

Orchard Park

Priority Goals

In the SWOT Analysis, many residents shared comments about the neighborhood's abundance of housing and the fact that it's location in close proximity to many parks, schools and the Westerly Parkway Plaza make it an ideal neighborhood for a diverse mix of residents. Therefore, many of the recommendations of goals two, four, seven, eleven and twelve have been indicated as high priorities of the Orchard Park area.



Orchard Park is an area of many small condominium associations and apartment complexes. Many residents feel that this area of the Borough is tidy, quiet and that the housing types and nearby amenities give it a distinct neighborhood character that is different from other Borough neighborhoods. Goal 12 is important to neighborhood residents because marketing this area as one that is attractive to a diversity of residents and housing styles may encourage additional ownership within the neighborhood. Additionally, residents believe that this area is one of the most affordable areas of the Borough for rental housing or homeownership and feel that the recommendations associated with Goal 7 are important to encourage more owner occupancy. This is important not only to promote diversity among neighborhood residents but also to protect the ability for potential homeowners to get acceptable financing terms for purchasing a unit.

In order to help support this neighborhood as a great place to live, it is important to neighborhood residents to preserve and enhance the nearby amenities that are easily accessible.

This includes the maintenance of nearby SCASD High School and Corl Street Elementary school and improvements to the Westerly Parkway Plaza to improve its offerings to nearby residents. Goal 2 includes many important recommendations to the Orchard Park area in terms of preserving and enhancing schools, parks and commercial areas like the Westerly Parkway Plaza.

Goals 11 and 4 are also important as this neighborhood area lies on the southwestern edge of the Borough. While there are some developments taking place around the neighborhood, such as the Whitehall Road reconstruction which includes a traffic signal and bike lane, there are other proposed future developments that could impact the neighborhood. It will be important to residents for the Borough to monitor and respond to changes that occur as a result of new parks and housing on Whitehall Road in Ferguson Township. For example, one area that residents feel is important is to monitor these growth areas for their impact on traffic issues. There already exist some challenges with accommodating vehicular traffic, bus traffic and on-street parking within the same right of way in the neighborhood, which makes Goal 4 a high priority, and increased traffic resulting from nearby development would further that problem.

The map at right highlights areas of the neighborhood for which particular goals and recommendations are relevant. Many of these recommendations apply to the neighborhood as a whole. Additionally, many residents suggested specific ideas that apply to many of these recommendations, which are listed on the following pages.



Orchard Park Recommendations

- [] Borough Boundary
- Neighborhood Bound
- Borough Parks
- Building Footprint
- Cata Bus Route
- Bike Route
- 4D Recommendation

This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis excersizes with residents as well as Planning Commission and staff analysis.

Application of Goals

The following are recommendations from each of the following goals that are of high priority for the Orchard Park area. These have been matched with SWOT analysis input of residents. Items marked with an * are items that neighborhood residents identified as the most important. Items in italics can be found on the map.



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

Recommendations: 1.F., 1.G.

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.

Recommendations: 2.A., 2.C., 2.D.

Maintenance 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.

Recommendation: 3.D.



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

Recommendations: 4.A., 4.B., 4.C., 4.D.

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.

Recommendations: Borough-wide priorities



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

Recommendation: 6.A., 6.B., 6.D., 6.E., 6.F.

Improve maintenance of rental properties.



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

Recommendations: 7.B., 7.E., 7.F.

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



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

Recommendation: 8.A.

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.



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

Recommendations: 9.C., 9.D., 9.E.,

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.

Recommendations: 10.A., 10.C.

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.

Recommendation: 11.B.

Monitor growth along Whitehall Road and University Drive and consider the impacts on the Orchard Park area, specifically on traffic and ability to increase owner-occupied units.



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

Recommendation: 12.A., 12.D.

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.