

College Heights

Priority Goals

In the SWOT analysis, many residents shared comments about the neighborhood's aesthetics, high quality housing stock, stability in homeownership, and access to public amenities. Therefore, many of the recommendations of goals one, four, five, six, nine and eleven have been indicated as a high priorities of the College Heights neighborhood.



College Heights is an established neighborhood with a number of well-maintained properties, historic homes, and a mature tree canopy. Maintenance of these characteristics were especially important to residents. Many of the recommendations of Goal 1 promote the preservation and enhancement of these qualities. Additionally, recommendations 2.A. and 2.B. are important to the neighborhood because many residents would like the College Heights School, the historic Exxon Station and the various parks to be maintained for the benefit of the neighborhood and the community.

In order to preserve these qualities, the recommendations for Goals 5 and 6 related to enforcement of zoning, local ordinances and the maintenance of rental properties are priorities for the College Heights neighborhood. These recommendations address the need for a high level of uniform enforcement of Borough policies and ensure that rental housing is maintained to the same standard as owner-occupied dwellings in established neighborhoods.

Safe accessibility of the neighborhood by car, bus, bike and walking were of high concern to residents. The

recommendations of Goal 4 are important because they focus on safety enhancements and other improvements which will make the neighborhood safer and more accessible.

Goal 11 provides recommendations for improving communications between the Borough and other Centre Region municipalities and agencies. The College Heights neighborhood is surrounded by the Penn State Campus and Ferguson and College Townships. Therefore, the decisions that are made regarding land use, redevelopment and growth among these authorities can have an impact on the quality of life in the neighborhood. Improving relationships with these municipalities and providing residents with additional opportunities to receive updates about their activities can help mitigate negative impacts on the neighborhood.

Finally, Goal 9 is important to the neighborhood as it is home to a number of rental units and student homes. For the most part, relationships between student and non-student residents are positive. These recommendations aim to improve those relationships and provide additional opportunities for residents to engage in activities to get to know each other.

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.



This map identifies locations in which the Plan's recommendations could be applied. These locations were identified through SWOT analysis exercises 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 College Heights neighborhood. 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.B., **1.C.**, 1.F., 1.G., 1.H.

New residential construction should reflect the historic character and scale of the neighborhood. Address conflicts between overhead utilities and tree canopy.



Goal 2: Protect existing neighborhood activity, social and commercial centers and enhance these facilities in order to serve residents' needs.

Recommendations: **2.A.***, **2.B.**

Future use of the College Heights School and Exxon Station should relate to the context of the neighborhood. Explore opportunity for additional park space in West College Heights.



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

Recommendation: 3.C.



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 N Atherton Street and Park Avenue are a barrier. Pedestrian safety at intersections of Park Ave & Atherton St, Martin Terrace & Atherton St, Park Ave and McKee St. Maintenance of bike paths.



Goal 5: Maintain a high level of service for enforcement of Borough Ordinances and policies related to property management, behavior and occupancy.

Recommendations: 5.A., 5.B., 5.C.*, 5.D.

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.

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

Accurate inventory of rental housing conditions, enforcement of rental permits and Student Home ordinance. Improve maintenance of rental properties.



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

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

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.

Recommendation: 8.A.

Preserve Penn State Golf Course and Arboretum and open spaces and recreational areas. Maintain low density, single-family character of residential units in neighborhood. Mitigate impacts of future development on North Atherton on neighborhood.



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

Recommendations: 9.A., 9.C., 9.D., 9.G., 9.H.*

Continue to improve neighborhood conditions as they are home to both student and non-student neighbors. Improve behavior and reduce petty crimes associated with rental housing.



Goal 10: Improve communications among residents and community leaders, elected and appointed officials, and Borough staff.

Recommendations: 10.A., 10.C.*

Make information about neighborhood conditions more easily accessible. Provide 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.***



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

Recommendation: 12.A., 12.D.

Improve amenities like park spaces to make neighborhood more marketable to new homeowners. Ensure that homes are properly represented to prospective buyers.