

Appendix A: Neighborhood SWOT Input

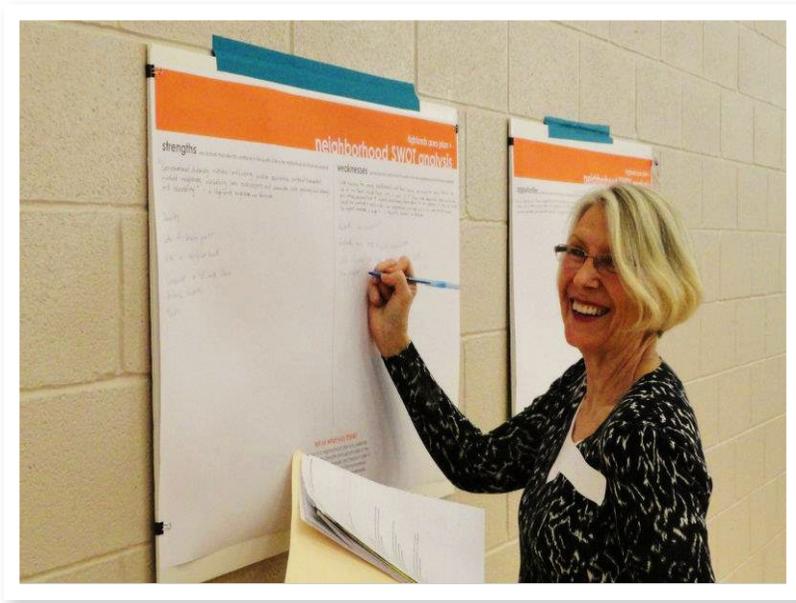
Appendix Overview

Each neighborhood's profile within the Plan provides an overview of the neighborhood's residents' opinions on the neighborhood's strengths, weaknesses, opportunities and threats. This inventory is called a SWOT Analysis. The information for this summary was collected during individual meetings with neighborhoods throughout the first several months of 2013. The Planning Commission and staff met with residents and recorded any and all comments that were shared during these meetings. Additionally, some residents submitted comments via email, social media, or by using worksheets that were in the Neighborhood Planning Workbook.

Because the goal of the Plan is to provide helpful information, while being concise and usable, this input was portrayed in

the neighborhood profiles in a summary form rather than as a bulleted list of all of the input that was shared. These summaries were presented to the Planning Commission and made available on the Borough's neighborhood planning website following each of the neighborhoods' SWOT Analysis sessions.

In some cases, the process of turning the input shared into a concise, readable summary for the Plan means that some comments were grouped into themes. There was some concern that specific comments that were shared by residents may be lost, and that having the complete list of comments as part of the Plan will be helpful for the record. Therefore, this Appendix serves to provide a bulleted list of all of the input that was shared, in order to detail more specifically the comments and concerns of residents.



Residents shared SWOT input during neighborhood meetings, via Facebook and by using the Neighborhood Planning Workbook.



Residents of each Borough neighborhood were invited to meetings throughout 2013 to share their input on the neighborhoods' SWOT analyses.

College Heights Neighborhood

Date of SWOT Analysis: January 8, 2013

Location: Church of Christ, Hillcrest Avenue

To see more materials from College Heights neighborhood planning meetings, visit: <http://www.statecollegepa.us/DocumentCenter/Index/238>

Strengths:

Strengths are features that directly contribute to the quality of life in the neighborhood and should be preserved.

- West College Heights experiences stability in property ownership
- There is diversity in age and neighborhood is noticing more youth
- College Heights School
- Traffic control measures that have been implemented in East College Heights
- Little through traffic on neighborhood streets
- Neighborhood is sometimes referred to as “Quality Heights” because it is considered to be a very desirable neighborhood
- Neighborhood ambiance and level of maintenance of properties
- Families live in the neighborhood
- Neighborhood is in close proximity to campus, downtown, and other daily amenities
- Neighbors are very involved in the neighborhood and support the interests of neighborhood residents
- Neighborhood is an historic district
- The neighborhood is close to trails, bikepaths, recreation and park amenities and has a lot of trees
- Sunset Park and the Penn State Blue-White Golf Course are on the neighborhood’s boundaries
- The neighborhood has a low crime rate
- The College Exxon is an iconic service station
- Many communities would “like to have the problems State College has”
- Borough staff who cover public works, ordinance enforcement, and office staff do a great job and should be given the best

- tools with which to do their jobs
- There are services for the elderly that allow them to stay in their homes as they age
- Lack of street lights in the neighborhood provides for views of the stars and achieves “Dark Skies” goals

Weaknesses:

Weaknesses are features that detract from quality of life in the neighborhood and should be addressed.

- Petty crimes experienced on N. Allen Street
- Lack of street lighting on Martin Terrace and Sunset Avenue
- Seasonal and football homes diminishing the neighborhood character
- Homes in the neighborhood that are purchased by students’ parents to use as a student/rental home
- Regulation of football/seasonal rentals is not consistent with their use as businesses
- Atherton Street divides the neighborhood into two parts
- Bike path maintenance is not always upkept, especially during winter
- E. Park Avenue has heavy traffic and pedestrian safety issues
- Speeding on Ridge Ave., Hillcrest Ave., W. Park Ave., Martin Terr., and North Atherton St.
- Noise from traffic on North Atherton St.
- Enforcement of local zoning ordinances
- Lack of knowledge within community about where rentals are located in neighborhoods
- Park space or children’s playground facilities are not available in West College Heights
- Consistency in enforcement of zoning, ordinances
- Proximity to PSU Campus
- Proximity to Ferguson Township means the decisions that are made by the township, particularly with regard to land development, can impact the neighborhood
- CATA’s VE and NE routes run along N. Atherton St. but do not stop and service the neighborhood’s bus stop
- Large, mature trees’ branches can fall on power lines and impact electrical service for the neighborhood
- There is a lack of knowledge about who owns and maintains

- alleys in the neighborhood
- No pedestrian connection from Taylor St to Atherton St

Opportunities:

Opportunities are features that could become strengths in the neighborhood if they are enhanced.

- Reuse of former College Heights school
- Possible on-street parking permitted
- Enhance pedestrian access from West College Heights to Radio Park Elementary playground and permitted use of park by community after school hours
- Wintertime and year-round use of the Blue White Golf Course or parks/open spaces that are on PSU property by the community
- Maintain and encourage additional owner-occupied housing
- Provide incentives for rent-to-own properties
- Replace diseased/removed trees more quickly
- Guidelines for new structures in the neighborhood, particularly regarding size of structures within neighborhood context
- Work with PSU on traffic management issues for Park Avenue
- Better enforcement of ordinances; not using “too hard” as an excuse for non-enforcement (actual response received by a resident)
- Some of the 1995 College Heights Plan items are just now listed as on-going—when will they be met?
- More transparency and answers to questions about plans for the future of the College Heights school
- Football homes are regarded as a business and should be regulated as one
- Assess areas where trees have fallen on electric wires and get a cost estimate for burying wires to prevent further issues
- More lighting areas in locations around the neighborhood to make it safer for people to walk alone at night

Threats:

Threats are features that could become weaknesses in the neighborhood if not addressed.

- Finding a balance between the right amount of regulations and to much-- how much regulation is too much?
- Non-educational uses being incorporated into the former

- College Heights school
- Properties in the neighborhood on which homes are torn down, lots are consolidated, and large, non-context sensitive homes are built in place
- SCLAP recommendation for commercial or high density residential uses along N. Atherton St along the length within the neighborhood
- Number of student rentals and associated issues with property maintenance and noise
- Size of the undergraduate population at the University
- Further conversion of single-family, owner-occupied homes to rental housing
- Poor maintenance of Land Trust homes within the neighborhood
- Impacts on property values from poorly maintained housing
- Sign pollution (shared as a Borough-wide problem)
- Secondary impacts of federal/state highways running through town and through the neighborhoods
- Traffic volumes and violations, such as motorists running red lights, at Atherton St/Park Ave, Atherton St/Hillcrest Ave, and obeying signs on Ridge Ave
- More housing constructed adjacent to the neighborhood in Ferguson Township
- Crossing Park Avenue as a pedestrian; motorist not yielding to signs, especially on Atherton St. and behind the Keller Building on PSU campus
- Rush hour traffic on Park Avenue
- There should not be a rezoning of properties along N. Atherton St. to create a “buffer zone,” because it serves no purpose; it is not broken so don’t fix it
- More houses being bought by parents for use as student rentals
- Football homes
- Lack of transparency about the University’s program for constructing new buildings on campus; leads to uncertainty as to whether there will be more development on West Campus and/or new/additional lights along the golf course
- Housing stock degraded by student rentals and absentee landlords who do not maintain properties

Highlands Neighborhood

Date of SWOT Analysis: May 17, 2012

Location: Grace Lutheran Church, Beaver Avenue

To see more materials from Highlands neighborhood planning meetings, visit: <http://www.statecollegepa.us/DocumentCenter/Index/235>

Strengths:

Strengths are features that directly contribute to the quality of life in the neighborhood and should be preserved.

- Generational diversity
- Mature landscaping
- Anchor architecture throughout
- Involved neighbors
- Walkability (exercise, walking pets, commuting, even trips for grocery and bakery) and bikeability
- Neighborhood lends itself to being just that, a neighborhood.
- Residents are great; feel a lot of support
- Unique, diverse, historic architecture
- In close proximity to downtown amenities and campus
- Close to recreational, educational, and arts opportunities
- Informed, involved residents
- Diversity
- Lots of brain power among residents
- Residents have much pride in neighborhood
- Convenient to State College and the University
- Historic homes
- Trees
- Great family neighborhood for bringing back families
- Physically beautiful neighborhood
- Diverse neighborhood (in terms of residents' age, income, University affiliation and employer)
- Easy access to library and playgrounds/parks for families with children
- Residents are very resilient to the neighborhood's conditions
- Good student neighbors, but need more permanent residents
- Good housing stock to maintain

- Great public services
- Neighborhood with middle income families
- Local shopping/commuting opportunities nearby
- There are realtors that understand and help enforce rental housing issues within the neighborhood

Weaknesses:

Weaknesses are features that detract from quality of life in the neighborhood and should be addressed.

- Little housing for young professionals, workforce housing, or housing for young families
- Lure of the frats (though they've done a good job of being more responsible hosts and policing each other) brings flocks of already drunk party-seekers blind to the existence of those not 18-23. Since frats won't let them in, they end up at party houses, with far less accountability
- A couple of non-neighborhood landlords and a few notable party-focused tenants which provides a huge impact
- Those living in the most impacted areas of the Highlands need a remedy in dealing with the Borough's late response in trying to 'stabilize' the neighborhood from thirty years of student apartment building construction and student rentals
- Decline in neighborhood ambiance and feeling of safety
- Inadequate oversight by organizations responsible for rental housing administration
- Decreases in owner-occupied housing in the neighborhood
- Inadequate data available to policy makers to assist with decision-making (maps, data about earned income, etc)
- Not enough inclusionary housing
- Residents too complacent about conditions
- Highlands area is large with micro communities throughout
- Residents have little influence on close neighbors including PSU and the DID
- New neighbors not well assimilated as to what it means to be a good neighbor
- Difficult to get noise stopped
- Noise and vandalism
- Too few vigilant and active residents to help point out issues
- High proportion of non-owner residents living in the

Opportunities:

Opportunities are features that could become strengths in the neighborhood if they are enhanced.

- New tradition of pancake breakfast block parties with games that will make small children positively shriek with pleasure and will create community-building opportunities for both temporary and permanent residents.
- An opportunity and hopefully a real solution, would be to allow residential homes to become professional buildings/rentals in certain high impact areas. This would preserve the neighborhood architecture, allow more professional, low-impact businesses to open shop in the Borough, increase the EIT tax base, and decrease the pressure to rezone from R2 to ROA. If the Borough permits this with frats why couldn't this be done with non-frat residences?
- Encourage positive reuse of structures in transitional areas
- Identification of subdistricts, and unique characteristics of each area
- Programs to provide incentives for conversions of rentals to owner-occupied residences
- Improvements in oversight of rental housing issues
- Partnership with PSU to help faculty locate available housing (to own or rent)
- Adopt the State College Land Area Plan prepared by CRPA
- Become poster child for town and gown residential harmony
- Attract new faculty and staff to live in highlands
- Increase owner-occupied residents through housing programs
- Walking distance to campus and large family homes with character can attract faculty and staff
- Increased enforcement of existing zoning laws
- Adoption of new zoning laws (such as those in Indiana, PA)
- More and better ties with Borough officials
- More community involvement and cohesion in support of needed improvements
- Implement the trust for middle income homebuyer support
- Increase permanent residents and owner occupied, address zoning loopholes, increase enforcement, increase programs to encourage ownership
- Data should be accompanied by an analysis of why and what it means

- Clear, firm regulations
- Recognize good fraternity neighbors
- Better market community strengths
- Improve student to resident communications and neighborhood social events
- Permanent residents could help mentor new student residents about appropriate behavior
- Neighbors can help address neighborhood issues by alerting the Borough to them
- Location of bike and pedestrian facilities within neighborhood
- Make connections to landlords with property in the neighborhood
- More zoning regulations like Indiana, Pa and Michigan cities

Threats:

Threats are features that could become weaknesses in the neighborhood if not addressed.

- Neighborhood is at the cusp of losing people due to the effects of the Wed-Sun culture
- Continuous PSU enrollment increases without additional on-campus housing being created
- Instability of single-family living as more properties converted to student rentals
- Substantial increases in neighborhood population, traffic, and quality of life violations
- Higher cost of living in Borough to accommodate increased service load
- Ability to rent property treated as a right, rather than a privilege
- Need more protections for 'family' residents so they will be able to stay
- People who don't live in Borough seem to have more influence than residents
- Permanent residents leaving the Borough
- High costs to accommodate service needs
- Lack of control on rental population and housing maintenance
- Losing tax base and families
- Vandalism is hard to control- need cameras up in the neighborhood
- Continuing increase in rentals, student high-rises
- Borough officials are more responsive/attend to developers

- and landlords than to resident homeowners
- Dwindling earned-income tax base
 - Dwindling real-estate values for single family homes
 - Increased PSU enrollment pushes more students into the community
 - One new development at a time can shift rental/owner mix. These trends are the result of policy making
 - Zoning should protect the entire neighborhood, not for one interest.
 - Non-Borough residents having influence on neighborhood decisions
 - Difficulty in buying moderately- priced housing in the Borough
 - Poorly managed rentals and frequent student resident turn over

Vallamont, Nittany Hills East & Penfield Neighborhoods

Date of SWOT Analysis: March 12, 2013

Location: Grace Lutheran Church, Beaver Avenue

Note: The Planning Commission met with these neighborhoods together in one meeting. Input in the neighborhoods' individual summaries has been reviewed to eliminate comments which are not applicable to each individual neighborhood.

To see more materials from Vallamont, Nittany Hills East and Penfield neighborhood planning meetings, visit: <http://www.statecollegepa.us/DocumentCenter/Index/242>

Strengths:

Strengths are features that directly contribute to the quality of life in the neighborhood and should be preserved.

- Quiet and orderly
- Close to University, but far enough away to not experience a lot of traffic
- Access to many parks
- In close proximity to Easterly Parkway Elementary School
- Beautiful views of surrounding areas from certain vantage points within neighborhood
- Bus routes nearby
- Parks are more rustic than other Borough parks, which people seem to enjoy

Weaknesses:

Weaknesses are features that detract from quality of life in the neighborhood and should be addressed.

- On Royal Circle and University Drive residents perceive lots of rentals that seem to be over-occupied and are concerned about whether or not the Borough is monitoring them
- Deer from Thompson woods destroy landscaping/vegetation
- No natural gas service available in the neighborhood

- University drive not as aesthetically pleasing as other gateways in State College (in terms of planning, vegetation, lighting, etc)
- Event and rush hour traffic make it difficult to exit the neighborhood at times
- Traffic impacts increase as a result from construction projects when University Drive is used as the detour
- Trees block the lighting at the pedestrian level

Opportunities:

Opportunities are features that could become strengths in the neighborhood if they are enhanced.

- More planting and lighting on University Drive
- University Drive is a gateway, it should have street lights and pedestrian lights to improve safety and appearance
- Enhance pedestrian connections such as crossing College Ave along University Drive (people cross in a dangerous location at the bridge)
- How to address traffic access and impacts especially during special events or construction

Threats:

Threats are features that could become weaknesses in the neighborhood if not addressed.

- More homes on University Drive becoming rentals (not just student rentals)
- Too many rentals that aren't well kept
- Absentee landlords not being aware of maintenance issues
- Impacts from development in College Township on the neighborhood (such as lights from Sheetz on S. Atherton St)
- Forested area in College Township ever becoming a development site
- Kissinger Meadows Nature Area educational area and boardwalk plans being subject to the reconstruction of Branch Road
- Deer destroying vegetation, crossing University Drive, and introducing Lyme's Disease
- Centre Hills Country Club should be prevented from being sold to developers

State College South & Tusseyview Neighborhoods

Date of SWOT Analysis: February 12, 2013

Location: Easterly Parkway Elementary School, Easterly Parkway

Note: The Planning Commission met with these neighborhoods together in one meeting. Input in the neighborhoods' individual summaries has been reviewed to eliminate comments which are not applicable to each individual neighborhood.

To see more materials from State College South neighborhood planning meetings, visit <http://www.statecollegepa.us/DocumentCenter/Index/241> and for Tusseyview meetings, visit <http://www.statecollegepa.us/DocumentCenter/Index/343>

Strengths:

Strengths are features that directly contribute to the quality of life in the neighborhood and should be preserved.

- Housing stock
- Open Space
- Sidewalks & bikepaths
- Access to CATA buses
- Walkability to SCASD schools, Westerly Parkway Plaza/Weis Market, Welch Pool
- Neighborhood is situated along major transportation routes which make it more accessible
- Tusseyview is somewhat removed from traffic problems because there are fewer through streets in the neighborhood
- Easterly Parkway Elementary
- Well-established neighborhood with low turnover in neighbors
- Mix of ages of residents
- In Tusseyview, limited student residents
- Oneida and W. South Hills Streets are quiet, particularly with limited noise from traffic

Weaknesses:

Weaknesses are features that detract from quality of life in the neighborhood and should be addressed.

- Crow problems, seems that as crows are scared from downtown they migrate to neighborhood (Marilyn Avenue)
- Pugh and Onieda Streets are sometimes used for cut-through traffic
- S. Allen St., S. Atherton St. and Waupelani Drive intersection is dangerous and confusing; speeding on Waupelani Drive
- Occasional gridlock at Onieda Street and Westerly Parkway during high traffic times such as school, church
- Because through streets are limited, can make access to Tusseyview somewhat difficult
- Vehicular speed monitoring, especially during after school times
- Vehicles use the turn lane on Westerly Parkway inappropriately as a driving
- Visibility/sight distance on the hills going towards the school
- Traffic on South Atherton Street can be heavy at times
- Non-resident parking on neighborhood streets, particularly high school traffic during the day
- On streets signed "No Parking 2-6 AM" there were recent changes in time that parking was permitted and the and process for calling in special permits, info not easy to find on Borough website
- Weekend parties are moving further south in the neighborhood
- Ability for public to get information about local rules or events is limited and tedious
- Perceived lack of information about student homes and rentals, as well as lack of enforcement for these uses
- Homes that are older, with fewer amenities, could pose a risk for resale
- Responsibility of landlords and property owners and communications with neighbors
- Seems not to be a cohesive plan for the neighborhood
- Neighborhood parks don't seem to be as well maintained as other Borough parks, public is unsure who maintains these

Opportunities:

Opportunities are features that could become strengths in the neighborhood if they are enhanced.

- Expand first time homebuyer programs in preparation of neighborhood trends becoming more rental-oriented
- Make information from the Borough offices more readily accessible
- Have more community dialogue about issues, such as the neighborhood meetings or Community Conversations
- Electricity at neighborhood parks
- Improve communication between residents and Borough officials
- Liason for residents and property owners to help with communication
- Better archived agenda packets on the Borough's website
- Redevelop Westerly Parkway shopping center for convenience

- Parking on home football weekends—reconsider the lifted regulations which permit parking in areas where it is not normally permitted
- Cut through traffic expected to increase on Oneida Street after the development of The Retreat—both vehicle and pedestrians

Threats:

Threats are features that could become weaknesses in the neighborhood if not addressed.

- Open spaces are small and there is concern that they could be redeveloped for some other type of use
- How will Tusseyview's demographics as 50/50 owner/renter housing stock be impacted by the development of The Retreat
- Fee-in-lieu option for affordable housing should not be able to happen because we need more affordable housing
- Safety of the intersection at S. Atherton St., S.Allen St., and Waupelani Drive
- Traffic impacts that will be experienced upon the development of The Retreat
- Increased bus trips because of the Retreat as well as an anticipated increase in noise and foot traffic
- Security with new student housing nearby
- Guests of The Retreat and parking for the complex
- Possible to increase enforcement like in Highlands
- Increased theft

Orchard Park Neighborhood

Date of SWOT Analysis: March 14, 2013

Location: South Hills Business School, Waupelani Drive

To see more materials from Orchard Park neighborhood planning meetings, visit <http://www.statecollegepa.us/DocumentCenter/Index/243>

Strengths:

Strengths are features that directly contribute to the quality of life in the neighborhood and should be preserved.

- Two major parks in/around the neighborhood
- Diversity of residents within neighborhood
- Neighborhood is safe, quiet and tidy
- Close to Westerly Parkway plaza, State High, and other schools
- Access to bus, bike service and general ease of access to Borough amenities
- Housing in neighborhood is some of the most affordable in the Borough

Weaknesses:

Weaknesses are features that detract from quality of life in the neighborhood and should be addressed.

- Severe parking deficiency at 712-740 Southgate Drive, area is too small to expand parking and on-street parking was removed
- Stratford Drive can become congested and cause conflicts, especially for bikes, in some areas due to on-street parking, bus stops and driving lanes
- Maintenance of vegetation along the Orchard Park bike path sometimes unruly
- Maintenance & quality of Weis Grocery store

Opportunities:

Opportunities are features that could become strengths in the neighborhood if they are enhanced.

- As new student housing is being built, could be an opportunity for reinvestment in neighborhood
- Affordable and workforce housing
- New Whitehall Road park and bike path, Musser Gap trail
- Additional lighting along pedestrian paths

Threats:

Threats are features that could become weaknesses in the neighborhood if not addressed.

- Relocation of SCASD schools, especially State High
- Further conversion of units within neighborhood to rental units impacts ability for owners to get financing
- Parking and security impacts anticipated from The Retreat

Greentree Neighborhood

Date of SWOT Analysis: January 10, 2013

Location: Our Lady of Victory Community Center,
Westerly Parkway

To see more materials from Greentree neighborhood planning meetings, visit <http://www.statecollegepa.us/DocumentCenter/Index/240>

Strengths:

Strengths are features that directly contribute to the quality of life in the neighborhood and should be preserved.

- Bike path/connectivity of neighborhood to community
- Proximity to schools, Westerly Parkway Plaza, downtown, and Orchard Park
- Family oriented, a place where you can know your neighbors
- Few rentals in the neighborhood
- Safe and quiet
- There is CATA bus access through the neighborhood
- Diversity of residents
- Neighborhood seems to be centrally located
- “12 Days of Christmas” yard display is a tradition that the community looks highly upon
- Hearing church bells from Our Lady of Victory adds to the ambiance of the neighborhood
- Young families and children are moving into the neighborhood, residents believe this will spark revitalization and inspire current homeowners to make improvements to their homes which will help raise property values

Weaknesses:

Weaknesses are features that detract from quality of life in the neighborhood and should be addressed.

- Rentals are a threat to property value and family character of the neighborhood
- Neighborhood is dark at night, both at the street and pedestrian levels

- Overhead utilities detract from the neighborhood’s aesthetics and pose power outage threats during major storms
- Speeding on Bayberry and Saxton Drives
- Traffic problems in neighborhood are experienced during school and sporting events at nearby venues
- Lack of natural gas as an energy source for homes in the neighborhood
- Speeding and reckless driving

Opportunities:

Opportunities are features that could become strengths in the neighborhood if they are enhanced.

- Traffic calming measures particularly for Bayberry and Saxton Drives
- Property values being maintained/increased through neighborhood stability/reinvestment
- Homes sell quickly in the neighborhood which make it an attractive place to live
- Maintain consistency and integrity of neighborhood and its facilities
- Upgraded grocery store at Westerly Parkway Plaza
- Traffic signal at Bayberry and Blue Course Drives
- Extend natural gas lines to utilize as a home energy source
- With three schools within and bordering on the neighborhood, should there be a safety plan or program in place to address a potential school shootings, natural disasters or another crisis scenario?

Threats:

Threats are features that could become weaknesses in the neighborhood if not addressed.

- Relocation of SCASD High school or Corl Street Elementary
- Homes becoming rentals in neighborhood in future
- Zoning of high school properties if the school relocates
- Increased traffic from development around neighborhood’s boundaries, including student housing in Ferguson Township
- Traffic on Bayberry, Blue Course and Saxton Drives
- Vandalism and noise on bike paths to the north of the neighborhood

Holmes-Foster and West End Neighborhoods

Date of SWOT Analysis: February 21, 2013

Location: Church of Christ, Gill Street

To see more materials from Holmes-Foster and West End neighborhood planning meetings, visit <http://www.statecollegepa.us/DocumentCenter/Index/239>

Strengths:

Strengths are features that directly contribute to the quality of life in the neighborhood and should be preserved.

- Historic roots and architecture
- Neighborhood's physical relationship to Penn State University
- Park, green spaces, SCASD Community Field
- Sense of community, spirit and interaction of residents
- Walkability
- Proximity to schools
- Tree canopy and property vegetation
- No high rises, mostly pedestrian/neighborhood scale buildings
- Housing on College Avenue
- Bike path on Foster Avenue
- Diversity of residents of all ages
- Children and families live in the neighborhood
- Some residents are able to move back to the neighborhood after being away
- "Arboretum" feel to the landscaping and trees in the neighborhood
- Residents care for their properties
- Alleys and houses that are close together
- Accessibility of alleys
- Views of Mount Nittany from certain parts of neighborhood
- Low crime rates and freedom from fear
- Longevity of neighbors, stability of neighborhood
- Access to Penn State campus, downtown, public schools, park, grocery, pharmacy
- Private schools, daycare, and religious institutions within the neighborhood
- Students seem to have a relationship with permanent residents

- Bikeable and there are ADA features on sidewalks
- Neighbors help each other
- Some small businesses in neighborhood

Weaknesses:

Weaknesses are features that detract from quality of life in the neighborhood and should be addressed.

- Traffic on Sparks Street and Foster Avenue
- Sometimes there is through traffic on Sparks Street
- Neglect of rental properties by owners in terms of maintenance and zoning
- Property maintenance in certain areas
- Party houses
- Non-residents cutting through the neighborhood and leaving litter
- Borough's methods for snow clearing make property owners' shoveling harder
- Unpredictable noise
- Noise from traffic on S. Atherton Street
- Frequency of vandalism and petty break-ins
- Lack of knowledge as to why some properties don't behave the same as others
- 200 block S. Atherton Street has issues with rentals, noise and traffic
- Keeping sidewalks clear of snow, vegetation, etc
- Lots of planning has been done by the community, but still having more planning meetings makes residents feel that they have to come out to 'protect' their neighborhood
- Students don't regularly meet their neighbors or know a lot about the Borough
- Noisy pedestrian traffic through neighborhood
- Sidewalk and street conditions in the Urban Village area not as well-maintained as other areas
- Lack of knowledge about Borough Ordinances
- Priorities for infrastructure and redevelopment in the Urban Village by Borough
- Pressure to sign leases has an impact on who is living in the neighborhood and how up-to-date landlords are about rules
- Urban village doesn't have the same ambiance as the rest of the neighborhood

- Speed and number of vehicles traveling through neighborhood
- There are not appropriate mechanisms for getting to know student neighbors in a proactive/positive way
- Street lights are too bright and inappropriately aimed at homes rather than at sidewalks/streets
- Lack of stop signs and speed bumps in neighborhood cause traffic problems, which are especially noticeable during school times and on Sundays
- Landlords not giving information to tenants or providing renters with means to maintain their properties
- The number of street signs, particularly on Westerly Parkway, are cluttered and unattractive. Are there opportunities for using street or curb markings instead?
- No crossing guard for kids going to school that live in the Urban Village area
- Hard for school-aged families to live in the Urban Village because of housing stock and amenities
- Not enough stop signs within the neighborhood
- Broken glass on streets/sidewalks in the neighborhood

Opportunities:

Opportunities are features that could become strengths in the neighborhood if they are enhanced.

- Building natural/vegetative borders between houses
- Beautiful street lights at a pedestrian scale or proper shields for the existing lights
- Maintenance of quality structures within neighborhood
- Method for getting to know students
- Change the perception that owners don't want to know students
- Consistency in response from Borough to zoning and ordinance enforcement
- Make neighborhood more attractive as Centre Region grows to encourage reinvestment in neighborhoods
- Create neighborhood gateways and welcoming entrances
- Slow traffic on main roads
- Bike path and pedestrian connections should continue to campus
- Inclusion of students in neighborhood functions and in ongoing projects in the neighborhood
- Better connection with Penn State's West Campus

- Work with the campus to solve problems (i.e. money or infrastructure)
- Development along West Campus and in the Urban Village
- One wish list item is a coffee shop within the neighborhood
- Preserve the historic train station, which is current Greyhound bus station
- More green spaces within the neighborhood
- Redevelopment of the OW Houts site on edge of Urban Village
- Farmers market or other community gathering space/use in the neighborhood

Threats:

Threats are features that could become weaknesses in the neighborhood if not addressed.

- Corl Street Elementary relocating outside of the neighborhood
- Pedestrian noise on bike path
- Impacts on neighborhood from future residents of The Retreat
- Perception that all renters are students and that families won't live there (in the Urban Village)
- Absentee landlords without ties to the neighborhood
- Tentative redevelopment proposal for the corner of College Avenue and Atherton Street
- Development in adjacent Ferguson Township
- Losing business in neighborhood
- Loss of SCASD State High outside of the Westerly Parkway location
- Terraced Streetscape District in Ferguson Township could create a second downtown
- Don't do anything to threaten the integrity of Community Field as an open space in the neighborhood
- What will happen to vehicular access if O'Bryan lane is relocated or closed
- Uncertain future of the Urban village due to past planning efforts that have not been implemented
- Aging housing stock
- Historic districts that do not prevent demolition