

Neighborhood Priority Goals



Goal 1: Maintain neighborhood housing & amenities



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



Goal 5: Enforce Borough ordinances & policies



Goal 10: Improve communications among residents, borough officials



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**
- **1.H. Organize beautification projects**

Maintain home values by protecting character and traditions, such as 12 Days of Christmas. Increase tree canopy and pedestrian scale lighting.

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***

Consider zoning of SCASD High School for a use compatible with single-family neighborhood character to avoid greater intensity of commercial uses or density of residential uses. Improve Westerly Parkway Plaza.

Goal 3: Explore opportunities for increasing the environmental sustainability of the Borough's neighborhoods.

- 3.A. Evaluate long term energy resource supply and demand
- 3.C. Utilize energy efficient public fixtures
- 3.D. Utilize tree canopy to reduce heat island and stormwater issues

Consider extension of natural gas service to neighborhood.

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

Some minor speeding on Bayberry and Saxton Drives, especially during events at Orchard Park. Improve vehicular and pedestrian crossing at the intersection of Blue Course Drive and Bayberry Drive.

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 to prevent issues in neighborhood.

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

Accurate inventory of rental housing conditions and enforcement of rental permits. Improve maintenance of rental properties.

Goal 7: Expand programs, incentives and other strategies for increasing homeownership in the Borough's neighborhoods.

- 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

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

Continue to maintain positive relationships among residents, neighborhood events, and a good rapport with renters in the neighborhood to acclimate them to neighborhood character.

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 and timely resolution of issues.

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***

Monitor the development along Blue Course Drive and Whitehall Road intersection, particularly for impacts on neighborhood from traffic and services.

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

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

Maintain amenities like park spaces and schools to continue to be marketable to new homeowners. Ensure that neighborhood character is properly represented to prospective buyers.

Neighborhood SWOT Analysis Input

+ Strengths

- Ambiance, maintenance of housing, quiet, safe
- New families move in, increase in property values
- Proximity to SCASD schools, Westerly Parkway Plaza
- Orchard Park, bike paths
- Walkable, bikeable, CATA access

- Weaknesses

- Traffic, speeding result of nearby events
- Aesthetics of overhead utilities, impact of storms
- Lack of street and pedestrian lighting
- No natural gas service

○ Opportunities

- Maintain the consistency and integrity of homes
- Maintain nearby public and private services that residents use
- Traffic calming, stop lights
- Enhance Westerly Parkway Plaza, more retail uses
- Extend natural gas lines to neighborhood

X Threats

- Development in Ferguson & College Townships
- Relocation of SCASD High School, Corl Street Elementary
- Zoning of school properties
- Future development on West Campus, Ferguson & Patton Twps
- Conversion to renter-occupied housing
- Location of neighborhood Boundaries

