consider incorporating public art that is responsive to the adjacencies to Calder Way.

2-M: Branding

Utilize the downtown community brand to market and promote transit services and encourage transit usage.

Implementation: **Borough of State College, CATA**

This information could be provided in hotels, particularly those just east of downtown along East College Avenue, to minimize vehicular trips into downtown. The ease and convenience of the system can be promoted as well as free service, should Universal Access ever be adopted even if only for special events. The branding could also be used to promote the use of satellite parking facilities and how transit usage promotes sustainability.

2-N: Transit System

Work with CATA to expand the transit system so that it is attractive to all segments of the community.

Implementation: **Borough of State College, CATA, CRBC/ Bicycle Advocacy Groups**

State College enjoys a solid transit network that establishes a strong foundation should resources be available to expand service in the future. Understandably so, the current network emphasizes commuters going to and from the Penn State Campus and is not always attractive to commuters. Work with CATA should they consider long-term enhancements that include options attractive to all areas of the community including campus, student areas, neighborhoods and commercial areas. In particular, coordinate so that any improvements to the overall system enhance the downtown experience for residents and visitors.

Signage

2-O: Banners

State College should continue to invest in custom banners using the new brand to promote the community.

Implementation: **Downtown Improvement District, Borough of State College**

State College currently has a wide variety of banners in its downtown, some of which are “custom” banners. Some communities have deliberately decided to spend less money on vinyl or even paper product banners (such as Tyvek) rather than reuse canvas banners every year. State College should continue to use special banners that change throughout the year or use banners that complement events that are happening at downtown or at the University. Likewise, State College should consider banner placement in other locations of the Borough that tell the visitor to “go downtown” to remind visitors that downtown is a unique and pleasant alternative. Banners for State College should use simple and clear graphics so as not to distract from the attractiveness of downtown. Another effect of banners is that they tend to serve as a traffic calming technique.

2-P: Wayfinding Signage

Prepare a comprehensive way-finding guide/plan/strategy.

Implementation: **Borough of State College, Downtown Improvement District**

Wayfinding signs are one of the key ways that visitors can locate major amenities in a community and downtown. The Borough has done a good job of initiating signs directing people to parking resources. However, the one way pair system along College Avenue and Beaver Avenue creates some issues for the “uninitiated” visitor to downtown. This is particularly important in a college community where there is a high number of visitors. Wayfinding is a way to “cultivate” the visitor experience an additional benefit is that locals are continually reminded of the special destinations within their own community. Wayfinding signs would include post-mounted “welcome” signs, overhead “welcome” signs

Top right: The downtown brand can be utilized to market and promote public transit services and encourage their use. The graphics shown illustrate how the message can be incorporated with the downtown brand block format. It will be important, however to coordinate with and include CATA logo and branding for any final graphics.

Far right and bottom right: Banners on College Avenue could play off of the downtown brand to uniquely identify College Avenue as the place where State College and Penn State University come together.

FREE
-STATE COLLEGE-
RIDE

 **EASY**
RIDE

COLLEGE AVENUE **T**
O
W
N
The Best College Street in AMERICA

G
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N
COLLEGE AVENUE
The Best College Street in AMERICA



on mast-arms, trailblazer signs directing visitors (by car, on foot and on bikes) to amenities, parking signs, special building markers and information kiosks that can be placed in parking lots and throughout downtown. The use of a complete spectrum helps to direct visitors to shopping and dining destinations. Kiosks, with maps of the district, are particularly important as they show “the big picture” and help to eliminate misconceptions that attractions, uses and parking resources are further away from each other than they actually are. In State College, these signs should be geared toward not only the motorist, but, perhaps more importantly, the pedestrian and cyclist.

The wayfinding signs can be designed and implemented (through coordination with PennDOT) over several phases. The initial phase should utilize all of the components of the sign system and be concentrated in the downtown core area, with some signs located along key corridors guiding visitors to downtown. Additional phases can expand the geographic scope around the downtown core and expand the number of signs included along key corridors and along secondary corridors.

The number and type of signs and actual locations will be determined during the implementation phase for this project. A potential first step to consider is using the “Landmarks, Significant Projects and Special Places” exhibit (Exhibit 10 in this report) to determine key destinations that should be identified on signage and key transportation corridors along which signage could be strategically located.

Right: Wayfinding signs are important for creating a positive visitor experience in downtown, as well as reminding locals of the special places within their community. A comprehensive wayfinding system for downtown State College would employ the downtown brand to tie it into the overall identity of the district.

P
A
R
K

WELCOME to
DOWN
-STATE COLLEGE-
TOWN

DOWN
-STATE COLLEGE-
TOWN
↑ Destination 1
↗ Destination 2
↘ Destination 3

DOWN
-STATE COLLEGE-
TOWN
↑ Library
↗ Museum
↘ Park

P
Parking

DOWN
-STATE COLLEGE-
TOWN
MAP

i
INFORMATION

DOWN
-STATE COLLEGE-
TOWN
↑ Destination 1
↗ Destination 2
↘ Destination 3

B
I
K
E

PARK

