Neighborhood Priority Goals

Goal 1: Maintain neighborhood housing & amenities

Goal 4: Address neighborhood traffic & transit opportunities

Goal 5: Enforce Borough ordinances & policies

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 mixed-use construction should reflect the historic character and scale of the neighborhood and provide for transition between the Holmes-Foster neighborhood and West Campus. Increase street trees, public lighting and streetscape elements to improve the appearance of the pedestrian realm of the area.

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

Maintain access to downtown and make transition between downtown, West End and Holmes-Foster more appropriately scaled. Bring more neighborhood-oriented commercial uses to West College. Consider community uses such as a farmers market and gathering spaces. Consider context-sensitive redevelopment opportunities that can encourage a more diverse demographic of residents and commercial uses.

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**
- 3.H. Provide residential energy saving tips

Explore opportunities for using solar and wind powered fixtures such as street lights. Increase tree canopy in the area. Explore opportunities for greater energy efficiency and increased building performance standards for rental housing.

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

Improved standards for rental housing upkeep, management and design.

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.E. Tools for property management information**
- **6.F. Programs to incentivize affordable rental housing**

Better relationships among landlords and renters in order to improve standards and cost for rental housing in area. Better access to critical information regarding property management issues and code requirements.

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

- 7.A. Homestead Investment Program
- **7.C. Use RDA to implement workforce housing***
- **7.D. Incent non-student housing in/near downtown**
- **7.E. Address housing affordability**
- 7.F. Housing amenities to attract new residents

Encourage more diversity among residents in West End. Incent this area for redevelopment and to attract graduate students, young professionals and affordable housing for the area.

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

- **8.A. Support Downtown Master Plan**

Encourage redevelopment activity as indicated in Downtown Master Plan and West End Revitalization 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.E. Use neighborhood communications tools
- 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. Increase communications with and among residents in the area.

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
- 10.C. Staff liaisons for key resources

Make information about neighborhood conditions more easily accessible and provide regular updates. Provide opportunities for residents to have increased communications with neighborhood and community leaders

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**

Market area for its historic character, walkability and neighborhood amenities that could appeal to graduates, young professionals and affordable housing programs.

Neighborhood SWOT Analysis Input

+ Strengths

- Historic roots, neighborhood scale
- Proximity to downtown, campus
- Small businesses, schools and churches
- Walkable, bikeable, ADA accessible

- 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

O 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

- Aging housing stock, absentee landlords
- Impacts of development in Ferguson Twp, Downtown and on campus

Holmes Foster Recommendations

Historic District — Neighborhood Bound
Downtown — Cata Bus Route
PSU Main Campus — Bike Route
Borough Parks — Detail Area
Building Footprint — 4D Recommendation

west end