

# Neighborhood Priority Goals



**Goal 1:**  
Maintain neighborhood housing & amenities



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



**Goal 4:** Address neighborhood traffic & transit opportunities



**Goal 6:** Improve management of rental housing



**Goal 12:** Positive marketing for neighborhoods

# Neighborhood Recommendations

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

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

New residential or mixed-use construction should reflect the historic character and scale of the neighborhood. Historic District regulations should have more authority. Maintain arboretum feel and improve public services, such as 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 context sensitive way\***
- 2.B. Maintain and enhance parks and public spaces\***
- 2.C. Preserve and enhance neighborhood commercial areas\***

Maintain the SCASD High School and Corl Street Elementary schools. Improve pedestrian and bus connections to Corl Street, particularly from the West End, to encourage more family residents. Maintain access to downtown and make transition between downtown, West End and Holmes-Foster more appropriately scaled. Bring more neighborhood-oriented commercial to West College. Consider community uses such as a farmers market.

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

- 3.B. Work with PSU on innovative solutions
- 3.C. Utilize more energy efficient public fixtures
- 3.D. Utilize tree canopy to reduce heat island and stormwater issues

Explore opportunities for using solar and wind powered fixtures such as street lights.

**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.D. Improve pedestrian and bicycle infrastructure\***

Traffic, speeding and pedestrian crossing issues on College and Beaver Avenues as well as Atherton Street. Some speeding and pedestrian crossing issues on Sparks and Gill Streets. Improve signage at intersections. Improve pedestrian connections to downtown and provide a bike and pedestrian connection to West Campus. Maintain 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 management 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 code for exterior conditions
- 6.D. Review rental housing database for trends**
- 6.E. Tools for property management information**
- 6.F. Programs to incentivize affordable rental housing**

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

**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.D. Incent 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. Encourage more diversity among residents in West End.

**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.A. Expand programs for education and neighborliness**
- 9.C. Foster working relationship 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 engage student and non-student neighbors in problem solving, social activities and getting to know one another. Study examples from other university communities for unique solutions to occasional problems.

**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 and provide regular updates.

**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 potential impacts from development on West College Avenue in Terraced Streetscape District and West Campus.

**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**

Market neighborhood for its historic character and walkability. Make sure demographics and housing trends don't skew the perspective of potential buyers.

# Neighborhood SWOT Analysis Input

## + Strengths

- Historic roots, quality architecture, neighborhood scale
- Mature trees, "arboretum" feel, views of Mt. Nittany
- Proximity to downtown, campus, SCASD schools, parks, grocery
- Neighborhood parks, small businesses, schools and churches
- Walkable, bikeable, ADA accessible
- Sense of community, positive neighbor relations, low crime rates

## - Weaknesses

- Speeding, traffic, noise and late-night pedestrian traffic
- Maintenance and amenities lacking in Urban Village
- Maintenance, behavior in rental housing; renter education
- Lack of knowledge on Borough ordinances
- Much planning completed, but still planning

## ○ Opportunities

- Make neighborhood attractive for reinvestment
- More open space, community spaces/uses, small businesses
- Address traffic issues, pedestrian-scale street lighting
- Natural borders/buffers, and neighborhood gateway signage
- Improving connections among residents and into campus

## X Threats

- Losing positive neighborhood & nearby amenities
- Aging housing stock, absentee landlords
- Local historic district with no power to prevent demolition
- Impacts of development in Ferguson Twp & Downtown



# holmes-foster