

Neighborhood Priority Goals



Goal 2: Protect & enhance activity, social and commercial centers



Goal 4: Address neighborhood traffic & transit opportunities



Goal 6: Improve management of rental housing



Goal 8: Consider impacts of region's growth



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.F. Maintain and increase tree canopy
- 1.G. Maintain quality services and evaluate opportunities to expand

Preserve views to surrounding natural areas.

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

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.

- 3.D. Utilize tree canopy to reduce heat island and stormwater issues

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

- 4.A. Improve traffic, speeding and vehicular safety concerns*
- 4.B. Increase awareness for 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 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.

- 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

Uniform enforcement of zoning and ordinances. Mitigate behavior and noise from parties. Identification and management of intermittent rentals.

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

- 6.A. Continue education on ordinances and codes
- 6.D. Review rental housing database for trends
- 6.F. Programs to incent affordable rental housing

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.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.

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

- 8.A. Support Downtown Master Plan

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.

- 9.D. Liaisons to welcome new residents
- 9.E. Continue use of neighborhood communication tools
- 9.G. Good Neighbor School

Continue to maintain good relationships with student neighbors.

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 stakeholders on projects that can impact multiple municipalities*

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.

- 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

- Stability in housing and neighbors
- Proximity to SCASD High School and Westerly Parkway Plaza
- Limited traffic and noise on most streets
- Open spaces

o Opportunities

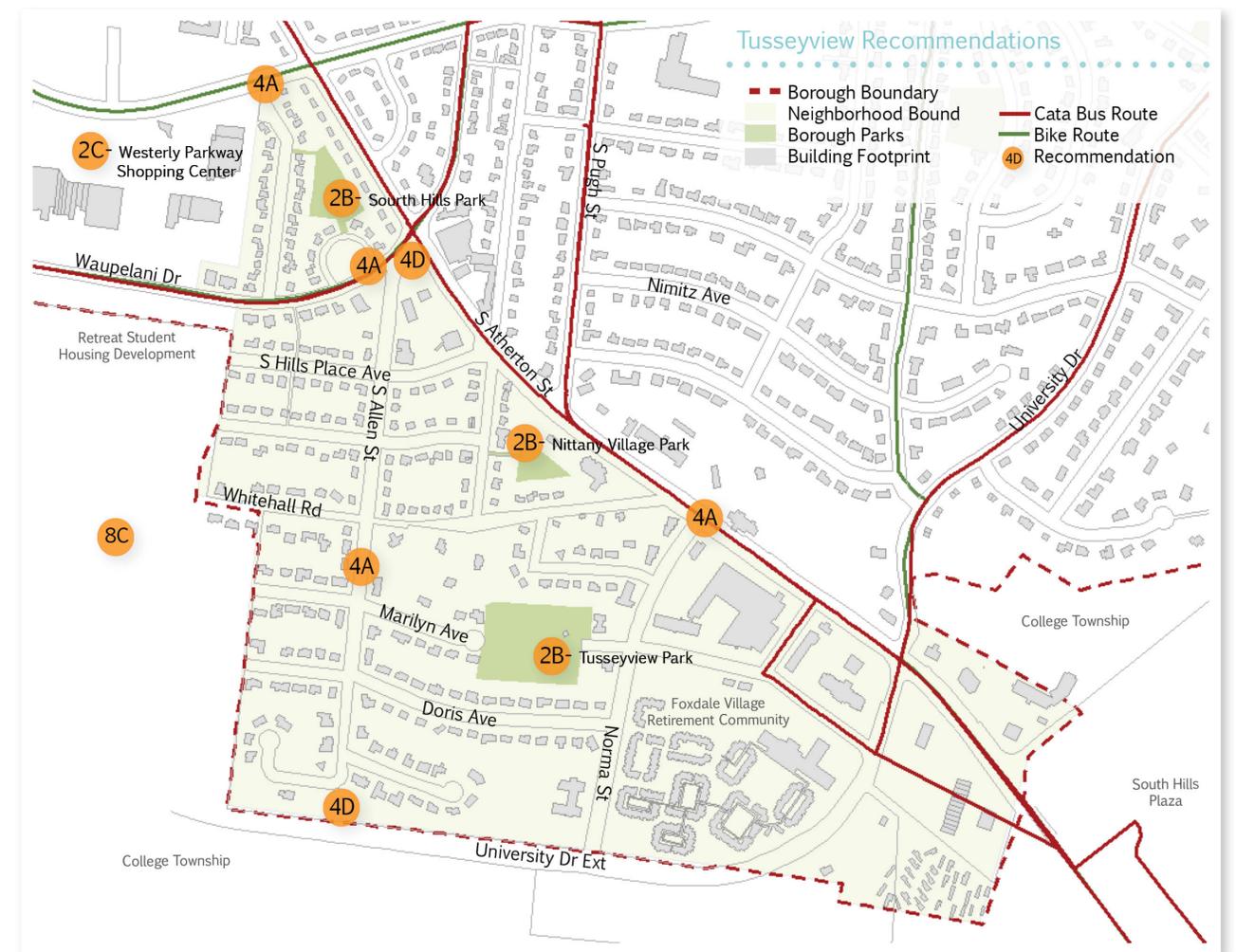
- Redevelopment/enhancement of Westerly Parkway Plaza
- Information more accessible, more community dialogues
- Electricity and better maintenance in neighborhood parks

- Weaknesses

- Dangerous intersection at S. Allen, S. Atherton, Waupelani Dr.
- Traffic, speeding and parking issues on Waupelani, Westerly Parkway, Oneida Street
- Communications between residents, landlords, Borough
- Parks not maintained as well as other Borough parks

X Threats

- Traffic, parking, noise and safety impacts of Retreat
- Increased ratio of renter-occupied housing
- Fee in lieu option for affordable housing in new developments
- Intersection of S. Allen, S. Atherton, Waupelani



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