

Neighborhood Priority Goals



Goal 5: Enforce Borough ordinances & policies



Goal 6: Improve management of rental housing



Goal 7: Increase homeownership in neighborhoods



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



Goal 10: Improve communications among residents, borough officials

Neighborhood Recommendations

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

- 1.A. Update Borough Zoning Ordinance
- 1.B. Provide Design Guidelines to developers
- 1.C. Utilize design guidelines for historic properties*
- 1.D. Use SCLAP to consider uses in transitional areas*
- 1.F. Maintain & increase tree canopy
- 1.G. Maintain quality services and evaluate opportunities to expand
- 1.H. Organize beautification projects

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.

- 2.A. Maintain neighborhood amenities or reuse in a context sensitive way*
- 2.B. Maintain and enhance parks and public spaces
- 2.C. Preserve and enhance neighborhood commercial areas*
- 2.D. Consider neighborhood partnership improvement projects

Explore opportunities for community gardens. 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.

- 3.A. Evaluate long-term resource supply and demand
- 3.B. Work with PSU to identify innovative solutions
- 3.C. Utilize more energy efficient public utilities
- 3.D. Utilize tree canopy to reduce heat island and stormwater issues
- 3.E. Evaluate ordinances for building design and renewable energy resources
- 3.F. Improve access to local food
- 3.H. Provide residential energy-saving tips
- 3.I. Host neighborhood sustainability competition

Efforts should be made to increase the environmental sustainability of the Borough whenever possible.

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*

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.

- 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. Review and revise the Property Maintenance Code so that it applies to all properties and provides more uniform oversight. Increase zoning compliance by Borough administration of inspections and permitting. 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 relationship 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 property management information
- 6.F. Programs to incent affordable rental housing
- 6.G. Best management practices newsletter

Accurate inventory of rental housing conditions, enforcement of rental permits and Student Home ordinance. Improve maintenance of rental properties. Provide more opportunities for stakeholder conversations regarding rental housing management strategies.

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.C. Use RDA to implement workforce housing
- 7.D. Incentives for non-student housing in/near downtown
- 7.E. Address housing affordability
- 7.F. Housing amenities to attract new residents

Maintain and attract additional households with families, long-term residents, young professionals. Increase homeownership and expand Borough commitment to affordable housing. Ensure that rental housing does not move further into the single-family, owner-occupied parts of the neighborhood. Provide a resource of information on available non-student housing (owner and renter) for residents.

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

- 8.A. Support Downtown Master Plan
- 8.D. Increase community participation in planning activities

Monitor growth of University and impacts on neighborhood housing conditions and quality of life. Information-sharing opportunities with PSU regarding development plans.

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.B. Continue Community Dialogues
- 9.C. Foster working relationships with student organizations and neighborhood associations
- 9.D. Liaisons to welcome new residents
- 9.E. Continue to use neighborhood communication tools
- 9.F. Community Asset Mapping
- 9.G. Good Neighbor School
- 9.H. Study peer University Communities

Improve behavior and reduce crimes associated with rental housing. Engage landlords in neighborhood issues. Provide opportunities for residents to work together and get involved in community projects.

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.B. Increase awareness of communication tools
- 10.C. Maps and data more readily available to residents
- 10.D. Staff liaisons for key resources

Make information about neighborhood conditions more easily accessible, and up-to-date. Interactions with Borough officials outside of regular ABC meetings. Annual opportunity for residents to learn about how to get involved in Borough ABCs.

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

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.B. Issue press releases to market achievements
- 12.C. Interactive neighborhood characteristic map
- 12.D. Ensure properties are accurately portrayed when marketed to buyers

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

Neighborhood SWOT Analysis Input

+ Strengths

- Diversity of neighborhood residents (age, income, education)
- Good student neighbors most of the time
- Great place for families; active, resilient residents
- Architecture, mature trees, quality public services
- Ease of travel; proximity to downtown, campus, other amenities

- Weaknesses

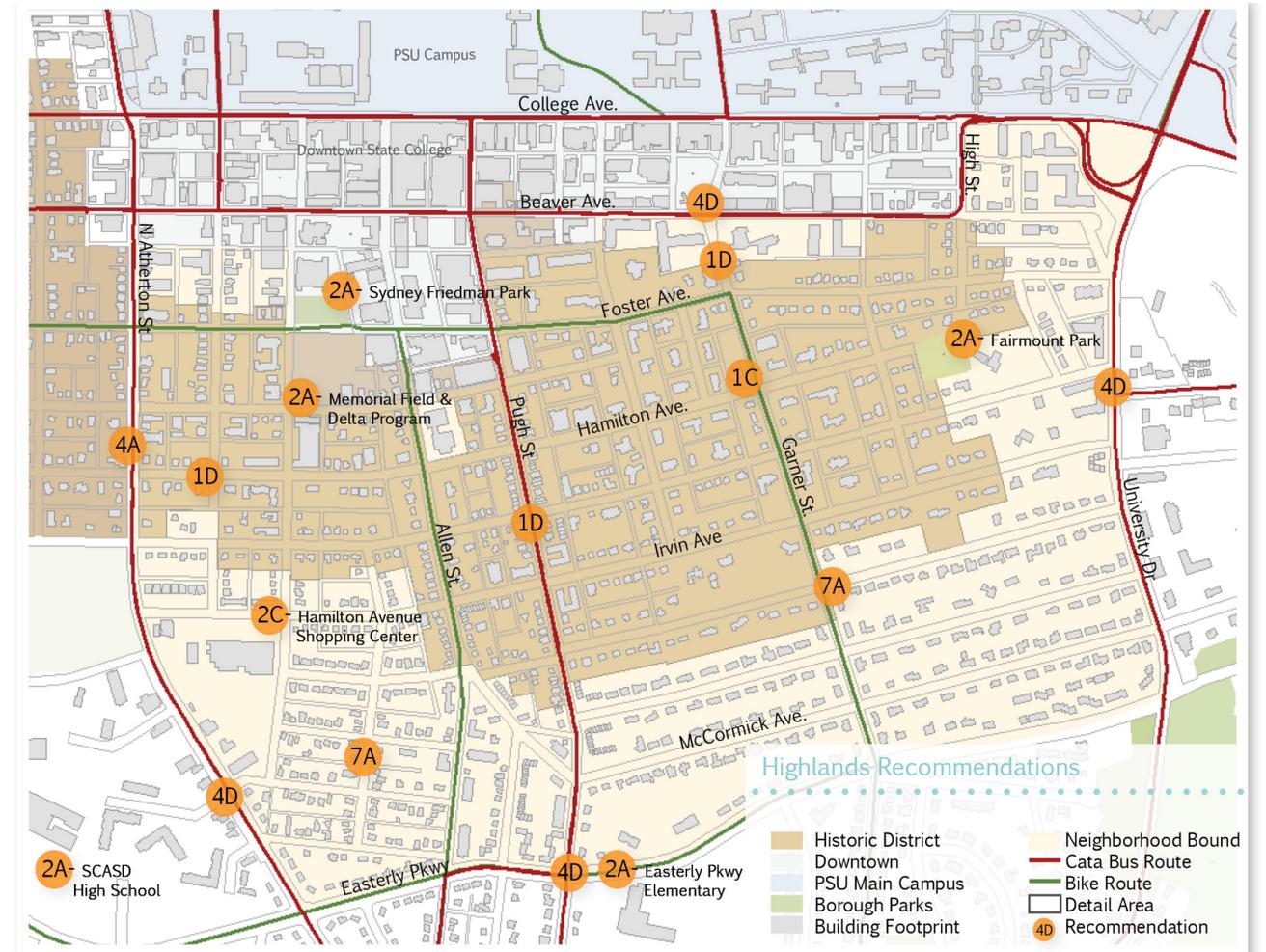
- Lifestyle conflicts, particularly noise, safety, petty crime
- Rental housing management, enforcement of zoning/ordinances
- Few opportunities for housing for young professionals/workforce
- Few opportunities for reuse/redevelopment in neighborhood
- Limited information to policy-makers on impacts of decisions

o Opportunities

- Positive example of town-gown relations, inclusion of students
- Encourage ownership and workforce housing
- More readily available data/communications on Borough issues
- New/updated tools for managing zoning/land devt./rentals
- Market neighborhoods as a great place to live

x Threats

- Growth of PSU without additional on-campus housing
- Rental housing impacts on EIT, property values, public infrastructure
- Changing housing conditions discourage ownership in Borough
- Oversight of rental housing and zoning issues
- Increasing population, traffic and crime
- Proposed Penn State natural gas line



highlands