

# West End

## Priority Goals

During the SWOT Analysis process, the Commission met with both residents of the Holmes-Foster neighborhood and the West End. Throughout the planning process, the West End grew to be a unique and individual area that had its own considerations and recommendations. Though the West End area did not have a focused analysis done as part of this process, there have been many other planning documents that have done so. Two recent examples include the West End Revitalization Plan prepared in 2005 and the Downtown Master Plan prepared in 2013. From these studies, several priorities related to this Plan's recommendations emerge. These include goals one, four, five, six and seven.



These planning documents for the West End Area emphasize the area's role as a transitional neighborhood, uniting West Campus, the downtown, the Holmes-Foster neighborhood and West College Avenue in Ferguson Township. Because of this, it is an area in which many residents would like to see greater housing and resident diversity, redevelopment activities and improved property maintenance, particularly for rental housing.

As a small, walkable area on the edge of campus and downtown, many planning documents and resident comments express the desire for the West End to incorporate more neighborhood-scale elements. While there are anchors such as churches and small commercial businesses, there is some desire to see this area of town become one with coffee shops and small restaurants to cater to residents.

Additional community gathering spaces such as a small parklet or a farmer's market location would help ground the area and attract more residents to visit and utilize the area.

The West End is also an important gateway into and out of the community. Many Planning documents, studies and conversations with residents reveal the need to elevate the aesthetic appearance of the College and Beaver Avenue corridors to match its role in the community. Many suggestions have been made for signature redevelopment projects, streetscape improvements including lighting and street trees, and signage to brand the area and provide wayfinding.

All of these recommendations are supported in the recommendations of this neighborhood Plan. 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 excersizes with residents as well as Planning Commission and staff analysis.*