

Neighborhood Priority Goals



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



Goal 4: Address neighborhood traffic & transit opportunities



Goal 7: Increase homeownership in neighborhoods



Goal 8: Consider impacts of region's growth



Goal 12: Positive marketing for neighborhoods

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

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.

- 2.A. **Maintain neighborhood amenities or reuse in 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

Retention 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.

- 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 of Neighborhood Traffic Mitigation Guidebook
- 4.C. Work with CATA to expand service
- 4.D. **Improve pedestrian and bicycle infrastructure***

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.

The Orchard Park area does not experience many of the enforcement issues that neighborhoods with single-family rentals do.

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

- 6.A. Continue education on ordinances & codes
- 6.B. Improve working relationship among stakeholders regarding rental management
- 6.D. Review rental housing database for trends
- 6.E. Tools for property management information
- 6.F. Programs to incent affordable rental housing

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

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

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

- 8.A. Support Downtown Master Plan

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. Consider other impacts on the Orchard Park area, specifically on traffic and ability to increase owner-occupied units.

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

- 9.B. Community Dialogues
- 9.D. Liaisons to welcome new residents
- 9.E. **Use neighborhood communication tools**

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.

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

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.

- 11.B. **Work with regional stakeholders on projects that can impact multiple municipalities***

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

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

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.

Neighborhood SWOT Analysis Input

+ Strengths

- Safe, quiet and tidy
- High Point Park, Orchard Park, future parks & bike paths
- Proximity to Westerly Parkway Plaza, SCASD schools
- Bus service, bike access and ease of access to Borough
- Affordability of housing in Orchard Park

- Weaknesses

- Maintenance of vegetation along Orchard Park bike path
- Stratford Drive traffic, speeding, parking management
- Safety of pedestrians, motorists, buses on Stratford Dr.
- Maintenance and quality of Weis Grocery store

o Opportunities

- New Whitehall Rd. park and bike path; Musser Gap Trail
- Focus neighborhood for development of affordable and workforce housing
- Additional lighting in neighborhood

x Threats

- Relocation of SCASD schools
- Further conversion to rental housing-- impacts on ability to obtain financing for buying a unit
- Parking and security impacts from the Retreat



orchard park