

Neighborhood Priority Goals



Goal 1: Maintain neighborhood housing & amenities



Goal 4: Address neighborhood traffic & transit opportunities



Goal 5: Enforce Borough ordinances & policies



Goal 6: Improve management of rental housing



Goal 9: Improve relations among student and non-student neighbors



Goal 11: Improve regional communication regarding development

Neighborhood Recommendations

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

- 1.B. Encourage use of Borough Design Guidelines
- 1.C.: Utilize design guidelines for historic properties*
- 1.F. Maintain & increase tree canopy
- 1.G. Maintain quality services and evaluate opportunities to expand
- 1.H. Organize beautification projects

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.

- 2.A. Maintain public amenities or reuse in a context sensitive way*
- 2.B. Maintain and enhance parks and public spaces

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.

- 3.C. Utilize more energy efficient public utilities

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

- 4.A. Improve traffic, speeding and vehicular safety concerns*
- 4.B. Increase use of the Neighborhood Traffic Mitigation Guidebook
- 4.C. Work with CATA to expand service
- 4.D. Improve pedestrian and bicycle infrastructure*

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.

- 5.A. Evaluate effectiveness of ordinances and modify if needed
- 5.B. Verify rental permits, student homes and non-conforming uses
- 5.C. Evaluate impacts of intermittent rentals
- 5.D. Increase officer-initiated responses to property maintenance issues

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.

- 6.A. Continue education on ordinances and codes
- 6.B. Improve working relationships among stakeholders regarding rental management
- 6.C. Ordinance officers to enforce exterior conditions
- 6.D. Review rental housing database for trends
- 6.E. Tools for ratings of property management
- 6.F. Rental Housing Improvement programs

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.

- 7.A. Homestead Investment Program
- 7.B. Employer-Assisted Housing Program
- 7.E. Address housing affordability
- 7.F. Housing amenities to attract new residents

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

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

- 8.A. Support Downtown Master Plan

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.

- 9.A. Expand programs for education and neighborliness
- 9.C. Foster working relationships with student organizations and neighborhood associations
- 9.D. Liaisons to welcome new residents
- 9.G. Good Neighbor School
- 9.H. Study peer University Communities

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.

- 10.A. Improve communications with community and provide more regular updates
- 10.C. Maps and data more readily available to residents

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.

- 11.B. Work with regional neighbors and organizations to discuss developments that impact Borough neighborhoods*

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

- 12.A. Develop materials to highlight benefits of living in Borough neighborhoods
- 12.D. Ensure properties are accurately portrayed when marketed to potential buyers

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

Neighborhood SWOT Analysis Input

+ Strengths

- Ambiance, maintenance, safety, mature trees
- Proximity to downtown, campus, other amenities
- Historic district, College Heights School, Exxon, Radio Park
- Trails, bike paths, Sunset Park, PSU golf course
- Stability in homeownership, active association members

- Weaknesses

- Traffic, speeding and connectivity across major roads
- Regulation of student rentals and football homes
- Enforcement of zoning and ordinances
- Proximity to campus results in petty crimes
- Lighting and overhead power lines

o Opportunities

- Management of rental and football homes
- Incentives for ownership & context sensitive construction
- Park facilities in West College Heights (or better access)
- College Heights School as educational/ neighborhood use
- Lighting, tree and traffic management strategies

x Threats

- More conversion of rental properties, maintenance of rentals
- Appropriate balance of regulations and enforcement
- Future development on West Campus, Ferguson & Patton Twps
- Non-educational/neighborhood uses for College Heights School
- Traffic impacts of North Atherton & Park Avenue



college heights