

Greentree

Priority Goals

In the SWOT Analysis, many residents shared comments about the neighborhood's single-family, owner-occupied character and their desire to ensure that their neighborhood remains relatively free from the housing ordinance enforcement. They also indicated that additional multifamily housing or other intensive commercial uses surrounding the neighborhood could threaten its character. Therefore, many of the recommendations of goals one, two, five, ten and twelve have been indicated as high priorities of the Greentree Neighborhood.



Goal 1 is particularly important to residents in Greentree. While the neighborhood is relatively young compared to other Borough neighborhoods, it has a well-established, family-oriented feel. The neighborhood has established its "Twelve Days of Christmas" tradition, which has become a community-wide attraction during the holidays. Much of the housing stock is still in excellent repair and residents feel that this is an important characteristic to protect in order to maintain high property values and a quick turnover rate for houses that are sold in the neighborhood. Residents also feel that there are some opportunities for increasing the amount of street trees, pedestrian lighting and other amenities in order to further enhance the appearance and safety of the neighborhood.

Goal 2 also supports the Greentree neighborhood character. Maintaining the SCASD High School is a major concern of Greentree residents. In fact, residents suggest that proactive rezoning for single-family housing should take place now,

in the event that the school or other commercial facilities along the Westerly Parkway corridor were to ever relocate. Residents feel that having these amenities nearby is a critical factor in the stability of the neighborhood and the ability to attract families. Additionally, Goal 12 is important to residents to ensure that this neighborhood is accurately represented to the community and to prospective buyers in order to prevent it from becoming a speculative neighborhood for investment in rental properties or student homes.

While residents do not experience many issues with ordinance enforcement, rental housing management and nuisances such as noise and trash from parties, Goal 5 is important to residents in order to be proactive about mitigating these issues in the neighborhood. Residents feel that if the proper policies are enforced, it will help prevent the neighborhood from increasing the number of rental units and in turn, the petty crimes, vandalism, noise and other nuisances that are sometimes observed with a high rate of rentals.

Finally, Goal 10 is important to residents in order to establish and maintain excellent communications with Borough Officials and staff in order to ensure that the proper policies are in place, and that resolution is achieved early in the event of violations occurring in the neighborhood.

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 Greentree 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.F., 1.G.

Maintain home values by protecting character and traditions, such as 12 Days of Christmas. Increase tree canopy and pedestrian scale lighting.



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., 2.C.

Consider zoning of SCASD High School for a use compatible with single-family neighborhood character to avoid greater intensity of commercial uses or density of residential uses. Improve Westerly Parkway Plaza.



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

Recommendation: 3.C., 3.D.



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

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

Some minor speeding on Bayberry and Saxton Drives, especially during events at Orchard Park. Improve vehicular and pedestrian crossing at the intersection of Blue Course Drive and Bayberry Drive.



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.

Uniform enforcement of zoning and ordinances to prevent issues in neighborhood.



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

Recommendation: 6.A., 6.D.

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



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

Recommendations: 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.



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

Recommendations: 9.D.

Continue to maintain positive relationships among residents, neighborhood events, and a good rapport with renters in the neighborhood to acclimate them to neighborhood character.



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 and timely resolution of issues. .



Goal 11: Improve communications with neighboring municipalities in order to discuss impacts of new development and decision-making.

Recommendation: 11.B.

Monitor the additional development along Blue Course Drive and Whitehall Road intersection, particularly for impacts on neighborhood from traffic and services.



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

Recommendation: 12.A., 12.D.

Maintain amenities like park spaces and schools to continue to be marketable to new homeowners. Ensure that neighborhood character is properly represented to prospective buyers.