

STATE COLLEGE

DOWNTOWN MASTER PLAN

Adopted August 19, 2013



MAHAN RYKIEL
ASSOCIATES, INC.

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A S S O C I A T E S I N C

Arnett Muldrow Associates

Stahl Scheaffer Engineering

Grimm + Parker Architects

Kalback Planning and Design

Dan Jones Landscape Architecture

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Introduction

INTRODUCTION

Benefits of a Downtown Master Plan

While this introductory section of the report describes the background for the master plan in terms of its purpose and scope, the partnership formed to develop the master plan, the planning process, project goals and study area, it is important to begin by summarizing the benefits of having a master plan. The master plan provides a framework to guide growth and change for a community. Change will, indeed, happen downtown; this master plan will enable the community to guide that change rather than simply react to it. Specifically, having a Downtown Master Plan will help:

- Preserve and increase the tax base
- Encourage private sector investment
- Sustain existing businesses
- Expand the diversity of housing options
- Protect the adjacent neighborhoods
- Identify possibilities for property owners, particularly if they are willing to cooperate with adjacent property owners
- Invigorate downtown with a variety of uses and events

ACKNOWLEDGEMENTS

State College Borough

Elizabeth A. Goreham, Mayor
Donald M. Hahn, Council President

Borough Council

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Ronald L. Filippelli	Peter Morris
Catherine G. Dauler	James L. Rosenberger

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Meagan Tuttle, Planner
Amy Kerner, Borough Engineer
Kevin Kassab, Borough Health Inspector
Thomas R. King, Chief of Police

Pennsylvania State University

Gordon Turow, Director of Campus Planning and Design
Thomas Flynn, Senior Landscape Architect
Steven Watson, University Planner

Downtown Improvement District

George Arnold, Director
Ron Friedman, Board

Stakeholder Participants

Numerous citizen stakeholders have participated in the process to date. They are recognized in Appendix A: Summary of Stakeholder Input

Planning and Design Team

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PURPOSE AND SCOPE

The Downtown Vision and Strategic Plan for State College was completed in 2002. Since that time, many recommendations of that planning effort have been implemented, some are underway and many others are no longer relevant or other priorities have emerged. In 2010, Borough staff identified the need to update the downtown master plan to realize three primary goals, identified on following page. The scope of the master plan includes strategies that cover six broad components. These components include:

1. **Design and Placemaking Strategies:** Includes placemaking and streetscape improvements, public spaces, public art and downtown branding strategies.
2. **Utilities:** Includes existing infrastructure and opportunities for updated and green infrastructure in conjunction with other strategies.
3. **Multi-modal Transportation and Circulation:** Includes vehicular issues and parking, walkability, alternative transportation and wayfinding signage.
4. **“Town-Gown” Interface:** Includes physical and functional relationships between downtown and the campus, uniform design standards for both sides of College Avenue and redevelopment opportunities.
5. **Downtown Uses and Development Opportunities:** Includes development/redevelopment potential, land use and seasonal/tourism/special event uses.
6. **Community sustainability issues** including diversity of housing stock, inclusionary housing, financial impact of students and special events and environmental sustainability solutions.

These six components were developed in two phases. Generally, Phase I of the plan was developed between August 2012 and March 2013 and addressed improvements to the public realm as well as the community brand and how downtown markets itself. Phase II of the plan was developed between January 2013 and April 2013 and focused on development and redevelopment opportunities.

PARTNERSHIP

The Pennsylvania State University and Downtown Improvement District have partnered with the Borough for the purpose of completing a successful Downtown Master Plan. This partnership has formed an Executive Committee comprised of staff from each organization and a broader Steering committee comprised of numerous stakeholders. Additionally, Penn State University has made a significant financial contribution toward the funding of effort.

Executive Committee

Alan Sam, Project Manager, Borough of State College
 Carl R. Hess, Borough of State College
 Anne Messner, Borough of State College
 Meagan Tuttle, Borough of State College
 Gordon Turow, Penn State University
 Steven Watson, Penn State University
 George Arnold, Downtown Improvement District
 Ron Friedman, Downtown Improvement District

Steering Committee

Executive Committee Members (Identified above)
 Ron Agostinelli, D.I.D. Property Owner
 Perry Babb, Alliance for Innovation & Business Development in Central PA
 Susan Bardo, Historic Resources Commission (Janet Magner, Alt.)
 Zoe Boniface, Design Review Board
 Cassandra Burke, Tree Commission
 Ron Deck, Neighborhood Coalition (Sue Rogacs, Alt.)
 Sherry Dershimer, Borough Residents
 Nina Fellin, Borough Residents
 Ron Fililpelli, Borough Council Representative
 Vicki Fong, Redevelopment Authority
 Duke Gastiger, Transportation Commission
 Rich Kalin, Planning Commission (Mike Roeckel, Alt.)
 Ron Madrid, Neighborhood Coalition (Mark Johnson, Alt.)
 Jim May, Centre Region Planning Agency (Eric Vorwald, Alt.)

Hugh Mose, CATA
 Donna Queeney, Neighborhood Coalition
 Dave Richards, D.I.D. Property Owner
 Vern Squier, Chamber of Business and Industry Centre County
 Kathryn Yahner, Borough Residents

PLANNING PROCESS

Working with the Executive and Steering Committees, the planning and design team first held two multi-day workshops in State College; one in late August 2012 and one in early November 2012. During these workshops, the team met with the committees and with numerous stakeholders. They conducted 3 community meetings over the course of the two workshops. During the second workshop, the team generated recommendations for physical improvements and branding based upon stakeholder input, then shared the ideas with stakeholders and the public to garner additional feedback.

Prior to the November workshop, a comment form was made available on the Borough's website. Also in November, State College Borough launched Engage State College, an online tool for public discourse on community issues. The site was launched with a topic for the Downtown Master Plan, giving citizens the opportunity to provide input and review and comment on concepts shared throughout the master plan process.

Following the November workshops, the planning and design team prepared draft recommendations for Phase I (public realm enhancements and community branding) and submitted these to the Borough in January 2013. The team continued to refine the concepts based on input from the Executive and Steering Committees, Borough Council, Penn State leadership, and citizens via Engage State College.

The planning and design team then prepared draft recommendations for development and redevelopment opportunities as part of Phase II. The team shared these recommendations with the Executive and Steering

Committees and other stakeholders during a series of meetings and implementation workshops in March, 2013. The team then presented the draft plan to the Borough Council and Planning Commission as well as the broader community in a fourth community meeting in April, 2013.

This final draft submission reflects the input received during and following these April meetings.

GOALS

The partnership identified three primary goals for the study:

1. Realize and market the downtown's unique identity and distinct role within the larger community, its development potential for a sustainable future and specific Implementation strategies that will achieve this vision.
2. Establish the framework to create a most memorable, attractive and comfortable downtown core that aesthetically unites the College Avenue corridor.
3. Consider public and private sector improvements that can attract a diverse range of users in order to expand the businesses and services that can be supported in downtown.

STUDY AREA

The study area is defined by Buckhout Street to the West, University Drive to the east, West Campus Drive and College Avenue to the north and Highland Alley/Avenue to the south. Between Fraser and Pugh Streets, the Study area extends south to Nittany Avenue (see *Exhibit 1: Downtown Context and Study Area* on following page). The boundary was defined in the Borough's RFP, then refined based upon review of the 2002 Downtown Vision and Strategic Plan for State College, stakeholder interviews and site reconnaissance of development patterns and character.

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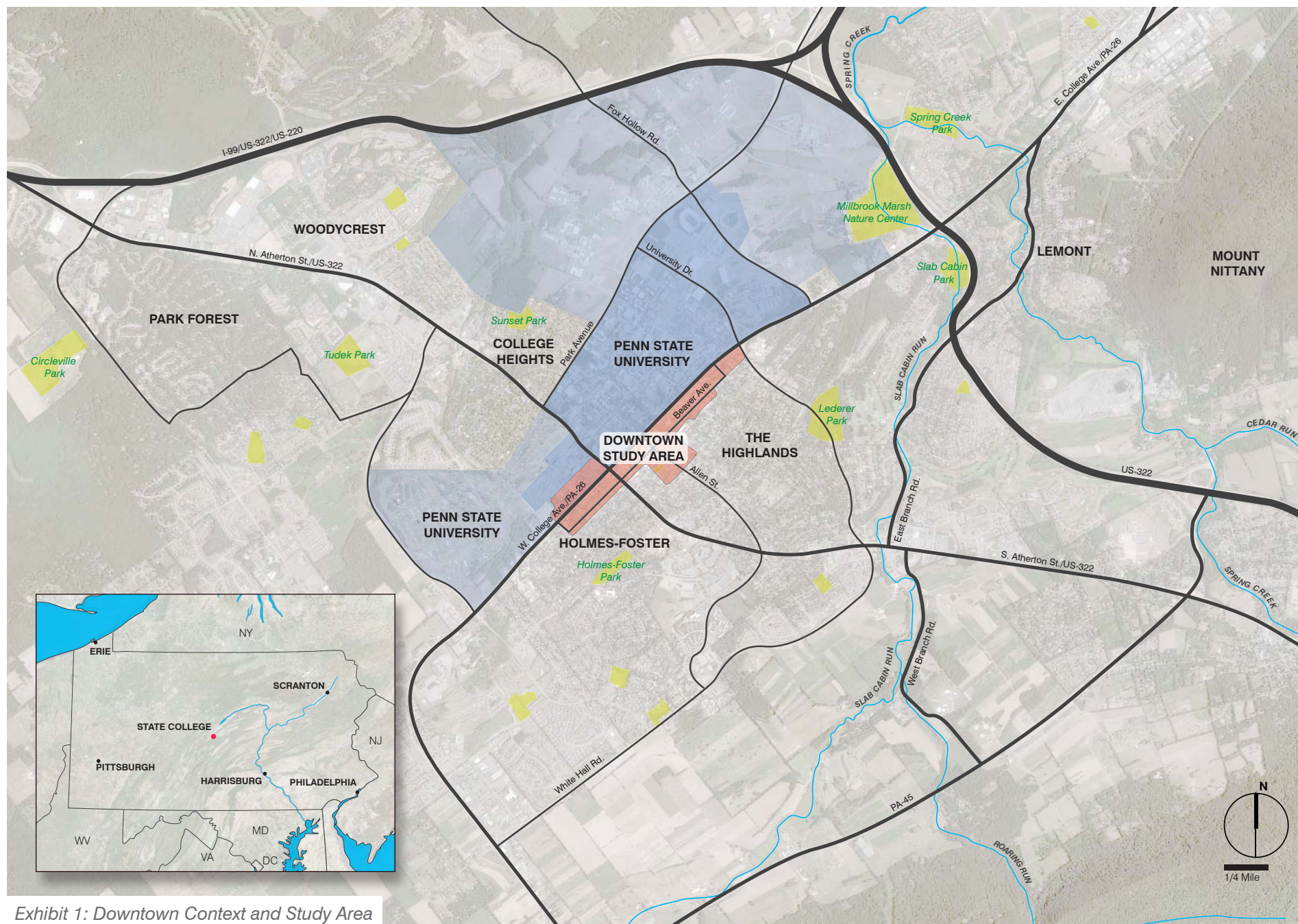


Exhibit 1: Downtown Context and Study Area

Analysis: Downtown Today

Downtown Context

Downtown State College is located in the south central part of Centre County, not far from the geographic center of the State of Pennsylvania. Downtown State College is at the junction of State Routes 322 and 26 and is bordered to the north by the Pennsylvania State University's University Park campus. The heart of downtown is defined by the intersection of Allen Street and College Avenue which is also the historic gateway to the Penn State campus (see *Exhibit 1: Downtown Context and Study Area*, opposite page).

Historical Overview

Stage College can trace its origins to the 1850's when the Pennsylvania State Agricultural Society started the "Farmer's High School" on approximately 200 acres of land near the community of Centre Furnace. The school's first address was Boalsburg, Pa. until 1860 when a post office was opened in Old Main. In 1862 the name of the school was changed to the "Agricultural College of Pennsylvania" and it continued to grow. By this time, a small hamlet grew up around the school and consisted of farms, houses and a hotel where the Hotel State College is currently located at College Avenue and Allen Street. State College continued to grow as it attracted people to work at the college or provide services and was incorporated as a borough in 1896. As it grew, surrounding farms were subdivided into lots and sold. The Borough's first zoning ordinance was passed in 1927.

Today, the population is approximately 42,000.

Penn State, an illustrated history, Michael Bezilla

Background Materials Review

Numerous background materials were provided to the planning and design team to inform the master planning process. These materials included strategic planning, planning and design documents related to Borough Council, the Centre Region, Downtown, Neighborhoods, West End/Urban Village, Penn State University, design guidelines, Arts Festival, parking and transportation among others. A complete list of background materials is included in Appendix B.

Summary of Stakeholder Input

During the August 20-24, 2012 and November 5-8, 2012 work sessions in State College, the planning and design team met with numerous stakeholders to garner input on downtown – its assets, challenges and opportunities. The team augmented this input with reconnaissance and professional observations. Stakeholders continued to provide additional input via the Borough's website following both work sessions. Throughout the week and during the following weeks with input via the Borough's website, the team heard and observed several reoccurring themes regarding downtown State College today; these are summarized below and further detailed in Appendix A.

Stakeholder Meetings and Interviews

Uses and Activities

Stakeholders have identified many positive uses and

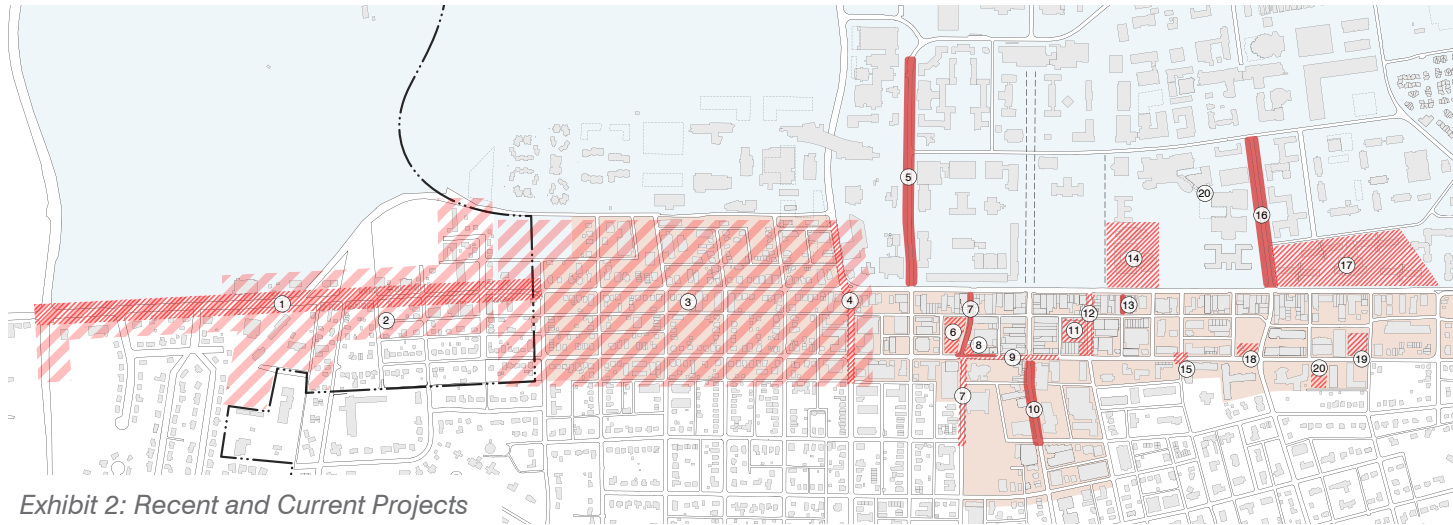


Exhibit 2: Recent and Current Projects

activities in downtown and suggest that there is an opportunity to build upon the many projects already completed or underway (see *Exhibit 2: Recent and Current Projects*). There is a general desire to have a greater variety of uses and events that appeal to a broad range of people including young professionals, families and seniors in addition to the student population.

Development and Community Sustainability

Stakeholders recognize that Penn State University is the economic engine for State College as the Borough is 70% students and downtown is very appealing for visitors and returning alumni who have fond memories of the community. However, there is a strong desire to balance downtown with a variety of housing and businesses that would attract young professionals, seniors and the local visitors.

The Downtown Retail Market Report indicates that Downtown State College has a strong local, regional and visitor pull attracting customers from each of these market segments. There is an opportunity gap of retail sales outlined in the Retail Market Report that indicates additional local demand for certain store types. Furthermore, more diverse housing options in downtown alongside additional office uses would reinforce the district as a multi-faceted destination resulting

in a more sustainable community.

Design and Placemaking

There was a significant amount of discussion with stakeholders regarding Downtown State College with regard to design and placemaking. Overall impressions of downtown are generally positive; however, stakeholders have indicated many opportunities for improvement to make it a “great place” and that these improvements are critical if there is a desire for downtown to appeal to more than simply the student population. Improvements need to consider higher quality architectural design as well as higher quality streetscapes. College Avenue, Beaver Avenue, the 100 block of Allen Street and Calder Way were identified as the streets with the most potential for enhancements.

Mobility

Downtown State College continues to emerge as a multi-modal community where transportation needs are by way of car, bus, bicycle and pedestrian modes of travel. In particular, the quintessential town-gown relationship between the University and downtown results in a community with high levels of pedestrian activity on the streets. Generally, stakeholders see this as an asset and something many downtowns strive. But it is also as a constraint when

- Recent (Completed) Project
 - Current Project
1. West College Ave Streetscape
 2. Ferguson Twp. Terraced Streetscape District
 3. West End Plan
 4. Atherton Corridor Improvements
 5. Burrowes St. Master Plan
 6. Fraser Centre
 7. Fraser St. Streetscape
 8. Fraser Corner Study
 9. Beaver Ave. Streetscape
 10. Allen St. Streetscape
 11. Pugh St. Garage Replacement
 12. Pugh St. Concept
 13. Centennial Alley
 14. Henderson Plan
 15. Locust St. Bulb-Outs
 16. Shortlidge Rd. Improvements
 17. South Halls Plan
 18. Hillel Student Center
 19. New Student Housing
 20. LDS Worship/Gospel Study Center

considering narrow sidewalks, limited gathering areas and potential for pedestrian vehicular conflicts. The Borough desires to trend toward a “park once” downtown where workers and visitors park in the garages then travel by foot to accommodate most of their downtown business. As with many communities, there are perceptions (on the part of local residents rather than visitors) that downtown does not have adequate parking.

Branding

Many stakeholders have identified that there is a need for a strong downtown brand; one that celebrates the quintessential “town gown” college town environment as well as downtown’s connection to the surrounding natural amenities. The downtown brand needs to be something that Penn State can use to help “sell” downtown to prospective students and one that responds to the Penn State alumni who are the largest base of tourism. At the same time, and perhaps most importantly, the branding and marketing needs to reacquaint the local community with downtown and help address unfavorable stereotypes. Downtown Improvement District is a valuable steward of the quality of life downtown—including extensive work maintaining the district—presenting events and working with merchants and the branding should help reinforce the organization’s role. More importantly however, the marketing should demonstrate that Downtown State College is a vital part of the overall community.

General

While it is agreed that there is student behavior that results in many undesirable activities—keeping many local residents from using downtown on a regular basis—many of the stakeholders agree that students often get a bad rap and that they are critical to the economy and vibrancy of Downtown State College.

Community Meetings #1-#3

The planning and design team facilitated three community meetings during the assessment phase, between late August and early November to garner input to inform the design recommendations described and illustrated in this plan.

Following is a summary of the input received during these meetings, organized around several specific questions.

1. Postcard: What is the one image that best represents Downtown State College?

- The Hotel State College; Corner Room; College/Allen Intersection
- The Tavern
- Diversity of people and activity on the street
- Outdoor recreation (fishing, bike riding)
- Allen Street
- Farming valley as one approaches downtown from the west
- Mount Nittany
- College Avenue – literal town-gown relationship
- View down Allen to the Mall
- View of Old Main from College Avenue
- Arts Festival looking down Allen Street
- Centennial Alley/pig statue
- Schlow Library
- Friedman Parklet/overlook to Memorial Field
- People pictures/shopping/active sidewalks
- First Night ice sculptures



Bottom right: Hotel State College/The Corner Room

- Murals on Heister
- Penn State football game day experience
- The Waffle Shop
- Fraser Street businesses
- Café 210
- Sculpture above the entryway of the Red Cross
- The Allen Street gates

2. Tagline: How would you summarize your community in one phrase or tagline?

- We are!
- Happy Valley
- Diversity
- A big city in a small town
- The real Brigadoon
- We used to be in the middle of nowhere, now we have all these great roads
- The middle of somewhere
- The Centre of it all
- Well-centred
- Centrally isolated
- “Insulated” over “Isolated”
- Insulated urbanity
- In the “X”; X marks the spot
- Own little bubble
- Tree City

3. The Magic Wand: If you could change one thing about downtown, what would it be?

- Wider streetscapes
- Close Calder Way to cars or for a portion of the day
- European-style cycle track on College and Beaver
- Borough code enforcement entity
- Tunnel Atherton Street below existing grade
- Re-imagine bus station on Atherton
- Monorail around campus and downtown
- Downtown water feature
- Open up Friedman Parklet to some sunshine
- Get rid of cars on College Avenue
- Get PennDOT to re-route PA 26 away from College



Top left: Mt. Nittany as seen from downtown.



Middle left: Centennial Alley as seen from Calder Way.



Bottom left: Heister Street mural.

Top right: The planning team shared initial findings with the Steering Committee during the November 2012 workshop in State College.

Bottom right: Community members view exhibits following Community Meeting #3.

- Avenue
- Get rid of “wall effect” between campus and downtown
- Replace Hammond Building with suitably sized buildings
- Replace yellow street lights with more natural light
- Add 3” of insulation on all downtown buildings
- Double the setbacks of new development
- More/better food cart culture
- Bring back Phi-Psi 500
- Specialty restaurant district
- Curb excessive alcohol consumption
- User Calder Way as an inviting place for families
- More green space (i.e.: park)
- Integrated architectural design theme – unify buildings, design guidelines
- Indoor farmer’s market
- Downtown department store
- Improve integration between the town and student population on east
- Fight negative behavior

4. The Wish List: What would you like to have in downtown that you do not currently?

- First run movie theater
- Rental housing geared to young professionals
- High-level restaurant on upper floor of Glennland Building
- Take advantage of views of surrounding land
- “Mall” character/sense of place without losing parking (Redlands, CA)
- More high-quality spaces where you can sit
- Public Wi-Fi
- “Real beauty” in the built environment (vs. just “settling”)
- Diversity in places/uniqueness
- More activities for families and under-21 college students
- Diversity of ethnic restaurants
- IMAX (regional destination, education)
- Downtown visitors center
- Architecture that reacts to and interacts with street



- activity (library as example)
- Public space surrounded by mixed-use development (create vitality)
- Comprehensive multi-modal facility
- Bus stop at Allen and College being more attractive and well-designed
- More public art (with an organized initiative)
- Cultural/art center (with or without shared art space, cohesive, brings people together)
- Community photo lab (family-oriented)

5. *Name a downtown you love and why...*

- Ithaca, NY: lots of people, places to go shopping, eating; pedestrian center, open air food shops, public art
- Asheville, NC: eclectic, easy to navigate
- Austin, TX: people-friendly, easy to navigate, lots of outdoor stuff and food shops
- Madison, WI: weekend farmers market, State Street
- Ann Arbor, MI: multi-block core, no chain stores
- Dubuque, IA: events
- Santa Barbara and Ventura, CA: wider sidewalks, 2-hour parking
- Lancaster, PA: arts corridor, First Friday events, good linkages, building on local artists, gallery row, painted pianos
- Norwich, VT: town committee to mitigate emissions and develop building code
- Bloomington, IN: farmers market, coffee shop that serves out of the window
- Portland, OR; Washington, DC; New York, NY: bike-friendly in the core
- Oak Park, IL: bike share, strong buy-local campaign

6. *The Downtown Master Plan: Whatever you do...*

Do this:

- Emphasize pedestrian scale and funky character of Calder Way
- Provide more outdoor seating
- Use plants native to PA

- Incorporate West College Avenue into commercial area
- Improve wayfinding to garages
- Explore business incentives
- Add more bike racks
- Make downtown cohesive
- Create events that allow student and town populations to mingle
- Increase safety between 2 and 6 AM
- Increase pedestrian lighting on Locust Lane
- Consider an energy impact assessment in conjunction with any recommendations
- Be visionary (and practical)
- Decide for whom downtown will be (student/tourist/family/young professional/other?)
- Create an environment that many people enjoy (balance)
- Be transparent/open for feedback
- Get the University to participate in the improvement of downtown

Do not do this:

- Encourage more chain stores/restaurants
- Continue to create barriers /battles between students and residents
- Do not use the students as excuses for not doing things
- Try to be everything for everyone

Market Assessment

Understanding the market and economic conditions of Downtown State College is a fundamental underpinning of any recommendations for downtown whether they are physical, marketing, or policy oriented. Furthermore, the market report helps the partners better understand how to position downtown amidst the retail growth occurring throughout the greater Centre region and as a destination for students, visitors and residents.

This market study explores the overall economic health of downtown that will further enhance its appeal to local,

regional and visiting shoppers and diners. This report presents the findings of the market research for State College and provides a baseline that can be used to recruit business, help existing businesses target customers and implement the marketing and branding strategy developed as part of the downtown master plan. The goal is to continue to position State College for success amidst the changes happening both in the region and nationally.

The market assessment is divided into a retail market report, and an office, hotel and housing market report.

Retail Market Report

The following retail report is divided into three parts: Part one is State College's market definition based on zip code survey work completed by businesses in the community. It also provides insight into the trade area demographics for State College's primary and secondary trade areas.

Part two presents demographic information about the State College trade areas and State College itself that give insight into the changing customer base for the community.

Part three presents the retail market analysis that shows the amount of retail sales either "leaking" or "gaining" from the primary and secondary trade areas. This information is based on the most recent data available and is a reliable source for understanding overall market patterns. This section concludes with some key opportunities for retail that could be used to both enhance existing businesses and recruit additional businesses to the community.

Part One: Retail Market Definition

Introduction to State College's Retail Market

State College is part of the Centre regional market, which has a large rural base that covers many jurisdictions. Downtown State College was once the primary retail center for the region attracting shoppers for basic and specialty goods.

Like many communities, State College experienced the typical migration of basic retail out of downtown to suburban locations.

More important to the Borough of State College is that the suburban migration has occurred in other jurisdictions: Nittany Mall and its retail node in College Township and more recent development along North Atherton in Patton Township. Consequently, the economic health of downtown remains a key component of the fiscal well-being of the Borough itself.

Fortunately, downtown State College has remained a vibrant specialty shopping, dining and nightlife district that remains the center of culture, public uses, gatherings and entertainment for the region. Moreover, the district is a key companion to the look and feel of a college town that is important to recruit and retain students, staff, faculty, alumni and visitors.

The State College Trade Area

As already mentioned, State College serves a trade area that extends beyond the limits of the borough itself into the surrounding area. To determine the trade area for State College's downtown, businesses participated in a zip code survey of customers. Unlike other techniques that tend to use arbitrarily picked boundaries for customer trade zones (radial definitions, drive time studies and Reilly's model), the method used for market definition in State College is based on actual customer shopping patterns as determined by zip code tracking. While every trade area definition method has its flaws, zip code surveys provide the best way to define a market trade area based on actual customer shopping patterns. Furthermore, zip code tracking provides insight into local versus visitor traffic, cross shopping among shops and patterns with regard to shop types. Once the trade areas are defined, a whole host of demographic data can be gathered and trade patterns studied.

For State College, shopping patterns will change throughout the year so a "pivot" period covering move-in weekend for Penn State students was selected to conduct the survey. The planning team acknowledges that the visitor patterns in downtown may change throughout the year based on

events and activities at Penn State University, but the regional shopping patterns are unlikely to significantly shift during the course of a year.

State College had twenty-four businesses participate in the zip code survey during a fourteen-day period in August and September of 2012. Businesses were provided with a form to record customer zip codes and asked to keep the log for all customers during the survey period. In all 2854 individual customer visits were recorded during the survey.

Zip Code Results

The results of the zip code survey are listed below:

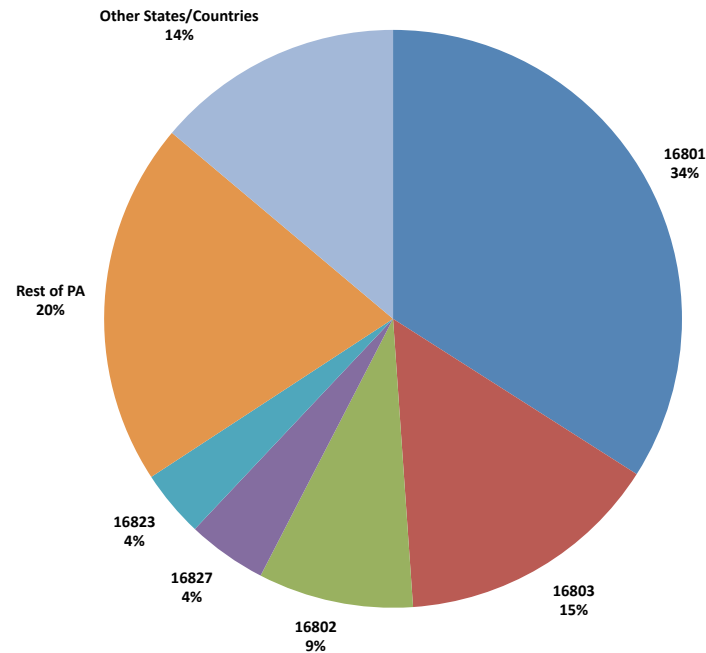
- State College businesses recorded customers from 599 unique American zip codes representing thirty-four states, DC and Puerto Rico, as well as fourteen foreign countries.
- 46.6% of the customers reported that they lived in one of the two State College zip codes of 16801 and 16803.
- 16801 itself accounted for nearly one-third of customer visits with 32.4% of the customers from this zip code. (16803 accounted for 14.2%)
- 8.3% of the customers identified the Penn State Campus (the 16802 zip code) as their place of residence.
- Of the overall visits, Boalsburg and Bellefonte represented 4.2% and 3.6% of the total customer traffic, respectively.
- In total, Centre County zip codes accounted for over two thirds of the customer visits to downtown State College (67.4%).
- Nearly one in every five customers is from other parts of Pennsylvania (19.4%).
- This leaves other states, territories and countries accounting for 13.2% of the customer traffic to downtown.

Figure 1 depicts the information outlined above.

Information by Business

The preceding information examined how the participants

Figure 1. Zip Code Survey Trade Area.



did in aggregate when all results are combined into one “pot” of figures. This section looks at the results by retail store to determine if there are any anomalous figures that emerge with particular stores. To protect the confidentiality of the individual store results, the names of the stores are not included in the charts. Twenty-four businesses participated in the zip code survey. They are represented in the figures on the following pages by #1-24 along the bottom of the figures. Each number along the bottom represents a unique business that participated in the survey. The vertical bar represents the percentage of visitors and the red bar represents that average percentage.

Figure 2 (opposite page) illustrates that overall 46.6% of the customer traffic is from State College residents from the 16801 and 16803 zip codes (represented by the red bar). Ten businesses had over this amount with one business reporting over 80% of their traffic as residents from one of the two zip codes. Eleven businesses reported fewer than 40% of their traffic from the zip codes with three businesses

reporting fewer than 20% or less (it is important to note that the businesses reporting such low local numbers did not have a large sample size of customers).

Figure 3 illustrates customer visits from the 16802 zip code. This is the on-campus zip code for Penn state University. Overall, 8.3% of the visits were from the Penn State Campus. The on-campus student customer highly varied with seven businesses reporting no on-campus students and four businesses reporting over 30% of their customers as on-campus students. The high on campus percentage stores tended to be apparel stores.

Figure 4 (following page) illustrates the customer visits from Centre County. Clearly, downtown State College is an attractor from the entire region with two thirds of the traffic (67.4%) from inside the County. In fact, of the twenty-four participants in the survey only five reported less than half of their customers from Centre County and fourteen businesses reported over 75% of their customers from within the county.

Figure 5 (following page) shows customer visits that qualify as “visitors.” This number may include regional traffic from other counties that might be regular customers to downtown. Overall 13% of the customers were from outside of the county and the visits covered a wide area. Nearby states (Maryland, New York, New Jersey and Virginia) represented a large percentage of these visits. The businesses with very high percentage visitor rankings (over 60%) did not record as many zip codes as did peer businesses so their data is somewhat skewed toward visitors. However, visitor traffic is essential to the health of downtown State College and only one business reported no traffic from outside of Centre County.

Visitor traffic also provides a way to examine customer browsing patterns; there were over two dozen incidents where a customer zip code from an out of state locale showed up in multiple destinations. While different customers may have coincidentally been from the same zip code, we can safely assume that most are the same customer being captured in different stores. In nearly every

Figure 2. Percent 16801 and 16803 Resident By Business.

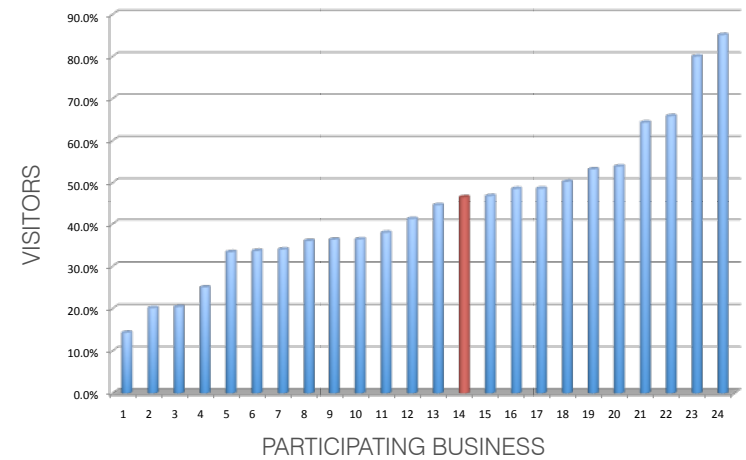
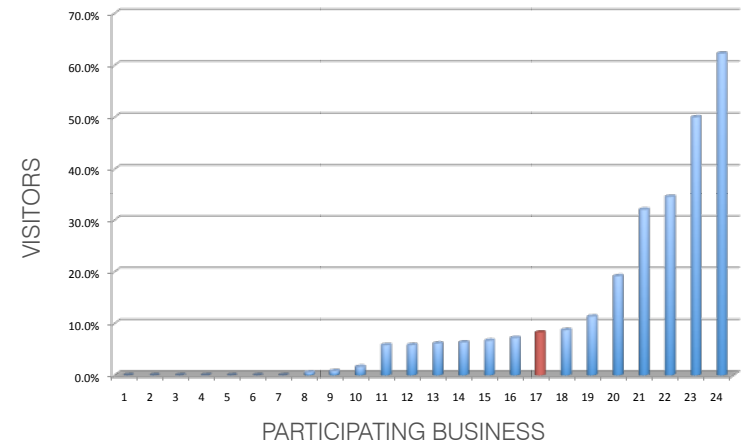


Figure 3. Percent Penn State Campus Student By Business.



case, the customer zip code showed up in a restaurant and a shop rather than a series of shops.

The survey instrument attempted to discern the number of off-campus students who were patrons of the stores and restaurants. Many forms were turned in that did not indicate the number of off campus students and others were incomplete or incorrect. We will be taking the reliable

Figure 4. Percent Centre County Residents by Business.

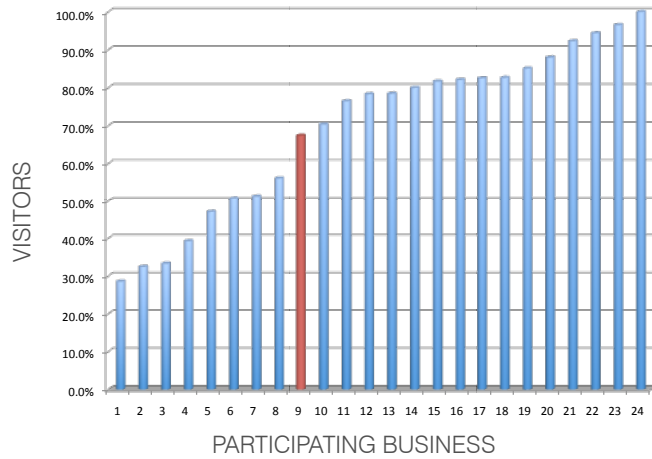
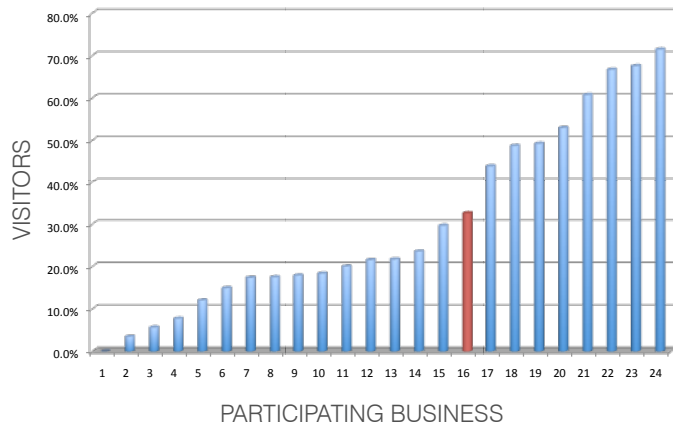


Figure 5. Percent "Visitor" (Outside of Centre County) Traffic by Business.



data and studying it further to determine if we can draw any conclusions about the off campus student market in downtown.

Trade Area Definitions

The number of visits provides an overall viewpoint of where customers come from which is a market area. A more precise way to evaluate customer loyalty in the market is by looking at the trade areas for a community, which

involves defining market penetration rather than just market area. To get to the trade area definition, customer visits are tracked by the number of visits in relation to the population of each zip code. This corrects for zip codes that have exceedingly large or small populations that might skew the market penetration data. By this measure, the Primary and Secondary trade areas for downtown State College can be established. The Primary trade area is the geography where the most loyal and frequent customers to State College reside. The Secondary trade area represents an area where State College businesses can rely on customers but to a lesser degree. Figure 6 shows customer visits per 1,000 people for each of the highest representative visits.

Determining the primary and secondary trade areas can sometimes be more "art" than science. At times, significant breaks in customer visits are not obvious. However, in State College's case the division of for the primary trade area is reasonably clear. Five zip codes, indicated in orange in

Figure 6. Customer Visits Per Thousand Residents in Participating Retailers.

Zip Code	Area	Population	Visits	Visits/1000 Pop
16827	Boalsburg	4,556	121	26.56
16802	Penn State Ca	12,342	236	19.12
16801	State College	49,726	925	18.60
16683	Spruce Creek	415	6	14.46
16803	State College	28,286	404	14.28
16870	Port Matilda	6,872	47	6.84
16865	Pennsylvania	2,490	15	6.02
16823	Bellefonte	27,206	112	4.12
16877	Warriors Marl	2,210	9	4.07
16828	Centre Hall	4,408	10	2.27
16611	Alexandria	2,670	5	1.87
16875	Spring Mills	3,926	6	1.53
16648	Holidaysburg	14,090	15	1.06
16866	Philipsburg	10,455	10	0.96
16652	Huntington	17,329	8	0.46
16602	Altoona	30,144	13	0.43
16686	Tyrone	11,734	5	0.43

Figure 6, had visits of over ten per thousand residents. The smaller populated Boalsburg actually “jumped” to the most loyal customers in downtown State College while Penn State on campus students were almost as loyal. 16801 residents were more likely to shop downtown than 16803 residents though both are in the primary trade area. Spruce Creek is also included in the primary trade area because it is a geographic area, but its estimated population of slightly more than 400 makes it fairly insignificant in both retail demand and supply.

The secondary trade area for State College is more difficult to determine. Port Matilda and Pennsylvania Furnace each had over five visits per thousand residents (indicated in yellow in Figure 6 (previous page)). The Bellefonte zip code had over four visits per thousand but is not included in the secondary trade area for downtown in order to provide a more conservative estimate of consumer buying power.

Part Two: Market Demographics

Population

Market demographics play a critical role in understanding the potential business growth for State College. When examined in a vacuum, the Borough of State College itself has rebounded from a decade of moribund growth to witness a growth rate that is triple that of Pennsylvania. This singular view, however, is not representative of the overall growth occurring in the trade area that State College serves. In fact, the population of the primary trade area indicated above stood at 84,564 in 2010 and experienced 15.2% growth in the decade between 2000 and 2010. This represents a growth rate that is five times faster than Pennsylvania and 50% higher than that of the United States as a whole. The growth rate is expected to temper through 2016, but still outpace the region.

The secondary trade area is growing at an even faster pace though the population is just one-tenth of that of the primary trade area. Other regional centers such as Bellefonte have actually declined in population during this same time period.

Population and household growth trends for the trade areas as well as other local communities, counties, Pennsylvania and the nation are shown in Figures 7 and 8 (following page).

Income

Like many college towns, there is a substantial income gap between State College residents and residents of nearby communities. Indeed, the Borough’s median household income is \$20,810 which is less than half that of the county, the state and the country. The Primary Trade area jumps to a median household income of \$39,701 but still lags Centre County by \$5,000 and the state by \$10,000. The low median household income of the Borough and Primary Trade Area is to be expected and shouldn’t be a major factor in evaluating the spending levels of the community. Students’ disposable income is much more a factor in downtown spending than their income levels.

By contrast, downtown’s secondary trade area that includes Port Matilda and Pennsylvania furnace is the highest median household income in the region at \$71,668.

Figure 9 (page 25) illustrates a variety of income, housing value/rent and additional demographic information including median age, household size and travel time to work for the Borough, the trade areas and surrounding areas as compared with Pennsylvania and the United States.

Part Three: Market Analysis

Downtown State College is a retail center serving the primary and secondary markets defined above. In this section the retail market of these areas will be examined to identify potential opportunities for new retail development by examining retail trade patterns. This will allow the community to assess what kind of additional stores might be attracted to downtown State College as a whole and more specifically to downtown. This data will also help individual existing businesses understand how they might diversify product lines to be attractive to more customers. This is both a retention and recruitment tool.

	Population							
	Total Population			Percent Growth		Projected Growth		
	1990	2000	2010	1990-2000	2000-2010	2011	2016	2011-2016
US	248,709,873	281,421,906	308,745,538	13.15%	9.71%	310,704,322	321,315,318	3.42%
Pennsylvania	11,881,643	12,281,054	12,702,379	3.36%	3.43%	12,736,128	12,916,198	1.41%
PTA	65,968	73,411	84,564	11.28%	15.19%	87,401	91,252	4.41%
STA	6,535	7,158	8,686	9.53%	21.35%	8,774	9,149	4.27%
Borough of S.C. 16802	38,927	38,420	42,034	-1.30%	9.41%	42,099	43,805	4.05%
	630	11,714	12,342	1759.37%	5.36%	12,373	12,474	0.82%
Centre CO	123,786	135,758	153,990	9.67%	13.43%	155,088	161,745	4.29%
Clinton CO	37,182	37,914	39,238	1.97%	3.49%	39,249	39,499	0.64%
Union CO	36,176	41,624	44,947	15.06%	7.98%	45,125	46,262	2.52%
Mifflin CO	46,197	46,486	46,682	0.63%	0.42%	46,802	47,126	0.69%
Huntingdon CO	44,164	45,586	45,913	3.22%	0.72%	45,979	46,223	0.53%
Blair CO	130,542	129,144	127,089	-1.07%	-1.59%	127,372	127,536	0.13%
Clearfield CO	78,097	83,382	81,642	6.77%	-2.09%	81,750	81,085	-0.81%
Boalsburg	3,271	3,578	3,722	9.39%	4.02%	3,771	3,925	4.08%
Bellefonte	6,358	6,395	6,187	0.58%	-3.25%	6,152	6,237	1.38%
Port Matilda	669	638	606	-4.63%	-5.02%	603	611	1.33%
Houserville	1,583	1,809	1,814	14.28%	0.28%	1,859	1,993	7.21%
Centre Hall	1,203	1,079	1,265	-10.31%	17.24%	1,271	1,305	2.68%

Figure 7. Population growth trends for the State College Primary and Secondary Trade Areas as compared with local, regional, statewide and national trends. Source: United States Census and Neilson, Inc.

	Households							
	Total Households			Percent Growth		Projected Growth		
	1990	2000	2010	1990-2000	2000-2010	2011	2016	2011-2016
US	91,947,410	105,480,101	116,716,292	14.72%	10.65%	117,457,661	121,712,803	3.62%
Pennsylvania	4,495,966	4,777,003	5,018,904	6.25%	5.06%	5,032,107	5,121,169	1.77%
PTA	21,680	25,735	30,472	18.70%	18.41%	30,926	32,855	5.06%
STA	2,356	2,564	3,215	8.83%	25.39%	3,244	3,408	6.24%
Borough of S.C. 16802	10,939	12,024	12,610	9.92%	4.87%	12,652	13,404	5.94%
	160	473	594	195.63%	25.58%	597	613	2.68%
Centre CO	42,683	49,323	57,573	15.56%	16.73%	58,034	61,289	5.61%
Clinton CO	13,844	14,773	15,151	6.71%	2.56%	15,156	15,261	0.69%
Union CO	11,689	13,178	14,765	12.74%	12.04%	14,838	15,417	3.90%
Mifflin CO	17,697	18,413	18,743	4.05%	1.79%	18,792	18,974	0.97%
Huntingdon CO	15,527	16,759	17,280	7.93%	3.11%	17,308	17,496	1.09%
Blair CO	50,332	51,518	52,159	2.36%	1.24%	52,279	52,678	0.76%
Clearfield CO	29,808	32,785	32,288	9.99%	-1.52%	32,334	32,299	-0.11%
Boalsburg	1,232	1,344	1,523	9.09%	13.32%	1,541	1,629	5.71%
Bellefonte	2,657	2,796	2,837	5.23%	1.47%	2,817	2,879	2.20%
Port Matilda	260	257	262	-1.15%	1.95%	261	268	2.68%
Houserville	625	691	734	10.56%	6.22%	755	829	9.80%
Centre Hall	484	491	548	1.45%	11.61%	550	561	2.00%

Figure 8. Household growth trends for the State College Primary and Secondary Trade Areas as compared with local, regional, statewide and national trends. Source: United States Census and Neilson, Inc.

	Employment/Income					Demographics		
	2010					2010 Miscellaneous		
	Employ	MHI	Per Cap	Unit Value	Med Rent	Med Age	HH Size	Travel Time
US	139,033,928	\$50,046	\$26,059	\$179,900	\$855	37.20	2.58	25.30
Pennsylvania	5,755,001	\$49,737	\$26,678	\$152,300	\$566	40.10	3.02	25.40
PTA	34,610	\$39,701	\$21,413	\$214,014	\$733	24.10	2.30	n/a
STA	4,629	\$71,668	\$35,917	\$209,368	\$725	40.70	2.70	n/a
Borough of S.C. 16802	13,800	\$20,810	\$12,966	\$231,000	\$730	22.50	2.30	14.30
	234	\$13,625	\$5,086	-	\$789	19.30	3.14	n/a
Centre CO	65,775	\$45,959	\$22,949	\$167,200	\$692	28.80	2.38	19.30
Clinton CO	16,242	\$39,198	\$19,318	\$95,800	\$460	38.40	2.42	23.70
Union CO	17,220	\$44,246	\$21,023	\$137,200	\$458	38.30	2.43	19.70
Mifflin CO	18,941	\$36,369	\$18,733	\$90,800	\$372	42.40	2.46	21.80
Huntingdon CO	18,412	\$41,078	\$20,430	\$101,000	\$369	41.20	2.39	27.60
Blair CO	55,867	\$40,673	\$21,982	\$94,600	\$417	42.00	2.37	19.70
Clearfield CO	34,147	\$36,470	-	\$80,200	\$373	42.90	2.37	24.00
Boalsburg	1,778	\$71,350	\$40,215	\$206,500	\$815	42.50	2.44	n/a
Bellefonte	2,992	\$48,484	\$24,957	\$158,800	\$510	39.40	2.10	n/a
Port Matilda	313	\$33,864	\$17,384	\$99,000	\$367	39.90	2.31	n/a
Houserville	1,024	\$58,934	\$27,989	\$162,100	\$900	38.50	2.47	n/a
Centre Hall	642	\$50,375	\$25,083	\$161,800	\$555	42.70	2.31	21.70

Figure 9. Household employment/income and demographic comparison for State College Trade Areas as compared to the region, state and nation. Source: United State Census and Neilson, Inc.

It is important to recognize, however, that pent up retail demand is but A reason why a store might be successful in a setting, there are *many* reasons why a store may succeed or fail beyond market forces alone. This research should be used as a resource to incorporate into a thorough business plan for store expansions or new store locations. It is also important to note that the figures shown below represent a macro view of the market forces at work and should be used to look beyond the current economic challenges facing the nation today.

Having said that, the opportunities presented below represent a conservative look at retail market potential for State College for two important reasons. First, these figures examine local customers' trade patterns and not the potential for State College to attract regional customers and visitors from elsewhere which it is already doing very successfully. Second, this information is a "snapshot" in time and does not account for the ongoing (albeit modest) growth the

community is expected to enjoy in the coming years.

Retail Leakage in the Primary Trade Area

"Retail Leakage" refers to the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores located in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, the dollars not spent in local stores in the designated area are said to be "leaking." If a community is a major retail center with a variety of stores it may be "attracting" rather than "leaking" retail sales. Even large communities may see leakage in certain retail categories while some small communities may be attractors in certain categories.

Such an analysis is not an exact science and should be viewed as one tool to evaluate trade potential. In some cases large outflow may indicate that money is being

spent elsewhere (drug store purchases at a Wal-Mart or apparel purchases through mail-order). It is important to note that this analysis accounts best for retail categories where households (rather than businesses) are essentially the only consumer groups. For example, lumberyards may have business sales that are not accounted for in consumer expenditures. Stores such as jewelry shops and clothing stores are more accurately analyzed using this technique. For State College the market data as supplied by Claritas Inc. (one of two leading market analysis companies in the United States).

With these considerations understood, the following shows the snapshot of the retail trading patterns for State College by Claritas, Inc. (see *Figure 10*, page 26-28):

- Primary trade area retailers in selected store types sold \$1.49 billion in goods in 2011.
- Consumers in the same trade area spend \$1.30 billion per year in retail goods.

Consequently, the State College primary trade area is *gaining* \$184.7 million annually overall each year. Much of this

market gain is happening in big box store categories such as building material and home centers, department stores, general merchandise stores. Other gains are related to the presence of Penn State University such as bookstores, restaurants and beer/wine/liquor sales.

Interestingly, the secondary trade area, while small, nearly compensates for the leakage in the primary trade area with a leakage of \$136.3 million each year. Combined, the primary and secondary trade areas still leak gain sales but only to the tune of \$48.4 million per year.

In spite of this gain, there are some compelling categories where the overall market is leaking sales. This represents a significant opportunity for downtown State College to grow its retail base. These categories include specialty food stores, cosmetics and beauty supplies, family clothing stores, clothing accessories, home furnishings and sporting goods.

Retail shares for State College will also be examined to study whether there are opportunity gaps not evident in the initial leakage study.

Opportunity Gap - Retail Stores	PTA		
	Consumer Expenditures	Retail Sales	Leakage (Inflow)
Total Retail Sales Incl. Eating and Drinking Places	1,304,728,031	1,489,438,726	(184,710,695)
Motor Vehicle and Parts Dealers-441	228,714,956	168,245,869	60,469,087
Automotive Dealers-4411	206,245,937	146,633,053	59,612,884
Other Motor Vehicle Dealers-4412	6,019,807	2,584,569	3,435,238
Automotive Parts/Accsrs., Tire Stores-4413	16,449,212	19,028,247	(2,579,035)
Furniture and Home Furnishings Stores-442	22,538,528	31,383,792	(8,845,264)
Furniture Stores-4421	12,034,747	21,943,098	(9,908,351)
Home Furnishing Stores-4422	10,503,781	9,440,694	1,063,087
Electronics and Appliance Stores-443	31,233,196	45,056,385	(13,823,189)
Appliances, TVs, Electronics Stores-44311	22,487,652	36,069,324	(13,581,672)
Household Appliances Stores-443111	4,539,254	2,933,362	1,605,892
Radio, Television, Electronics Stores-443112	17,948,398	33,135,962	(15,187,564)
Computer and Software Stores-44312	7,475,407	7,845,358	(369,951)
Camera and Photographic Equipment Stores-44313	1,270,137	1,141,703	128,434

Continued on page 27...

Figure 10: Retail leakage data chart for Downtown's Primary Trade area.
Source: Neilson Inc. and Arnett Muldrow & Associates.

Opportunity Gap - Retail Stores	PTA		
	Consumer Expenditures	Retail Sales	Leakage (Inflow)
Building Material, Garden Equip Stores -444	103,216,878	153,051,652	(49,834,774)
Building Material and Supply Dealers-4441	93,888,361	145,920,320	(52,031,959)
Home Centers-44411	37,827,468	78,886,602	(41,059,134)
Paint and Wallpaper Stores-44412	2,216,757	626,680	1,590,077
Hardware Stores-44413	9,705,656	652,249	9,053,407
Other Building Materials Dealers-44419	44,138,480	65,754,789	(21,616,309)
Building Materials, Lumberyards-444191	18,945,891	25,710,132	(6,764,241)
Lawn, Garden Equipment, Supplies Stores-4442	9,328,517	7,131,332	2,197,185
Outdoor Power Equipment Stores-44421	755,849	0	755,849
Nursery and Garden Centers-44422	8,572,668	7,131,332	1,441,336
Food and Beverage Stores-445	173,082,329	213,948,627	(40,866,298)
Grocery Stores-4451	155,310,885	162,745,653	(7,434,768)
Supermarkets, Grocery (Ex Conv) Stores-44511	147,232,177	157,750,937	(10,518,760)
Convenience Stores-44512	8,078,708	4,994,716	3,083,992
Specialty Food Stores-4452	4,936,416	2,837,745	2,098,671
Beer, Wine and Liquor Stores-4453	12,835,028	48,365,229	(35,530,201)
Health and Personal Care Stores-446	55,571,546	51,373,502	4,198,044
Pharmacies and Drug Stores-44611	47,632,445	46,215,817	1,416,628
Cosmetics, Beauty Supplies, Perfume Stores	1,880,980	757,400	1,123,580
Optical Goods Stores-44613	2,478,122	2,485,373	(7,251)
Other Health and Personal Care Stores-44619	3,579,999	1,914,912	1,665,087
Gasoline Stations-447	128,201,486	54,023,258	74,178,228
Gasoline Stations With Conv Stores-44711	95,985,583	30,032,287	65,953,296
Other Gasoline Stations-44719	32,215,903	23,990,971	8,224,932
Clothing and Clothing Accessories Stores-448	67,057,963	63,748,997	3,308,966
Clothing Stores-4481	48,349,157	47,713,133	636,024
Men's Clothing Stores-44811	3,428,213	4,388,135	(959,922)
Women's Clothing Stores-44812	12,887,913	19,550,474	(6,662,561)
Children's, Infants Clothing Stores-44813	1,781,171	1,669,850	111,321
Family Clothing Stores-44814	25,704,517	20,168,896	5,535,621
Clothing Accessories Stores-44815	1,225,418	485,505	739,913
Other Clothing Stores-44819	3,321,925	1,450,273	1,871,652
Shoe Stores-4482	9,243,059	8,255,087	987,972
Jewelry, Luggage, Leather Goods Stores-4483	9,465,747	7,780,777	1,684,970
Jewelry Stores-44831	8,718,501	7,780,777	937,724
Luggage and Leather Goods Stores-44832	747,246	0	747,246

Continued on page 28...

Opportunity Gap - Retail Stores	PTA		
	Consumer Expenditures	Retail Sales	Leakage (Inflow)
Sporting Goods, Hobby, Book, Music Stores-451	31,318,744	78,558,493	(47,239,749)
Sporting Goods, Hobby, Musical Inst Stores-4511	17,184,022	13,108,598	4,075,424
Sporting Goods Stores-45111	9,114,321	7,556,658	1,557,663
Hobby, Toys and Games Stores-45112	5,231,338	3,060,396	2,170,942
Sew/Needlework/Piece Goods Stores-45113	988,001	1,116,775	(128,774)
Musical Instrument and Supplies Stores-45114	1,850,362	1,374,769	475,593
Book, Periodical and Music Stores-4512	14,134,722	65,449,895	(51,315,173)
Book Stores and News Dealers-45121	11,174,038	57,709,807	(46,535,769)
Book Stores-451211	10,818,339	50,389,242	(39,570,903)
News Dealers and Newsstands-451212	355,699	7,320,565	(6,964,866)
Prerecorded Tapes, CDs, Record Stores-45122	2,960,684	7,740,088	(4,779,404)
General Merchandise Stores-452	168,859,056	289,347,456	(120,488,400)
Department Stores Excl Leased Depts-4521	82,053,238	169,528,250	(87,475,012)
Other General Merchandise Stores-4529	86,805,818	119,819,206	(33,013,388)
Miscellaneous Store Retailers-453	34,670,835	61,256,488	(26,585,653)
Florists-4531	2,210,436	5,547,816	(3,337,380)
Office Supplies, Stationery, Gift Stores-4532	14,397,940	29,197,514	(14,799,574)
Office Supplies and Stationery Stores-45321	8,360,973	21,039,471	(12,678,498)
Gift, Novelty and Souvenir Stores-45322	6,036,967	8,158,043	(2,121,076)
Used Merchandise Stores-4533	3,580,445	3,381,803	198,642
Other Miscellaneous Store Retailers-4539	14,482,014	23,129,355	(8,647,341)
Non-Store Retailers-454	102,264,599	79,281,863	22,982,736
Foodservice and Drinking Places-722	157,997,915	200,162,344	(42,164,429)
Full-Service Restaurants-7221	72,179,004	110,967,084	(38,788,080)
Limited-Service Eating Places-7222	65,506,630	70,781,319	(5,274,689)
Special Foodservices-7223	12,802,489	2,561,045	10,241,444
Drinking Places -Alcoholic Beverages-7224	7,509,792	15,852,896	(8,343,104)

Retail Share Analysis

Unlike a retail leakage analysis, a retail shares analysis benchmarks the primary trade area for Downtown State College against a larger region. The primary trade area's percentage of overall sales in the greater region becomes the benchmark that each retail store type is compared with. In the case of State College's primary trade area the benchmark is 17.8% of sales in a seven county region that includes the counties of: Centre, Blair, Clearfield, Clinton, Huntington, Mifflin, and Union.

When the percentage of sales far exceeds the benchmark (such as bookstores, convenience stores, restaurants, and bars); State College has a strong business cluster in this

retail category. This can be viewed as a strength that can continue to build over time. It is very likely that State College will remain a dining and entertainment destination for the region.

When the percentage of sales is far below the benchmark, this also could represent a "missed opportunity" for downtown State College. Not all store types that fall below the benchmark are suitable candidates for downtown State College. Those that are, however, are highlighted in the detailed table below. Among the most interesting are specialty food, personal care, cosmetics and beauty supply, and special food services (typically preparation of food for off-site consumption).

Figure 11: Retail Shares comparing downtown State College's Primary Trade Area with a Seven County region. Source: Neilson Inc. and Arnett Muldrow & Associates.

Retail Shares			
Retail Shares Downtown State College			
Area ZIP Codes (see appendix for geographies), Total	PRIMARY TRADE AREA	7 COUNTY REGION	SHARE
	2013 Supply (Retail Sales)	2013 Supply (Retail Sales)	
Retail Stores			
Total Retail Sales Incl Eating and Drinking Places	1,344,917,496	7,574,611,515	17.80%
Motor Vehicle and Parts Dealers-441	186,846,783	1,397,290,410	13.40%
Automotive Dealers-4411	163,171,373	968,937,719	16.80%
Other Motor Vehicle Dealers-4412	7,977,964	345,783,440	2.30%
Automotive Parts/Accsrs, Tire Stores-4413	15,697,446	82,569,251	19.00%
Furniture and Home Furnishings Stores-442	41,264,669	163,019,177	25.30%
Furniture Stores-4421	28,136,303	104,629,162	26.90%
Home Furnishing Stores-4422	13,128,366	58,390,015	22.50%
Electronics and Appliance Stores-443	21,294,656	107,501,408	19.80%
Appliances, TVs, Electronics Stores-44311	19,010,433	81,325,581	23.40%
Household Appliances Stores-443111	293,981	8,716,413	3.40%
Radio, Television, Electronics Stores-443112	18,716,452	72,609,168	25.80%
Computer and Software Stores-44312	2,241,973	25,241,563	8.90%
Camera and Photographic Equipment Stores-44313	42,250	934,264	4.50%

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Retail Shares			
Retail Shares Downtown State College			
Area ZIP Codes (see appendix for geographies), Total	PRIMARY TRADE AREA	7 COUNTY REGION	SHARE
Retail Stores	2013 Supply (Retail Sales)	2013 Supply (Retail Sales)	
Building Material, Garden Equip Stores -444	141,896,661	922,552,560	15.40%
Building Material and Supply Dealers-4441	131,839,223	808,728,878	16.30%
Home Centers-44411	52,662,629	389,316,752	13.50%
Paint and Wallpaper Stores-44412	0	9,988,660	0.00%
Hardware Stores-44413	0	54,607,976	0.00%
Other Building Materials Dealers-44419	79,176,594	354,815,490	22.30%
Building Materials, Lumberyards-444191	30,958,044	138,732,810	22.30%
Lawn, Garden Equipment, Supplies Stores-4442	10,057,438	113,823,682	8.80%
Outdoor Power Equipment Stores-44421	0	13,914,461	0.00%
Nursery and Garden Centers-44422	10,057,438	99,909,221	10.10%
Food and Beverage Stores-445	216,431,725	932,685,758	23.20%
Grocery Stores-4451	165,056,074	560,541,121	29.40%
Supermarkets, Grocery (Ex Conv) Stores-44511	157,328,174	544,777,357	28.90%
Convenience Stores-44512	7,727,900	15,763,764	49.00%
Specialty Food Stores-4452	6,631,440	276,120,945	2.40%
Beer, Wine and Liquor Stores-4453	44,744,211	96,023,692	46.60%
Health and Personal Care Stores-446	36,911,596	386,593,952	9.50%
Pharmacies and Drug Stores-44611	30,262,793	318,239,172	9.50%
Cosmetics, Beauty Supplies, Perfume Stores-44612	1,192,756	19,071,269	6.30%
Optical Goods Stores-44613	2,353,880	15,105,780	15.60%
Other Health and Personal Care Stores-44619	3,102,167	34,177,731	9.10%
Gasoline Stations-447	70,092,110	1,256,526,479	5.60%
Gasoline Stations With Conv Stores-44711	53,353,175	788,307,105	6.80%
Other Gasoline Stations-44719	16,738,935	468,219,374	3.60%
Clothing and Clothing Accessories Stores-448	62,426,108	211,789,587	29.50%
Clothing Stores-4481	47,112,541	161,572,020	29.20%
Men's Clothing Stores-44811	1,195,434	4,778,737	25.00%
Women's Clothing Stores-44812	2,171,808	8,484,811	25.60%
Children's, Infants Clothing Stores-44813	3,775,589	9,679,546	39.00%
Family Clothing Stores-44814	35,166,537	113,915,316	30.90%
Clothing Accessories Stores-44815	668,803	3,345,622	20.00%
Other Clothing Stores-44819	4,134,370	21,367,988	19.30%
Shoe Stores-4482	1,993,236	9,604,068	20.80%
Jewelry, Luggage, Leather Goods Stores-4483	13,320,331	40,613,499	32.80%
Jewelry Stores-44831	13,320,331	40,613,499	32.80%

Continued on page 31...

Retail Shares			
Retail Shares Downtown State College			
Area ZIP Codes (see appendix for geographies), Total	PRIMARY TRADE AREA	7 COUNTY REGION	SHARE
	2013 Supply (Retail Sales)	2013 Supply (Retail Sales)	
Retail Stores			
Sporting Goods, Hobby, Book, Music Stores-451	96,866,237	251,321,889	38.50%
Sporting Goods, Hobby, Musical Inst Stores-4511	37,268,179	162,065,056	23.00%
Sporting Goods Stores-45111	21,189,488	79,216,881	26.70%
Hobby, Toys and Games Stores-45112	9,286,729	43,505,731	21.30%
Sew/Needlework/Piece Goods Stores-45113	1,278,157	21,257,907	6.00%
Musical Instrument and Supplies Stores-45114	5,513,805	18,084,537	30.50%
Book, Periodical and Music Stores-4512	59,598,058	89,256,833	66.80%
Book Stores and News Dealers-45121	59,354,202	88,021,073	67.40%
Book Stores-451211	57,524,825	86,135,128	66.80%
News Dealers and Newsstands-451212	1,829,377	1,885,945	97.00%
Prerecorded Tapes, CDs, Record Stores-45122	243,856	1,235,760	19.70%
General Merchandise Stores-452	249,325,343	1,186,497,770	21.00%
Miscellaneous Store Retailers-453	43,495,754	228,621,603	19.00%
Florists-4531	592,762	9,689,544	6.10%
Office Supplies, Stationery, Gift Stores-4532	16,922,791	49,091,668	34.50%
Office Supplies and Stationery Stores-45321	9,652,159	29,895,361	32.30%
Gift, Novelty and Souvenir Stores-45322	7,270,632	19,196,307	37.90%
Used Merchandise Stores-4533	3,613,942	17,789,370	20.30%
Other Miscellaneous Store Retailers-4539	22,366,259	152,051,021	14.70%
Foodservice and Drinking Places-722	178,065,854	530,210,922	33.60%
Full-Service Restaurants-7221	99,783,629	265,812,002	37.50%
Limited-Service Eating Places-7222	62,271,133	210,423,540	29.60%
Special Foodservices-7223	2,219,836	25,063,660	8.90%
Drinking Places -Alcoholic Beverages-7224	13,791,256	28,911,720	47.70%

Downtown Retail Opportunities

Downtown State College can capitalize both on its existing strengths and on the “missing pieces” to create a more rounded out retail offering that will enhance downtown’s appeal to the local, regional, and visiting shopper and diner. Some of the existing strengths of downtown as a dining and entertainment district will remain stable and expand as the population grows. Other categories represent opportunities to fill an unmet need in the market. The following categories

represent the best opportunities for growth in downtown State College:

- **Home Furnishings:** This category represents an interesting combination in that a unique home furnishings store (home accessories not furniture) can be appealing to the student population as well as the local and regional customer. Evidence of this success is that Urban Outfitters has a location in downtown State College. This store has a home furnishings section that occupies roughly 20% of the store’s footprint. Additional

stores might cater more to young professionals, families, and graduate students while also being appealing to visitors.

- **Special Food Services and Specialty Food:** State College both lacks sales in specialty food and is a poor regional performer in these categories. Specialty food stores are rapidly becoming more popular nationally as people eschew traditional large format supermarkets for all of their grocery shopping in favor of local markets, specialty grocers, and individual stores for food types (the butcher, the baker, and so forth). This category is especially interesting in that the Farmers Market is successful in downtown, it relates closely with the Land Grant heritage of Penn State, and the region provides a wealth of agricultural and specialty food options that could be sold in downtown.
- **Health, Personal Care, Beauty, Cosmetics:** This category covers a wide range of products and infers a need for accompanying services such as day spas. Again, this is a category that can be appealing both to students, young professionals, and visitors.
- **Clothing and Clothing Accessories:** While clothing represents a strong share of the regional market, the local market still lacks sales in the clothing categories. This is an indicator that the entire region is leaking sales in clothing categories. Most store types that would locate in downtown State College will be highly tailored to the local customer base but will not require significant space.

Each of the categories above can be uniquely tailored to appeal to a student, permanent resident, and visitor market. In fact, the most successful stores will strive toward this broad approach in order to counteract the seasonality of a student market.

Office, Hotel and Housing Report

Office Market

State College lacks a sufficient amount of speculative office space to complete a comprehensive analysis of the overall office market. Office rental rates hover in the \$15 per square foot range downtown and are up to \$20 per square foot in Innovation Park, which provides more class A space. Furthermore, Innovation Park offers much more flexible space sizes.

Downtown State College has little class A office space available with most of it ranging from 1000-2000 square feet according to LoopNet the leading commercial real estate database online. National trends indicate a desire for companies (particularly those that are technological) to locate in downtowns. This trend is extending to university communities as well. Blacksburg, Virginia is a prime example of this trend. Both Modea an online marketing firm and Rackspace a cloud computing company have located their corporate headquarters away from the Corporate Research Center to downtown.

One national trend that is gaining traction is co-working where solo entrepreneurs share space and common areas. Many university communities are opening both incubators and co-working space in their downtowns. Northwestern, University of Alabama, Bucknell, University of Louisville, and the University of Missouri have all opened incubators or co-working space within the last year or two in downtown locations.

Many of these spaces range between 10,000 to 20,000 square feet and are a partnership between the University and local entities to bring entrepreneurship into the downtowns of their partner communities.

Hotel Market

National trends in the hotel industry continue to be impressive according to the major hotel research companies (PKF and PwC) as well as hotel holding companies such

as Pyramid Hotel Group. The outlook for the future is that nationally, hotel revenue per available room (REVPAR) will continue to increase in most markets.

In State College, the hotel market is marginally healthy when compared to the state as a whole according to the November year over year reporting for the State of Pennsylvania by Smith Travel Research.

The occupancy rate declined slightly from November 2011 to November 2012 from 63% to 60% (the national average is 61%). Meanwhile, the average daily rates (ADR) for hotels increased from \$102.77 to \$104.02 which is the fourth highest ADR in the state's fourteen reporting areas. Only Pittsburgh, Philadelphia, and the Poconos have higher ADR's.

The Revenue Per Available Room (RevPAR) for State College declined between 2011 and 2012 though it remains among the highest in the Commonwealth at 5th out of the fourteen reporting areas.

In the decade between 1997 and 2007 (the most recent census data), accommodations revenue in Centre County increased by 50% from \$40.2 million to \$62.2 million. While 2012 data is not yet available, the national trends and the state trends indicate that despite a decline in 2012, the long-term outlook for hotels in the region is positive.

Several "Select Service" hotels are not yet in the market (Aloft by Westin and Hyatt Place by Hyatt) each represent good opportunities. Full service hotels may also be ready for a comeback in the market over the coming years.

Having said this, the downturn in overall occupancy rates that has happened in the region has existing hoteliers concerned about the prospect of any new product coming on line in the near future. While downtown State College benefits from several existing properties, no new hotel construction has happened in the downtown in decades and recent trends indicate that new downtown hotel properties are able to charge a premium due to their proximity to dining and shopping options.

The master plan should take a long-term look at opportunities to foster future hotel development in downtown

although it may take several years for the market to realize these developments. As with many downtown projects, a hotel should be part of a mixed use development that may involve a public private partnership to help the development through the more complex site development and parking requirements in an urban environment...

Housing Market

Population

As illustrated in the retail market report, the population for the Borough of State College, the primary and secondary trade areas for downtown, and Centre County all increased between 2000 and 2010. The Borough actually reversed its trend of a relatively stable population between 1990 and 2000 to grow by 3,600 people (9.4%) between 2000 and 2010 to grow to 42,034.

According to Neilson, the population has grown by another 500 people since 2010 and is expected to continue to grow (see Figure 12).

As the Borough is "landlocked" and for the most part built out, the reversal in population growth is an indicator that the community is redeveloping underutilized properties. Of course, the rate of population growth is slower than the surrounding municipalities and Centre County as a whole as they have more space to build.

Figure 12: Population growth in State College Borough. Source: Neilson.

Population	
2018 Projection	43,495
2013 Estimate	42,503
2010 Census	42,034
2000 Census	38,344
Growth 2013-2018	2.33%
Growth 2010-2013	1.12%
Growth 2000-2010	9.62%

Student Population

The average student enrollment growth per year has been 340 Students per year over the past 25 years attending the University Park campus of Penn State (Source: Penn State University Budget Office Historical Fall Headcount Enrollment at University Park Campus). The 2012 enrollment headcount at University Park stood at 45,351 this past fall, an increase of 157 students over 2011.

It is important to understand that the student population growth and the Borough population growth are very different things, as student growth will be accommodated on the campus at University Park, in the Borough itself, and in surrounding municipalities. This has varied by year but represents a significant growth over time. There are no indications that this growth is going to slow in the future.

Households

There are clear indications, however, that the increase in student population is greatly affecting the composition of the Borough's population. While population in the borough has increased, the number of family households has decreased during the same time period from 3,289 to 3,069 (see Figure 13). This mirrors the findings of the State College Borough Sustainable Neighborhoods Report of 2012 that indicates that student rental in single family houses has increased as a percentage of overall single family housing from between 10 and 12 percent in 1990 to between 19 and 20 percent in 2012.

Housing Units

The number of housing units in State College Borough is estimated at 12,712 in 2013. Rental housing comprises nearly 80% of the housing stock (see Figure 14).

Single-family housing units still comprise one fifth of the housing units in the borough. Multi-family housing in large complexes of over 50 units is also about one fifth of the housing stock (see Figure 15).

As to be expected, the housing stock in the Borough is older relative to the surrounding jurisdictions with a median year built estimated at 1972. In fact less than 10% of the housing

Figure 13: Household growth in State College Borough. Source: Neilson.

Family Households	
2018 Projection	3,099
2013 Estimate	3,095
2010 Census	3,069
2000 Census	3,289
Growth 2013-2018	0.13%
Growth 2010-2013	0.85%
Growth 2000-2010	-6.69%

Figure 14: Housing Tenure in State College Borough. Source: Neilson.

2013 Est. Tenure of Occupied Housing Units	12,712	
Owner Occupied	2,562	20.15
Renter Occupied	10,150	79.85

Figure 15: Housing unit by type in State College Borough. Source: Neilson.

2013 Est. Housing Units by Units in Structure	13,117	
1 Unit Attached	1,003	7.60%
1 Unit Detached	2,809	21.40%
2 Units	402	3.10%
3 or 4 Units	555	4.20%
5 to 19 Units	3,115	23.70%
20 to 49 Units	2,263	17.30%
50 or More Units	2,913	22.20%
Boat, RV, Van, etc.	4	0.00%

stock in the borough has been constructed since 2000 with the major increase in housing occurring during the decade of the 1970's where 21% of the housing stock was built coinciding with significant growth in the enrollment at Penn State.

According to HUD's State of the Cities Data System reporting, State College has had relatively few building permits issued in the last five years with the most occurring in 2012. The total of 196 represents only 8% of the building permits issued in all of Centre County which equals 2341 in the past five years (2012 was also a banner year for building permits in the County with 862 building permits issued.

Housing Market Conclusions

- Downtown State College has had little residential construction geared toward the non-student population. There is likely pent up demand for one or two residential projects that would cater to this demographic and be of limited size. Based on allocating household growth and the amount of building permits issued outside the Borough, Arnett Muldrow estimates that 24-36 units of housing that is geared toward the non-student population for a total of 48 to 72 units is likely to be supportable in the short-term horizon. Over the next five to ten years, an additional 100 units could be likely if the initial concept takes hold.
- The products would need to be of high quality, offer excellent amenities, and be marketed aggressively.
- The non-student housing is likely to be contingent on the Borough providing some level of incentive to facilitate this kind of development whether through parking provision (techniques might include a waiver, shared parking, certificate of participation, development agreement). Another way for non-student housing to succeed in downtown State College is for the housing trust fund
- Even though growth has been slow with building permits, the borough does need to address multi-family student housing proximate to the university to forestall the increasing encroachment of students into single-family

neighborhoods. If the Borough absorbed a minimum of 20% of the enrollment growth in students it would result in demand for about 17 units per year that house 4 students per unit.

- A high quality student housing development with the right design and amenities inside the Borough could "trump" some of the significant suburban growth in student residential development in adjacent townships because of its proximity to campus. This, combined with significant student housing projects in adjacent jurisdictions, is likely to sap up demand and soften the market for the weakest (most out of date and deteriorating) housing products.
- A larger product with the right design and amenities would "trump" suburban growth in residential outside the borough because of proximity to the campus.



Exhibit 3: Downtown Districts

Physical Assessment

Downtown Districts and Study Area

Downtown State College is very linear as it has grown from the center at Allen Street along College Avenue, keeping pace with the campus as it grew. More recently, with the growth of the West Campus, there is the potential for downtown to grow on the west side of Atherton Street. Recognizing this, the Borough had commissioned a master plan for this area known as the West End. The linear nature of the downtown naturally lends itself to subdividing into smaller districts and has, in fact, done that over the years. These sub-districts include: the “Downtown Core,” the “Garner District” and “East Gateway” to the east and the “West Gateway” and “West End” to the west of the core. On the macro scale, these districts can be summarized into three broader character/functional districts: the “Traditional Downtown” in the core, “College Town” to the east and emerging “Urban Village” to the west. Refer to *Exhibit 3: Downtown Districts* on previous page.

Transportation Network

With the presence of the University and the high student population, downtown State College is able to enjoy a range of transportation choices. While the predominant mode of transportation is the automobile, there are high levels of pedestrian activity, bus usage and bicycle usage. In particular, the Borough and Penn State University have been expanding bicycle facilities incrementally over the past several years. There are opportunities to enhance all modes of transportation in downtown, however, with a continued emphasis on reducing the need for automobile trips. Following is a review of transportation network.

Automobile Transportation

Downtown State College is primarily served by State Route (SR) 26, which forms a one-way couplet in the downtown District. The westbound section of the couplet is known locally as College Avenue and the eastbound section of the

couplet is known locally as Beaver Avenue. State Route 26 is functionally classified as an urban principal arterial highway in Downtown State College. College and Beaver Avenues are characterized by curbed roadway cross sections, on street parking, two travel lanes, traffic signals, transit, pedestrian and bicycle interactions.

In the Fall of 2012, vehicular traffic on College Avenue was measured at approximately 10,000 average daily traffic (ADT). Vehicular traffic on Beaver Avenue was measured at approximately 11,000 ADT. Both corridors have seen substantial reductions in vehicle volumes since 2004 where the volumes on College and Beaver Avenue were 15,000 and 15,000 respectively.

Regionally, Downtown State College is accessed by Business Route 322 (SR 3014) which provides access to Interstate 99 north of downtown. SR 26 also intersects with Interstate 99 to the east of State College. Interstate 99 is an important regional interstate which provides direct access to I-80, US Route 322, SR 22 and the PA Turnpike.

The Planned Intersection Safety Improvement Program (2010) developed a safety rating of every intersection within the Borough of State College based on intersection characteristics and past crash history. The study also included a detailed engineering review of the top five intersections of concern, with recommendations developed to improve safety. One intersection within the downtown was selected as a top five intersection of concern for a detailed engineering study. College Avenue and Atherton Street was evaluated through a road safety audit (RSA) and recommendations were developed for improvements. The recommendations are being implemented through the Atherton Streetscape project which is planned for construction in 2013.

Need for Traffic Signals

No intersections have been converted to traffic signal control in the last ten years in the downtown. Currently, thirteen traffic signals operate in the downtown corridors of College and Beaver Avenues. The most recent major traffic signal

project was the reconfiguration of the traffic signal at Beaver Avenue and Fraser Street as part of the Fraser Streetscape project completed in 2011.

Concerns have been raised about the lack of pedestrian accommodation at the intersection of College Avenue and High Street. Currently, pedestrian access between the downtown and Penn State University facilities is limited in the eastern side of the corridor. Illegal and dangerous pedestrian crossing activities have been observed at College Avenue and High Street, and this issue is exacerbated by the locations of apartment and University residential halls on either side of College Avenue. A study is on-going to evaluate whether improved pedestrian accommodation could be provided at College Avenue and High Street, potentially with a signalized intersection.

The intersection of Beaver Avenue and Locust Lane is included in the Comprehensive Pedestrian and Bicycle Program (2008) as a top five intersection of concern for pedestrian safety. In addition to the recommendations in the report, a traffic signal warrant study should be performed to determine if the pedestrian warrant is met for the current Manual on Uniform Traffic Control Devices (MUTCD).

The Borough of State College completed a traffic signal retiming project in 2005 which optimized traffic flows and installed a leading pedestrian interval (LPI) at downtown traffic signals. The project showed the new traffic signal timings resulted in a 35% decrease in travel times on the College and Beaver Avenue Corridors during the P.M. peak hour. Traffic flow was significantly improved as the number of vehicle stops on the corridors was also decreased by 70%. Pedestrian service was improved by providing shorter traffic signal cycle lengths and LPI installation. The LPI was intended to provide pedestrians a 3-second advance start to use the crosswalk prior to vehicular green indications. LPI's have been shown to reduce conflict between pedestrians and turning vehicles. In a detailed before-after pedestrian crash study completed in Downtown State College, the LPI's were shown to reduce pedestrian – vehicle crashes by 37% due to their installation.

The LPI installations in 2005 were some of the first installations in central Pennsylvania. As such, the Pennsylvania Department of Transportation wanted to review their effectiveness prior to approving them in other locations. Following the encouraging results from the before-after study, LPI installation is recommended for other traffic signals with high pedestrian volumes. As part of the planned Atherton Streetscape project (2012 – 2013), LPIs are proposed for the intersections of College Avenue & Atherton Street and Beaver Avenue & Atherton Street. All other Downtown intersection currently have LPIs.

The State College Borough is updating traffic signal timings to meet current vehicular, pedestrian and bicycle demands through a traffic signal retiming study. Implementation is anticipated in 2013.

Alley Circulation and Calder Way

Alley circulation is generally poor as alley widths are generally less than streets in the downtown. The most prominent alley in the Downtown is Calder Way. Calder Way primarily functions as a service alley providing loading and unloading for businesses along College Avenue. It is generally signed as one-way traffic from east to west throughout the Downtown. Pedestrian activity is also notable along Calder Way, particularly adjacent to commercial and residential land uses that have developed along its limits. Because Calder Way is a lower function street, it is stop controlled at every cross street which does not lend to traffic flow or cut-through on Calder Way.

Stakeholders have repeatedly identified Calder Alley as an important pedestrian space in downtown. While there have been suggestions to convert Calder Alley to pedestrian only activity, the service function is very important, particularly as it relates to the Borough's work to improve service and loading along College Avenue (described below). In addition, Calder Way is an important access route to rear parking areas for many businesses.

Loading/Unloading Zones

In the past ten years, the Borough of State College has made

improvements to loading and unloading zones along College and Beaver Avenues. Prior to 2005, loading and unloading in the travel lanes was common throughout the Downtown and contributed to significant traffic congestion with the close traffic signal spacing and limited capacity of the Downtown Streets. Problem areas were addressed and innovative traffic calming techniques, such as chicanes, were installed along Beaver Avenue between Fraser Street and Allen Street to create a loading zone and reduce traffic speeds in the Downtown.

Parking

Off-street parking is provided throughout the Downtown in the Pugh, Fraser and Beaver Avenue Garages, the McAllister Deck and surface lots, most notably the large surface lot at Garner Street and Calder Way. A parking study is planned for 2013 to evaluate projected demand and existing capacity of the public parking system operated by the Borough of State College. There are approximately 1768 off-street public parking spaces in downtown State College located within parking lots and parking decks.

On-street parking is provided via metered spaces throughout the Downtown and total 398 spaces. College Avenue has on-street parking on the north and south sides currently. Access from the north-side parking to the sidewalk system is limited by the vegetation and fencing that currently exists between the curb line and sidewalk. A narrow, non-ADA compliant concrete buffer area is provided for pedestrians to reach the nearest sidewalk or cross walk.

On-street parking is restricted between the hours of 2:00 AM and 6:00 AM throughout the Borough. This is done to prevent the warehousing of cars on the street and to accommodate street cleaning. Refer to *Exhibit 4: Downtown Parking and Bus Stops* (on following page).

Alternative Transportation

Bus Lanes and Stops

The Downtown area is served by the Centre Area Transportation Authority (CATA). Refer to *Exhibit 4:*

Downtown Parking and Bus Stops (on following page). Bus stops are currently provided throughout the Downtown area. The stops on Penn State's campus and downtown make up the hub of a hub-and-spoke transit system. This is a system that emphasizes linkages to and from the University but may not always be convenient for workers and young professionals who need to get from one part of the region to another without having to go through the campus. Bus stop locations should be coordinated with the Borough of State College to ensure the locations meet the needs of users and also reduce conflicts with traffic on Downtown streets. The Downtown traffic would benefit from bus stop configurations that include bus pull-offs at each stop so traffic flow is not impeded. College and Beaver Avenues have opportunities for permanent bus pull-off configurations and these improvements could be implemented in future capital improvement projects.

In particular, stakeholders have expressed a need to enhance three bus stops along College Avenue, located near Burrowes, Allen and Heister Streets. These enhancements need to include longer bus pull-offs, wider bus pull-offs (Heister Street) and improved amenities including transit shelters. Two bus stops along Beaver Avenue near High and Heister Streets are also in need of amenities including transit shelters.

Bicycle Facilities – Bike Lanes, Shared Paths, Bike Parking

Bicycle transportation in Downtown State College is exclusively share-the-road. All exclusive bicycle lanes from Penn State University streets and from State College Borough streets terminate prior to the core Downtown streets. In a share-the-road configuration, bicyclists must operate within vehicular lanes and traffic control devices. The volume of vehicular traffic and the lack of exclusive bicycle lanes Downtown could be a deterrent for additional bicycle travel. Challenges to developing exclusive bicycle travel lanes in the Downtown include limited right-of-way (ROW) widths, competition with parking for ROW and no specific studies exist on cost / benefit of exclusive lanes in Downtown State College.

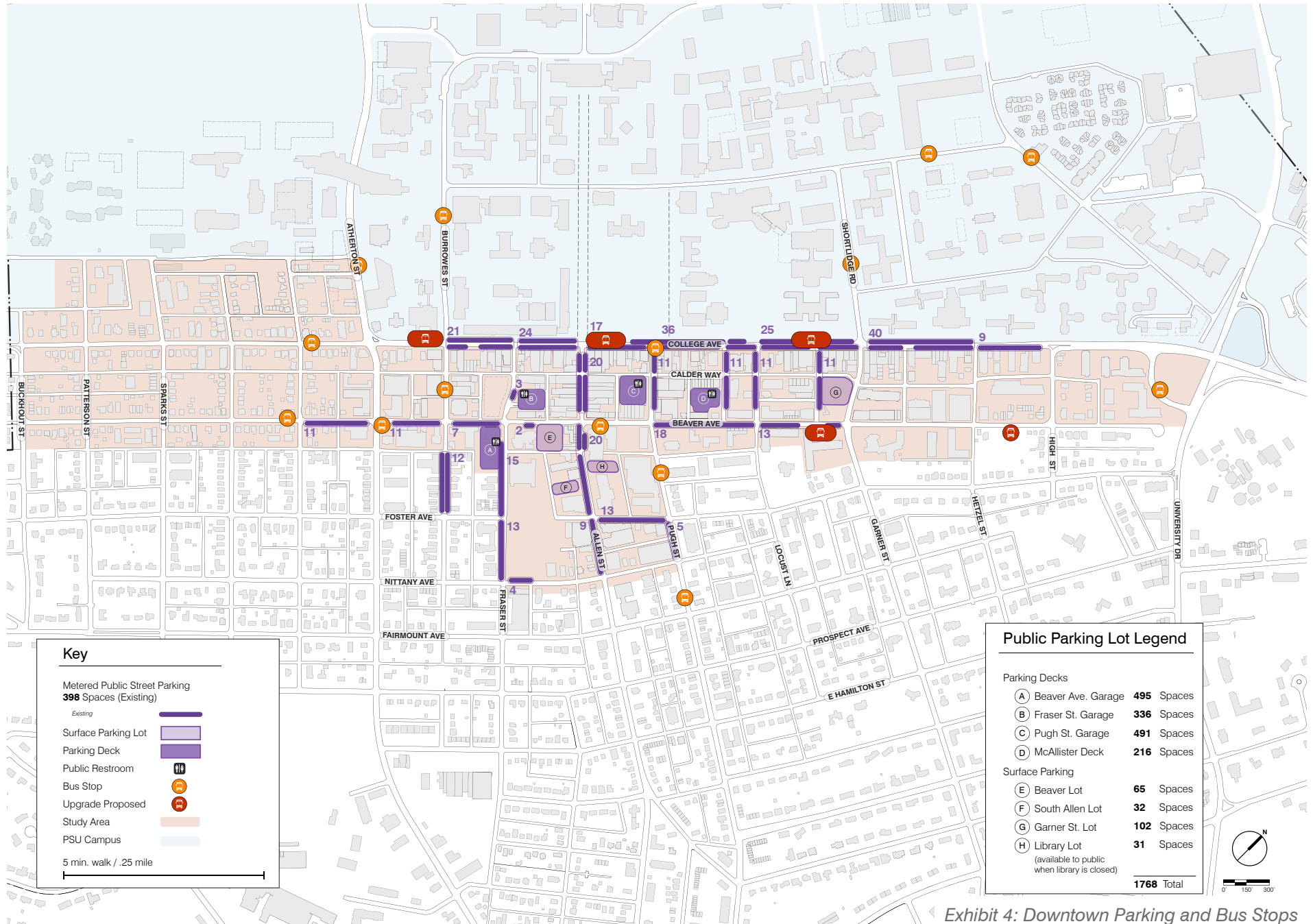


Exhibit 4: Downtown Parking and Bus Stops

While an east-west bike route is designated along Foster Avenue, there is a need for an east-west route closer to College Avenue. Bicyclists have indicated that the slight topographic change and distance between College and Foster Avenues is enough to deter people from using that route unless they are already in that location. Additionally, there is a need for the Bike Route designation to continue along Allen Street between Foster and College Avenues, as the Pattee Mall is designated as a shared-use path on campus. Similarly, Garner Street, between Foster and College Avenues is a “missing link” between the Garner Street bike lanes to the south and the bike route along Shortlidge Drive on campus. Efforts should be made to complete these gaps and explore opportunities for additional bike routes downtown. Refer to *Exhibit 5: Existing Bicycle Network* (on following page).

Walkability

Level of Service – Adequacy of Sidewalks

Pedestrian volumes were measured at each signalized intersection in the Downtown in Fall 2012. The midday peak hour was the highest volume pedestrian period of the day. Pedestrian levels of service (LOS) were calculated for the south College Avenue sidewalk and both north and south Beaver Avenue crosswalks. Pedestrian LOS is a function of peak pedestrian volume and the average amount of sidewalk space available for travel, “A” being best and “F” being worst. Sidewalk space is determined by width, less any obstructions such as poles, trees, trash cans, benches and storefront seating. Refer to *Exhibit 6: Pedestrian Level of Service and Safety*.

Overall, pedestrian LOS for Downtown sidewalk sections is good—LOS B or greater. Several locations exhibited poor pedestrian LOS due to restrictions in the average pedestrian space. The sidewalk section along College Avenue between Garner Street and Pugh Street exhibited poor LOS due to sidewalk obstructions from several large trees along College Avenue. The sidewalk section along College Avenue between Fraser Street and Burrowes Street exhibits poor pedestrian LOS. High pedestrian volumes coupled with

sidewalk constrictions from trees, storefront seating and ADA access ramps all contribute to reduced pedestrian LOS at this location. Since the overall LOS ranges are acceptable during the peak hour of pedestrian traffic, spot improvements should be investigated to remove current obstructions.

As significant streetscape projects are considered, however, opportunities to expand pedestrian zones is desirable, particularly along College Avenue.

Safety

Areas of concern for pedestrian safety were evaluated during the Comprehensive Pedestrian and Bicycle Program (2008). The study included a review of Borough of State College pedestrian-vehicle crashes for the period 1989 through 2007. A prioritized list of areas (intersections) of concern was developed based on five statistical safety analysis methodologies. The top five intersections of concern for pedestrian safety are all located within Downtown:

- Beaver Avenue & Atherton Street
- College Avenue & Atherton Street
- College Avenue & Allen Street
- College Avenue & Burrowes Street
- Beaver Avenue & Locust Lane

At each of the top five locations of concern, a detailed engineering study was performed to review existing conditions and develop recommendations to reduce pedestrian-vehicle crashes. Recommendations for Beaver Avenue & Atherton Street and College Avenue & Atherton Street are planned for implementation through the Atherton Streetscape project (2013). Improvements at College Avenue and Burrowes Street have been implemented by Borough maintenance forces. Improvements at College Avenue and Allen Street would require coordination with the bus stop / pull-off that is currently located at this intersection. These improvements should be considered as part of the overall College Avenue and Allen Street streetscape improvement projects described in Section 4 of this report. Improvements at Beaver Avenue and Locust Lane are currently programmed on the CIP. Refer to *Exhibit 6: Pedestrian Level of Service and Safety* (on following page).

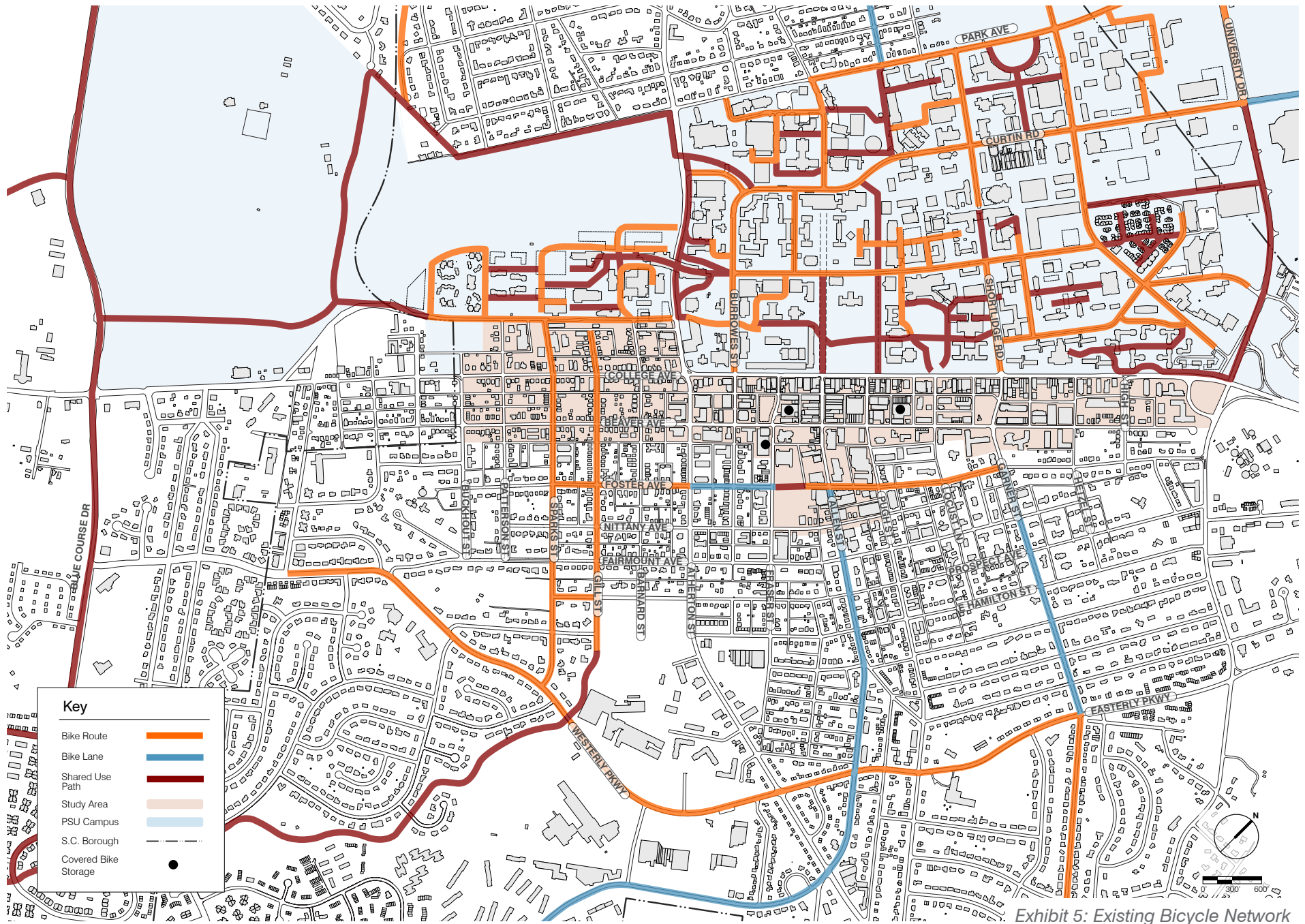


Exhibit 5: Existing Bicycle Network

Pedestrian volume

In the Fall of 2012, peak hour pedestrian volumes were measured at each downtown signalized intersection. The maximum peak hour total intersection pedestrian volume was observed at the intersection of College Avenue and Allen Street where 1,950 pedestrians were counted in the crosswalks during the peak hour midday. Due to the proximity of downtown to Penn State University facilities, significant pedestrian volume is observed throughout the downtown area.

Crosswalks

Crosswalks are provided at major street crossings for all signalized intersections in Downtown State College. Along College Avenue, efforts have been made to install crosswalks on the east side of the intersections to reduce

conflicts between vehicles turning left from the side streets. Currently, the College Avenue and Allen Street intersection is the only signalized T-configuration that also has a west-side crosswalk. The Borough of State College has taken steps to reduce crosswalk distance by installing bulb-outs (pedestrian nodes, or curb extensions). Bulb-outs are beneficial features of the urban environment because they provide additional space for pedestrians to queue at the intersection and they allow for shorter intersection crossing distances. Shorter crossing distances results in less pedestrian – vehicle exposure time and aids in keeping crash rates low. Bulb-outs should be installed everywhere feasible within the downtown environment; typically a parking lane adjacent to an intersection provides the necessary space for a curb extension. Several locations are planned for future bulb-outs and these locations are identified in the Comprehensive

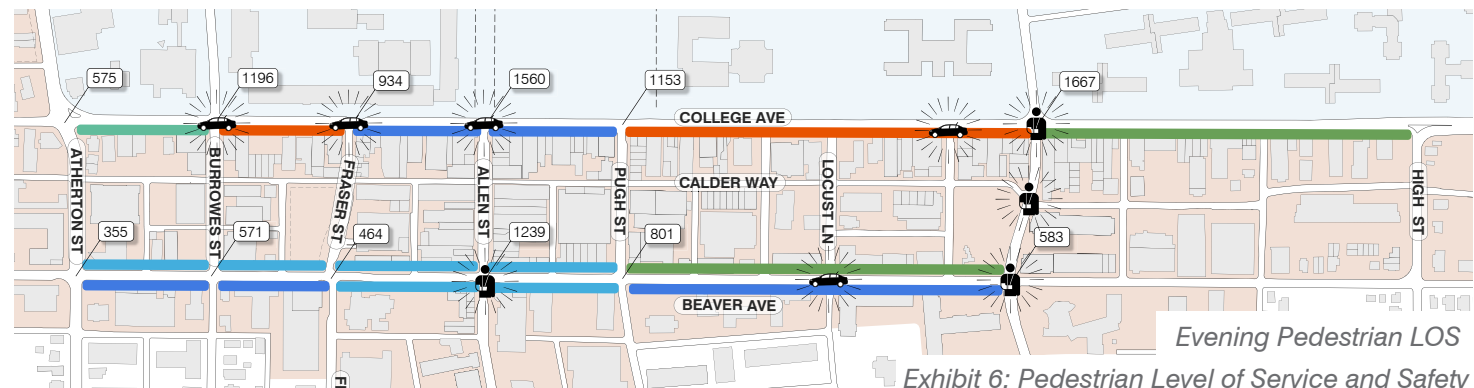
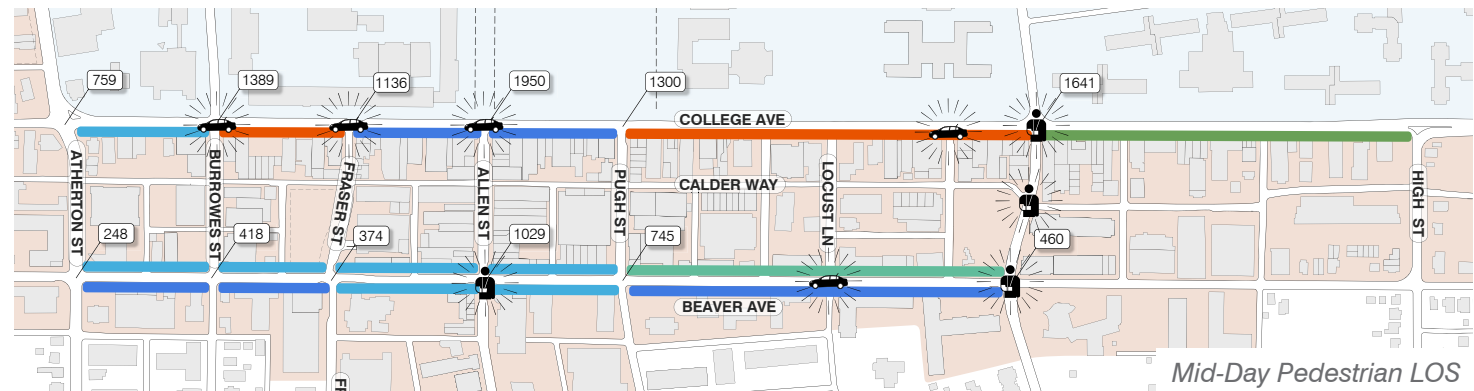
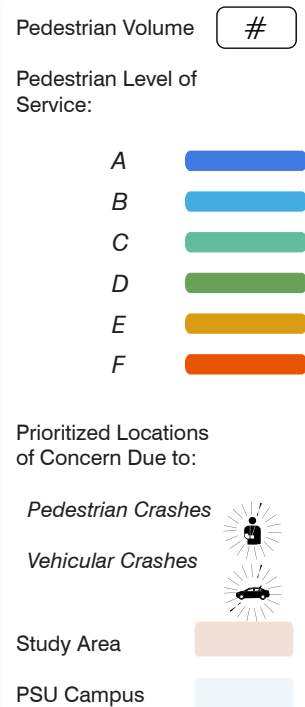


Exhibit 6: Pedestrian Level of Service and Safety

Pedestrian Bicycle Program (2008). The Borough has high-visibility piano-key crosswalks installed at all signalized intersections in the Downtown corridor. It has been noted that crosswalk paint fade often results in diminished visibility of the crosswalk location several times per year. More durable crosswalk markings could provide reduced maintenance costs and improved year round visibility.

ADA compliance

The Borough has upgraded intersections to ADA curb ramp compliance when the intersection is part of a capital improvement project. The Borough also has capital improvement funding allocated to ADA curb ramp improvements in a systematic plan. Because the Downtown intersections receive the greatest pedestrian volumes of any Borough intersections, Downtown ADA improvements should receive the highest priority. The Borough has also installed an accessible pedestrian signal (APS) at the intersection of Beaver Avenue and Allen Street. The APS provides an audible indication when a visually impaired pedestrian can cross the street. APS is an effective strategy for visually impaired pedestrians, particularly in the Downtown district with the LPI implemented. Since no adjacent vehicular sound cues exist during the initial 3 second advance walk interval, visually impaired pedestrians do not receive the same advantage as other pedestrians at traffic signals in the Downtown. Increasing APS installation, if warranted, would provide the same level of benefit with the LPI.

Utilities

To varying extent, utilities are present on all downtown streets and alleys with certain streets managing the majority of the overhead utility load. Electric, gas, phone and non-signal related communication lines are privately owned. The Borough's system includes storm drainage, sanitary sewer, street lights and signalization infrastructure. While not always feasible, as utility improvements are identified and planned, opportunities to coordinate with the streetscape projects described later in this report should be explored.

The major east-west roadways (College Avenue and Beaver

Avenue) have limited sanitary sewer infrastructure. There are a few sections of Beaver Avenue that have a collection system in the roadway that, within a short distance, redirects flows to Calder Way. Calder Way is the main sanitary collector for the downtown area and has parallel sanitary sewer line that runs the entire length, with manholes spaced approximately every several hundred feet. The manholes are 50/50 precast or brick. Capacity is adequate for the downtown collection system.

Both College and Beaver Avenue are free of overhead electric, phone and communication lines. Calder Way carries most of the overhead electric, phone and cable on wooden poles and provides service to the rear of most properties along Beaver and College. Wooden pole supported overhead utilities are also present on approximately half of the connecting streets between College and Beaver. Buried conduits on College and Beaver serve street lights and signals.

Storm sewer collection for Beaver, College and connecting streets is concrete curb and inlet, while Calder Way has a reverse crown with inlet grates in the middle of the road. A large storm sewer collector pipe runs the length of Calder Way. This collector pipe was recently repaired with a cementitious lining in 2010 and has adequate capacity for current flows. The downtown area also contains two rain garden/bioretention areas near the intersection of Allen Street and Beaver Avenue.

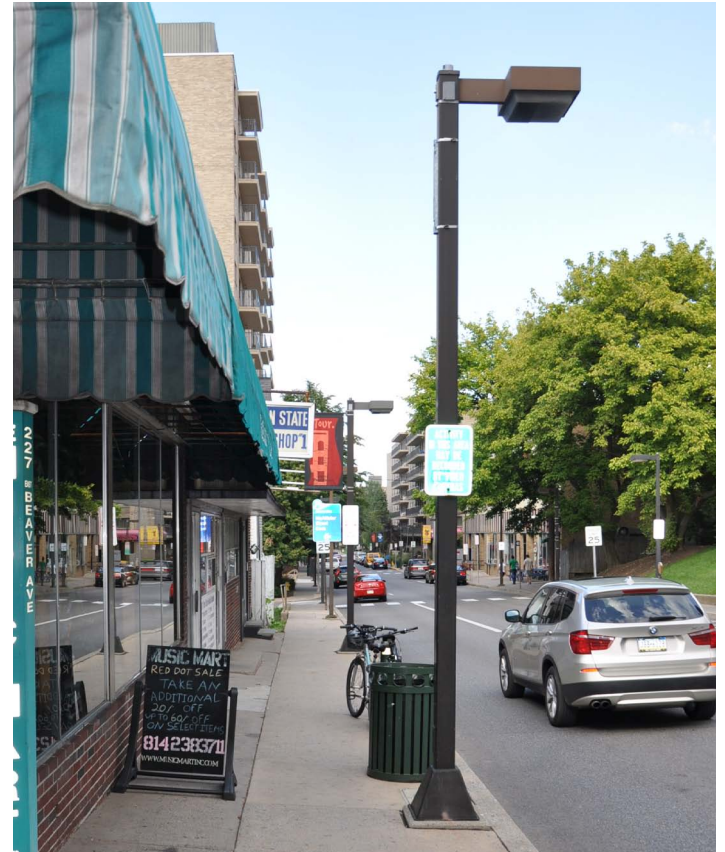
Street lighting is a combination of shoe box, acorn, shepherd hook and cobra head fixture styles. Cobra head fixtures are present on the utility poles on Calder Way. Shoe box style fixtures are present on sections of Beaver, College and most connecting streets. Acorn fixtures have recently been installed in selected sections of Beaver and College and are present on Fraser and Allen streets within the downtown area.

Surface and overhead utilities (poles, street lights, manholes, etc.) are the most obvious to the casual

Right: Calder Way carries the majority of the overhead electric, phone and cable lines for downtown on wooden poles.

Top far right: View from Beaver Avenue looking northwest across the intersection with Fraser Street showing new Borough standards for pedestrian lights, street lights and signal arms.

Bottom far right: View along Beaver Avenue showing a "shoebox" light fixture.



observer and therefore will be the most affected by potential downtown modifications. Due to the complexity of the existing overhead utility network, it would most likely be cost-prohibitive and infeasible to move the network underground. Aesthetic modifications are a possible alternative.

Decorative post wraps as shown here can provide a visual change to the standard wooden utility pole. There may also exist certain isolated locations where underground installation may be feasible and specific poles could be removed.

Existing street lighting currently has the infrastructure in place to service modifications or replacements as part of a lighting standardization process. Several connecting streets only have lighting on one side and may require additional conduit and cable to allow installation on both sides of the street. However, modifications or additions to the service for street lighting is fairly non-restrictive (especially during a sidewalk or curb replacement project).

The storm and sanitary manholes, grates and curb inlets are all standard. In most cases, any replacements or minor modifications can be accomplished with little or no conflict to the system. Repairs and future life cycle replacements are a normal part of any storm and sanitary system and must be considered when planning surface modifications to the streetscape.

Physical Design and Placemaking

The physical design and placemaking for downtown State College is defined by the character-giving elements that set State College apart from other places. These elements include the topography, the surrounding environment and views to the mountains; the architecture and variety of uses; and the public realm – the streetscapes, parks, plazas and special places that knit the uses together and provide venues for gathering and social activity. For downtown, the character is particularly distinguished by the contrast between the broad lawns, historic gates and architectural landmarks that define the Penn State campus and the small town qualities that define downtown. Similarly, the contrast

between downtown and the leafy historic neighborhoods of Highlands and Holmes-Foster enhance downtown's unique sense of place.

For State College, this “sense of place” and contrast between downtown and the surrounding neighborhoods is particularly enhanced by the topographic changes. The area between College Avenue and Highland Avenue is spatially enclosed by the landform that rises in each direction and the ridge along Highland Avenue clearly separates the downtown core from areas to the south. Refer to *Exhibit 7: Elevation Study*, following page.

Park/Open Space Network

Downtown State College has a limited park and open space network when compared with other similarly sized downtowns and lacks a traditional “town square.” That being said, many consider the campus open spaces to be downtown's open space. There exists a number of popular, smaller spaces throughout the downtown. These are illustrated in *Exhibit 8: Existing Open Space Network* (page 45), and include:

- Sidney Friedman Park
- Bill Welch Memorial Plaza, located in front of the Municipal Building
- Schlow Library plaza areas along Beaver Avenue and Allen Street frontages
- Schlow Library “Reader's Garden”
- MLK, Jr. Plaza, adjacent to the Fraser Street Garage
- The Fraser Street Public Space, created as part of the Fraser Street realignment. This space is set to be further enhanced once the Fraser Centre is developed
- Centennial Alley, adjacent to the Tavern Restaurant
- Proposed open space on Sparks Street as part of the West Side Revitalization Plan

Important campus spaces near the downtown include:

- Pattee Mall and the Allen Street Gates
- Henderson Mall
- Old Main Lawn, including the Old Main Wall frontage

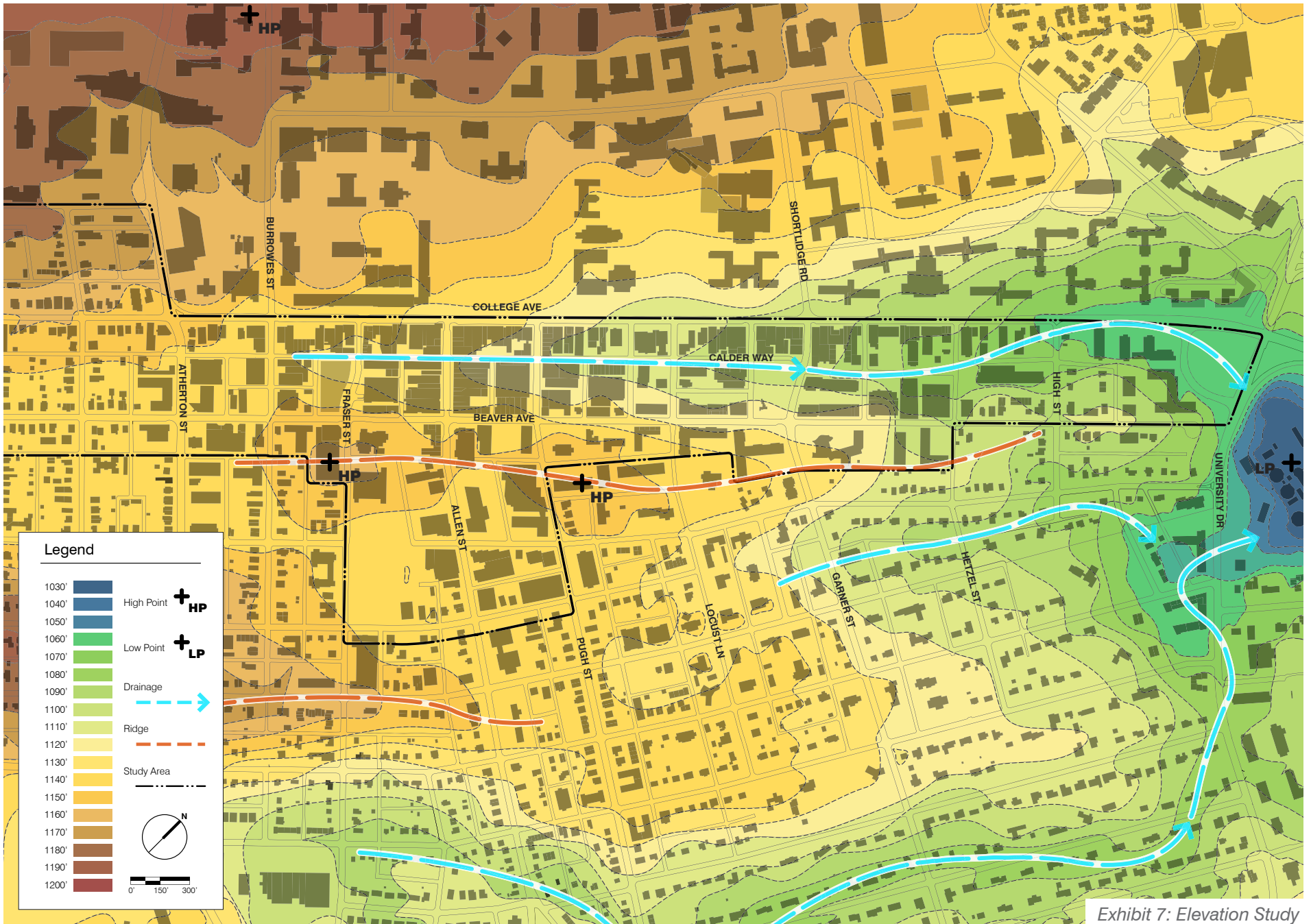


Exhibit 7: Elevation Study

- HUB Lawn
- Alumni Gardens/Foundry Park
- Open spaces associated with Henderson, South Halls and Eastview Terrace
- Expanded sidewalk “nodes” at the intersections of Burrowes and College; Pattee Mall and College; the south terminus of Henderson Mall; bus stop areas at Burrowes and Heister (as well as that in front of the Old Main Wall); the Shortlidge and College intersection; and the Eastview Terrace gateway at High Street.

Sidney Friedman Park, the only true park space downtown, is just far enough away from the downtown core to prevent integration with the retail environment. It is not surrounded by active uses and it is on the “other side of the ridge” so feels further disconnected. Stakeholders indicated that events there do not often result in people spilling over into the downtown core and supporting local businesses. The park does enjoy close proximity to Discovery Space, Memorial Field and the Bill Welch Memorial Plaza and starts to reinforce an open space network and family, rather than student, area. West Foster Street and “D” Alley are important streets that link these spaces and attractions together. With the lack of a significant downtown open space there is added importance for the sidewalk areas and streetscapes to function as open space. Indeed, great streets make great open spaces. Many expanded sidewalks in downtown already function well in this capacity, allowing for outdoor seating, small gatherings and outdoor dining. Allen Street (100 block), in particular, feels like a special “place.” This can be attributed to it being a natural extension of Pattee Mall and direct connection to the main campus gates; and the topographic changes to the north and south make this block quite visible and help to enclose and define it. Even the 200 block, between Beaver and Foster, with its relationship to Bill Welch Memorial plaza, mature trees and activity associated with the Municipal Building, feels like a central space, although clearly within a different district than downtown.

Similarly, Calder Way, while primarily a service alley, has emerged as a special “place” within downtown.

Service vehicles, cars, pedestrians and bikes seem to all coexist much like a European street. It is quite active with pedestrians and storefronts have been developed over the years facing onto and activating the alley. While Calder Way is not particularly attractive with its overhead utility lines, crooked poles, service and loading areas, parking and dumpsters, many people have positive feelings about the space; the little stretches of color – murals, flower pots, “fun” facades and, most importantly, the high level of pedestrian activity. It is a vibrant place. Calder Way presents many



Top left: Sidney Friedman Park

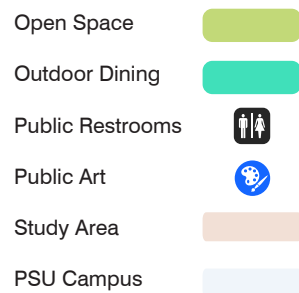
Bottom left: Schlöw Library
"Reader's Garden"

opportunities to be enhanced as has been recommended in previous master plans; however, it is important to understand that some of the design quirks of the space add to its charm.

While part of Penn State University, the campus open spaces are an integral part of downtown. Residents and visitors enjoy the spaces and they make a strong visual impact for people using downtown, particularly when considering the southern exposure that keeps the open lawns of the north side of College Avenue in sunshine while the south side is often in shade.

The campus spaces do not really function as downtown public spaces, however. Most of the frontage is separated by

grade changes, low walls, dense plant material and limited places to sit and gather. An exception to this is the Old Main Wall at the base of Old Main Lawn and the walls near Heister Street where many people gather to people watch and wait for the bus. These are important and vibrant places. The small plaza area at the base of the Pattee Mall is also important gathering space and location for public discourse and promoting campus events. It is at the intersection of many pedestrian routes and users of transit, contributing to its vibrancy. There may be an opportunity to work with Penn State to encourage more vibrant gathering areas at important nodes such as the intersections of College Avenue with Burrowes, Fraser, Henderson Mall, etc.



1. Memorial Field
2. Sidney Friedman Park
3. Bill Welch Memorial Plaza
4. Schlow Library and Reading Garden
5. Fraser St. Public Space
6. MLK Jr. Plaza
7. Foundry Park
8. Alumni Garden
9. Pattee Mall
10. Old Main Lawn
11. Henderson Mall
12. Centennial Mall
13. HUB Lawn
14. Pollock Field
15. Eastview Terrace

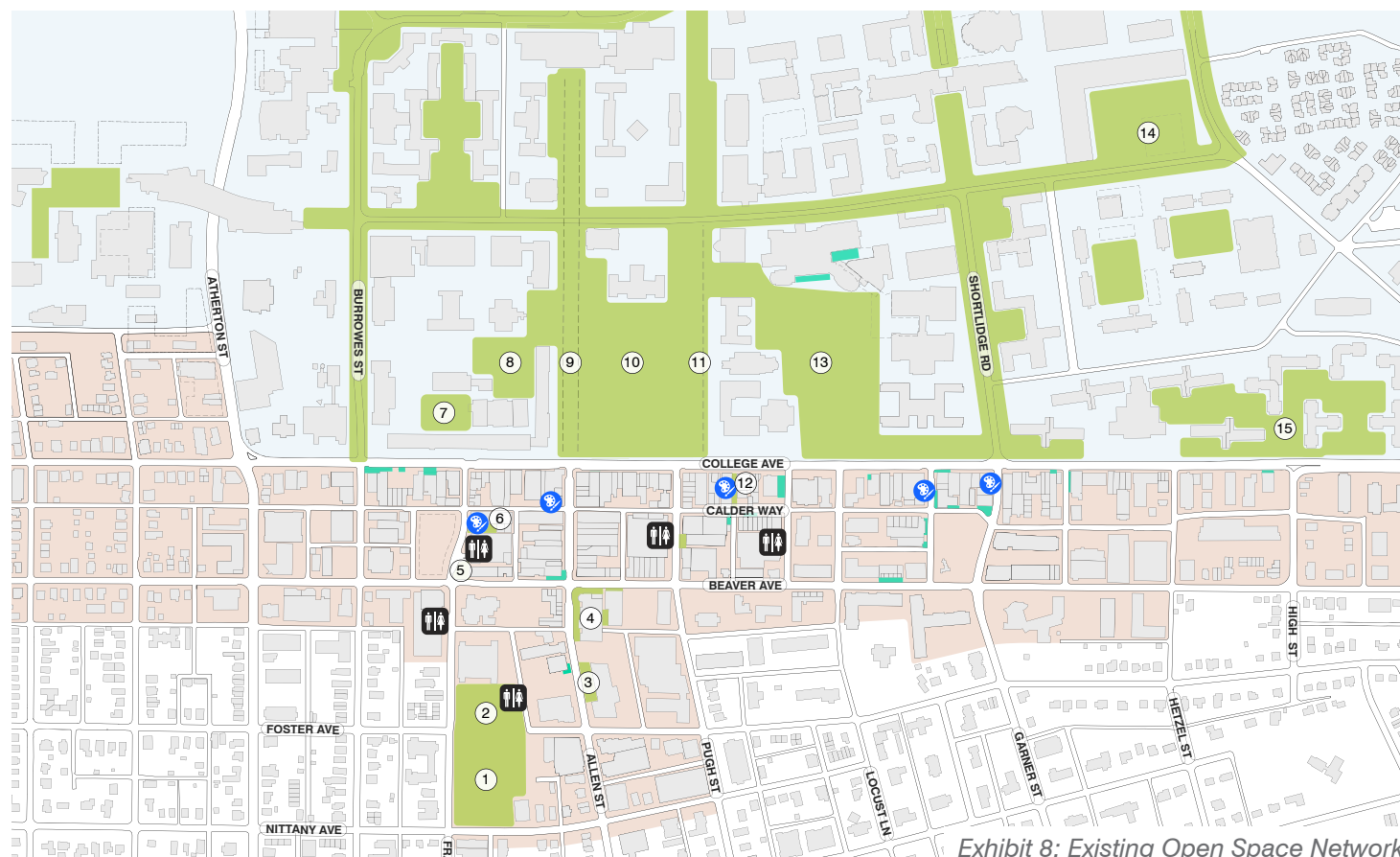


Exhibit 8: Existing Open Space Network

In addition to developing small gathering areas along sidewalks or adjacent to campus walks, there are opportunities to use streets and some surface parking areas as open spaces during special events or on a regular basis depending on peak levels of downtown pedestrian activity. In addition, opportunities to create a more significant open space downtown should be explored, perhaps in conjunction with private development. It will be important that any space be located on the downtown side of the ridgeline that separates downtown from the Highlands. It should also be visible from and directly connected to College Avenue.

The new open space proposed as part of the West Side Revitalization Plan, linking the neighborhood with the West Campus is an important component of that plan and should ultimately be incorporated. The concept of a centralized open space is the most important aspect, not so much the exact location.

Streetscape Network

While the downtown streets within the overall network have technical classifications, as described earlier under Transportation Network, they can also be classified by their streetscape character, level of pedestrian and retail activity and overall hierarchy in terms of the public realm. College Avenue and Allen Street define the primary organizing grid for downtown and their intersection, being the “100% corner,” represents the center of the downtown core. Atherton Street establishes the boundary between Downtown and the West Side. Following is a hierarchy of streetscape networks that seem to divide into primary, secondary and tertiary level of importance in terms of activity and character. These are identified in *Exhibit 9: Existing Primary Street Network and Bus Stops*, following page.

Primary

- College Avenue (Core: Atherton to Garner)
- South Allen Street (100 Block)
- Calder Way (Atherton to Garner)
- Beaver Avenue (Core: Atherton to Garner)

Secondary

- Atherton Street
- Allen Street, from Beaver to Foster
- Fraser Street, from College to Foster
- Pugh Street, from College to Beaver
- Garner, from College to Beaver
- McAllister, from College to Beaver
- Sparks Street, from Beaver to future Campus Drive
- Buckhout Street, from Beaver to future Campus Drive

Tertiary (Lower degree of design aesthetic)

- High Street, from College to Beaver
- Hetzel Street, from College to Beaver
- Sowers Street, from College to Beaver
- Heister Street, from College to Beaver
- Locust Lane, from College to Beaver
- Burrowes Street, from College to Beaver
- Barnard, Gill and Patterson, from Beaver to Future Campus Drive

With the exception of College Avenue and Allen Street, downtown from a placemaking perspective lacks an evident hierarchy of streets. There are no boulevards or parkways (other than in name). While streets function in hierarchical manner, they are not physically distinct as such. There is a lot of “sameness.” It will, therefore, be important to reinforce the subtle differences through materials, uses, appropriate development and programming and the degree of streetscape enhancements.

This is already starting to happen. Pugh and Fraser Streets define the heart of the downtown core and, with recent and planned streetscape improvements, establish themselves as having a higher level of streetscape quality than other streets. Completing the streetscape for the 100 block of Allen Street and the sections of College, Beaver and College between Fraser and Pugh would establish a sense of “completeness” for the heart of the downtown core.

Design Aesthetic

In terms of design aesthetic, sidewalk areas along most streets are narrow, as is characteristic of most northeastern

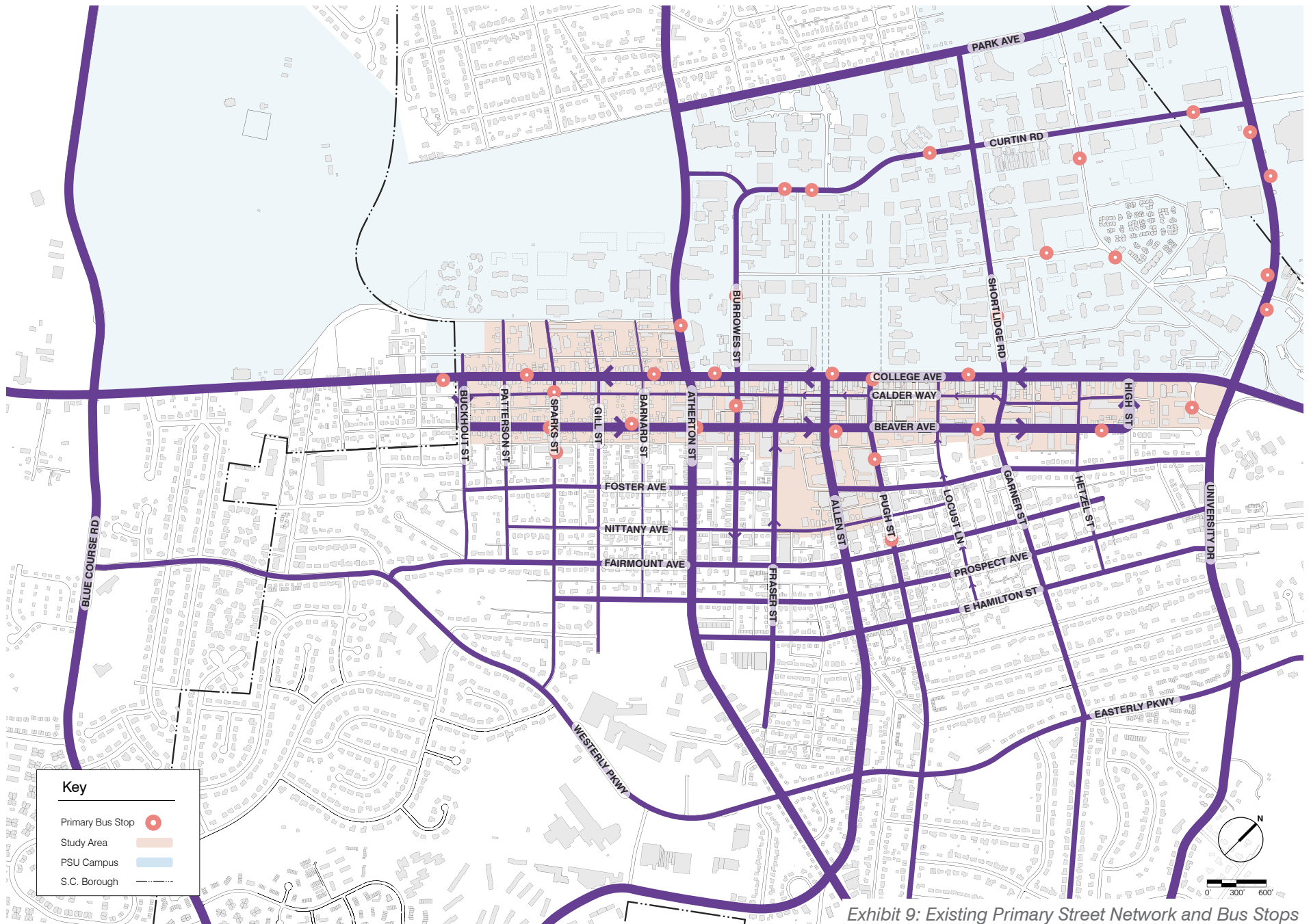


Exhibit 9: Existing Primary Street Network and Bus Stops

downtowns. Streetscape elements include a variety of signal arms, light standards, paving materials, site furniture standards, flower pots and street trees. While there is inconsistency in streetscape design elements, the Borough is doing an excellent job of moving toward a set palette of materials which should continue to represent the streetscape palette. In particular, the signal mast arms, street lights, ornamental pedestrian lights, brick/concrete paving and expanded sidewalk areas used on Fraser Street demonstrate a commitment to high quality streetscape environments. As future streetscape projects are implemented, they should complement this palette; however, flexibility should be considered to emphasize the proportion of brick and concrete in the paving, depending upon the importance of the street.

Consideration should also be given to eliminating the concrete band that runs the length of the center of the sidewalk which seems to divide the sidewalk. This can also create an uncomfortable walking experience when bricks and concrete settle differently.

Over the past decade, the Penn State University has been upgrading the campus grounds. The materials palette includes concrete and brick paving, street lights, contemporary pedestrian lights, post and chain fencing, misc. railings, transit shelters, site furnishing, scored concrete, brick, limestone walls, brick walls and accent materials (such as stone at the HUB). In some areas, umbrella tables and chairs are used to create vibrant outdoor dining and gathering areas. Along College Avenue, a fence, concealed by a hedge, has been used successfully to channelize pedestrian traffic to intersections and crosswalks to reduce mid-block crossings.

The campus improvements reflect a very high design aesthetic and have elevated the image of the campus significantly, particularly along the recent streetscape enhancements for Shortlidge Road and Burrowes Street. Because the materials palette is different on the campus grounds than in the downtown area, the College Avenue streetscape results in a hodgepodge of elements with

little consistency. Because this is the street that joins the University and downtown, it is important that a unified design approach to the streetscape be employed. Opportunities to do this exist through the use of brick paving (which both the downtown and campus utilize) and black poles and site furnishings.

College Avenue is a very important street as it is characterized by the vibrancy one would expect to find in the classic college town; the image of the campus—its sense of tradition and history—is quite strong in some areas, particularly between Allen and Pugh in front of



Top left: Recent streetscape improvements to Fraser Street as seen from the Fraser Street garage.

Bottom left: Streetscape along Allen Street in front of Schlow Library.

The palette of materials represented in each photo—brick and concrete sidewalks and black furnishings—should be part of future streetscape enhancements, particularly in the downtown core.

Pattee Mall and the Old Main Lawn. On the downtown side, significant pedestrian activity adds to the vibrancy, but can feel crowded and uncomfortable during game weekends or other large events. The strong “green/landscape image” on north side, contrasted with urban image on south side is quite distinctive. While street trees on south side help to unify the two sides, there is a lack of cohesiveness; much of the landscape on the campus side blocks views into the campus. Lack of sidewalk adjacent to parking lane on north side, results in dirt strip, dangerous pedestrian conditions. Penn State has made great efforts to maintain the hedge. While attractive, it disconnects the campus from College Avenue, particularly east of Henderson Mall. Numerous signs also contribute to visual clutter throughout the College Avenue corridor, negatively impacting the image of downtown and the campus.

Over the years, there has been discussion related to expanding the sidewalk on the south side of College Avenue. One of the unique challenges to this is the existing roadway crown and grade of the existing sidewalk. In many areas the curb is only 2” high and there is very little slope from the building face to the curb line. Any plans to widen the sidewalk will require innovative solutions to accommodate appropriate curb heights (6-8”) and appropriate drainage.

Beaver Avenue does not have as strong of a sense of place as College Avenue; however, it is an important street from a pedestrian standpoint, particularly when considering the high volumes of students living along the eastern end. While pedestrian levels of service on the north side sidewalk between Pugh and Garner Streets is often at a poor level of service, the problem is compounded by the fact that this area tends to be a large gathering spot for students, particularly during notable events. While it is unlikely that sidewalks can be widened in this area of Beaver Avenue, efforts should be made to establish appropriate gathering areas in this part of downtown.

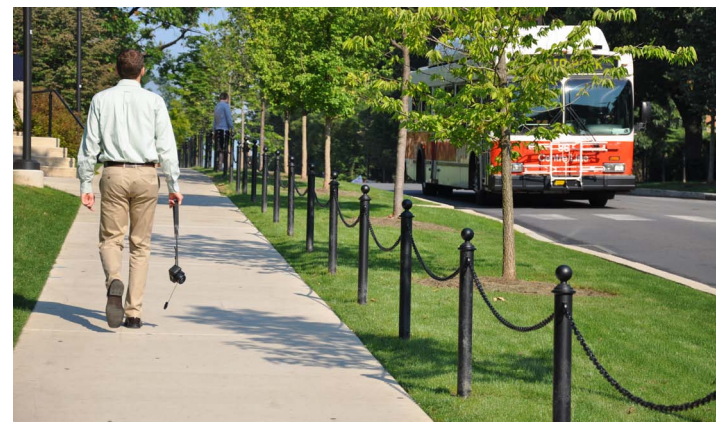
Architecture

Downtown State College does not have an extensive collection of historic architecture; however, several early

Top right: Streetscape along Pollock Road on the Penn State campus.

Middle right: Bus shelter on Shortlidge Road on the Penn State campus. The shelter represents the campus standard for new shelters.

Bottom right: Post and chain fencing along Shortlidge Road. The fencing style is used along walkways throughout the campus.



twentieth century commercial buildings define the core of downtown in addition to some earlier buildings. Most iconic is The Corner, particularly when taken in context with the intersection of College Avenue and Allen Street and the Allen Street Gates. Most of the historic architectural integrity of downtown is between Fraser and Pugh Streets, with the heaviest concentration centered off Allen Street. There is also a high degree of integrity in the 100 block of South Allen consisting of mostly one and two story buildings; however, there is one five story building at the corner of South Allen and Calder Way. In addition, there are some iconic buildings between Pugh and McAllister Streets, most notably the Tavern. The apartment building at the corner of Pugh and Beaver is a great example of a classic Art Deco building. Churches throughout the downtown punctuate the skyline. It is important to maintain architecturally significant buildings as they lend a sense of history and place to downtown. These buildings are well designed with attention to detailing, massing, articulation and scale and they exhibit architectural principles that serve as a model for new construction.

Within the past 50 years, there has been a significant amount of construction resulting in multi-story student housing throughout downtown, but particularly in the eastern part of downtown. Many of these buildings are not attractive, with some exceptions, and have a negative impact on the overall image of downtown. Generally, land costs and ease of developing mediocre student housing results in poor architectural quality. For much of the existing student housing, the first floor is the problem with the retail/ground floor level being too short. Additionally, there is often not enough glass at street level, an inconsistent use of signage, undifferentiated facades and the buildings are often comprised of low quality materials. There is a strong need for design guidelines, however because of restrictive Pennsylvania legislation, there needs to be a creative incentive program to encourage developers and property owners to develop higher quality architecture.

Interestingly, however, visitors generally have a positive impression of downtown State College and do not seem to focus on the architecture. Much of this can be attributed



Downtown is characterized by a small core of attractive traditional commercial buildings (top left), a mix of appealing mid-century commercial buildings that have been retrofitted for other uses (middle left) and many less successful student housing complexes (bottom left).



Find your OWN state of mind

The existing brand image and tagline for downtown State College (above) are used on the downtown website, but are not part of a comprehensive marketing initiative. They also lack a dynamism that appropriately reflects the character and quality of downtown.

Examples of public art in downtown include the Pig Statue on Centennial Alley (top right) and the Heister Street mural (bottom right).

to the vibrancy and activity of street life, as well as the Borough's focus on maintaining a high degree of tree canopy which has a neutralizing effect on some of the less-appealing architecture.

Public Art

Public art has been utilized effectively throughout downtown in the form of sculpture and, in particular, murals. The mural on Heister Street is particularly effective as public art as it engages the viewer as it is constantly evolving based on community history. The murals along Calder Way—both obvious and subtle—are effective in activating this space and distinguishing it as a special place. A new sculpture is planned for the front of Schlow Library and will help define the important Allen Street corridor. As new streetscapes and development occur, continued focus should be provided on expanding the public art program.

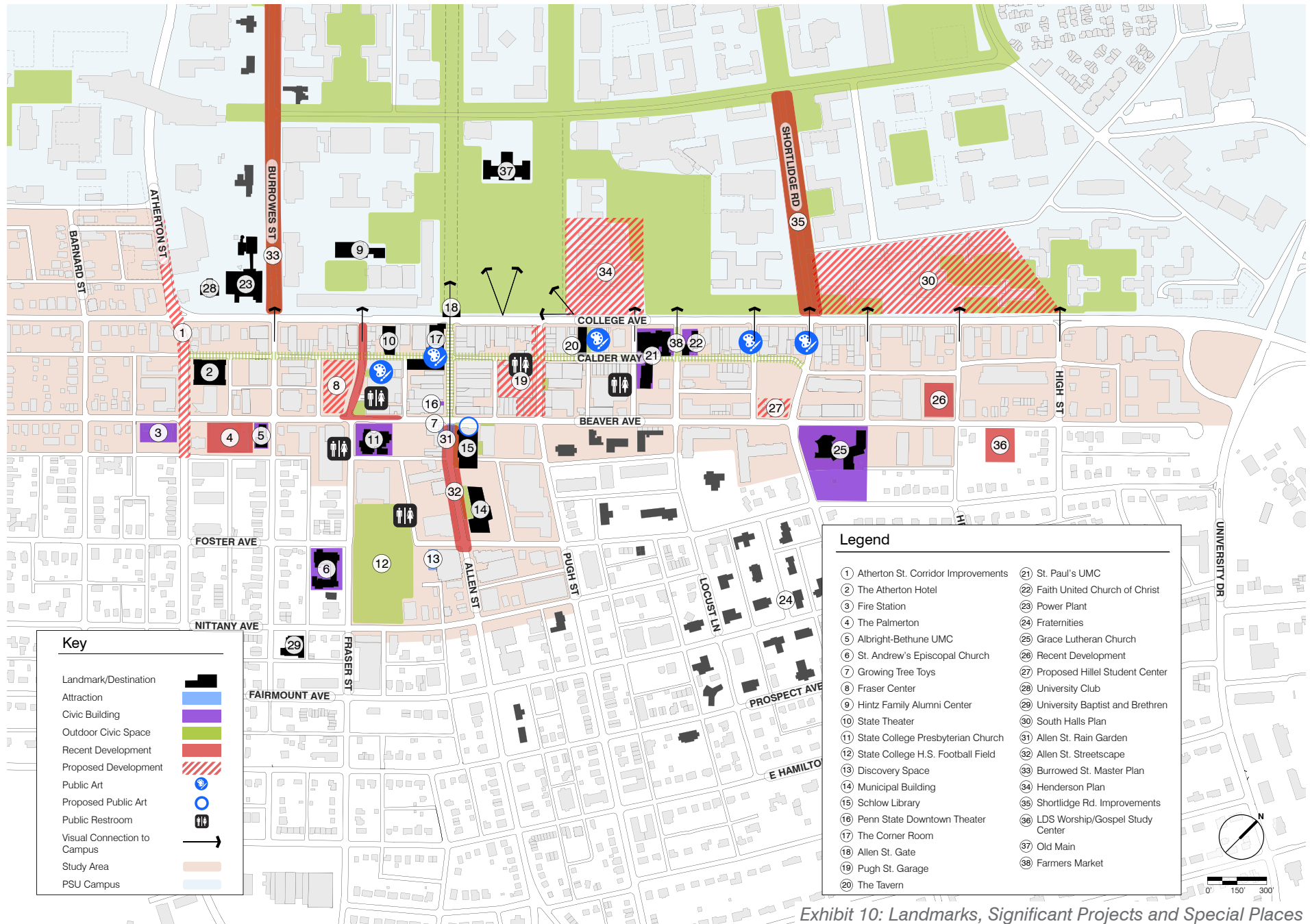
There is a danger, however, of ending up with “plop-art” that is just put down to fulfill a requirement. It will be important that public art be located in the most appropriate areas where it will make the most impact. Additionally, it will be important for public art to be relevant to its location and site characteristics.

Downtown Brand/Image

Currently, downtown State College itself does not have a distinct brand image. Downtown Improvement District is using a very simple icon with a “D” over a “T” with “own” using a blue and green color scheme (image, above left). The tagline “find your own state of mind” is used on the website, but is not used in a comprehensive marketing initiative.

It is imperative that both Downtown Improvement District as an organization and downtown State College the destination each have a brand that is compelling, interesting and cohesive. The community is dynamic and deserves a dynamic brand system.





Significant Landmarks, Projects and Special Places:

Top right: View of Memorial Field.

Middle right: Nittany Mountain and surrounding mountains are visible from upper floors.

Bottom right: Old Main is an iconic landmark of the Penn State campus.

Significant Landmarks, Projects and Special Places

There are several landmark buildings, views, spaces and businesses that serve as focal points and sources of orientation for visitors of downtown. (Refer to *Exhibit 10: Landmarks, Significant Projects and Special Places*.) Some of these landmarks include the “The Corner,” Schlow Library, Centennial Alley, Calder Way, the 100 Block of Allen Street, Old Main and its lawn, The Tavern and State Theater. Additionally, there have been many recent construction projects in downtown and on the Penn State campus. Some of these have been completed, while others are underway. They include building projects as well as streetscape projects. When coupled with landmarks, they start to comprise areas of importance downtown that could inform priorities for additional projects to tie everything together. For example, the Fraser Street streetscape, planned Pugh Street streetscape, Pugh Street garage redevelopment and importance of the 100 block of Allen Street starts to give better definition to the downtown core. Additional improvements to complete the core would have more impact than isolated improvements that offer no spin-off benefit.



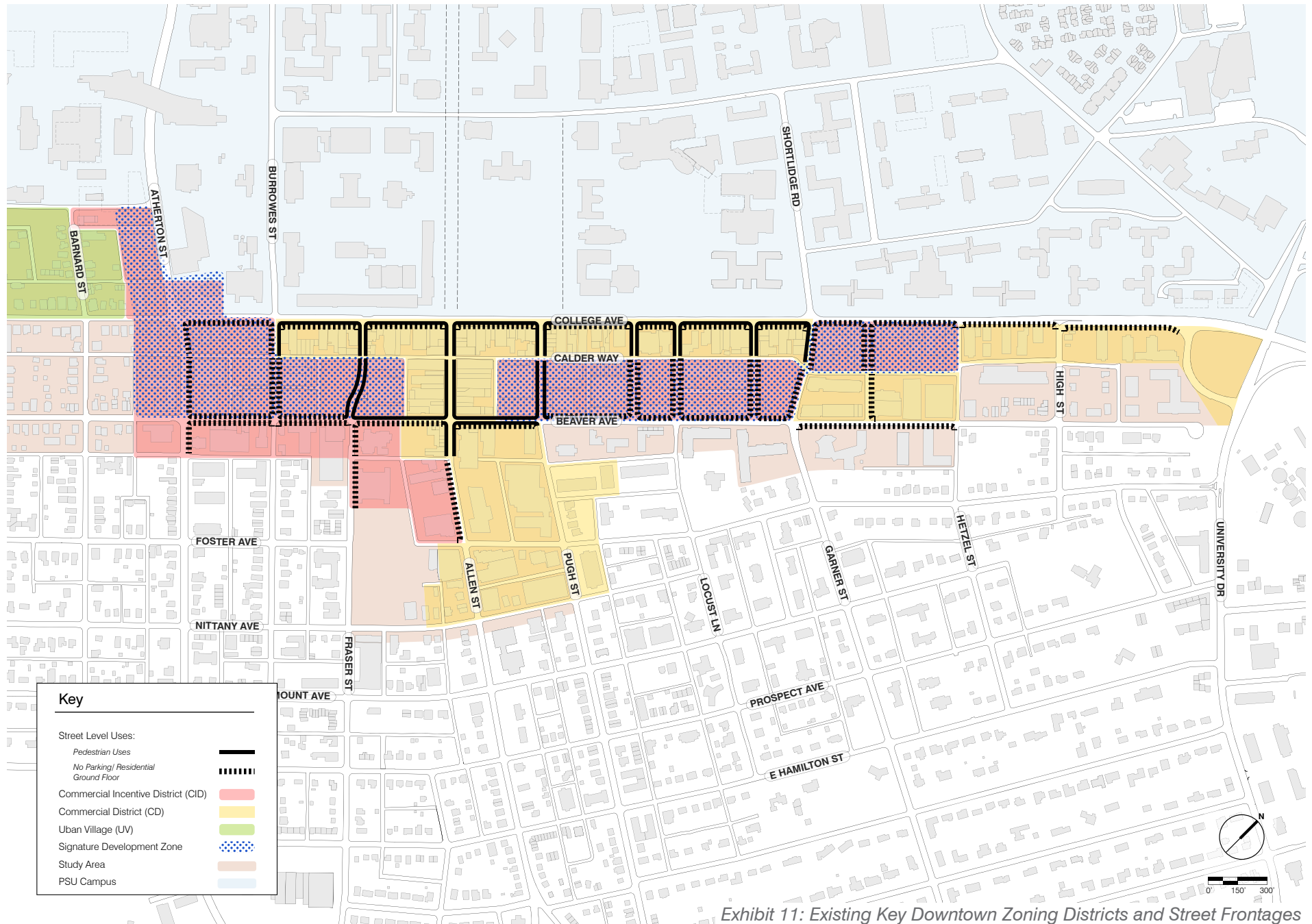


Exhibit 11: Existing Key Downtown Zoning Districts and Street Frontages

Right: An example of an existing 7-story building in State College showing uncomfortably low first floor heights.

Development and Community Sustainability

Zoning Districts

The Commercial District (C District) and Commercial Incentive District (CID District) comprise the majority of downtown land and include a range of building heights and development densities, some associated with incentives. Portions of these districts include “Signature Development” zones which allow for greater development densities and heights provided additional criteria is met. Development in the West End is currently guided by the Urban Village District (UV District).

The C and CID Districts include streets that require frontages with active pedestrian uses or streets where residential and parking uses are not permitted on the ground floor adjacent to key frontages. The intention of this is to activate the ground floors of development along these streets. While the goal of this is good and appropriate along most of the streets, it may make redevelopment difficult for some parcels outside of the primary core and where block dimensions are tight (for example, the block defined by McAllister and Locust). It may be appropriate to consider emphasizing active uses at the corners but allow more flexibility mid-block for some of the north-south connecting streets between College and Beaver Avenues. This is discussed more in Chapter 3.

All of these zoning districts have been updated and amended, some multiple times, resulting in some inconsistencies amongst the districts. For example, building heights are described in some districts by way of maximum number of floors as well as maximum height in feet. In other districts, the heights are only described in feet, leaving open for interpretation how many floors can be achieved within that height limit (described in number of feet). Additionally, the ability to utilize the “Signature Development” provision is only accommodated in the CID District, however, it is described under the C District in the ordinance.

Similarly, some regulations within the zoning districts are not realistic. For example, in the Urban Village District, building

gross square footage cannot exceed 3,000 SF (4,500 SF with bonus); however, a portion of the district allows for building heights of 65’. If the two criteria were applied to a building, the result would be a very tall building with a very small footprint.

Refer to *Exhibit 11: Existing Key Downtown Zoning Districts and Street Frontages*, previous page.

Building Heights

Allowable building heights vary throughout the downtown and typically range from 45’ to 65’ with the ability to go as high as 95’ and 145’ in some areas. Taller building heights are restricted to areas outside the immediate downtown core, preserving the historic scale of the core area along College Avenue and South Allen Street. As mentioned previously, building heights are described in terms of feet and, in some cases, also the number of floors; however, this is not consistent. This could be the reason many residential buildings have uncomfortably low first floors, because it allowed for an additional floor of development. Refer to *Exhibit 12: Existing Maximum Building Heights and Maximum Residential Densities* on following page.



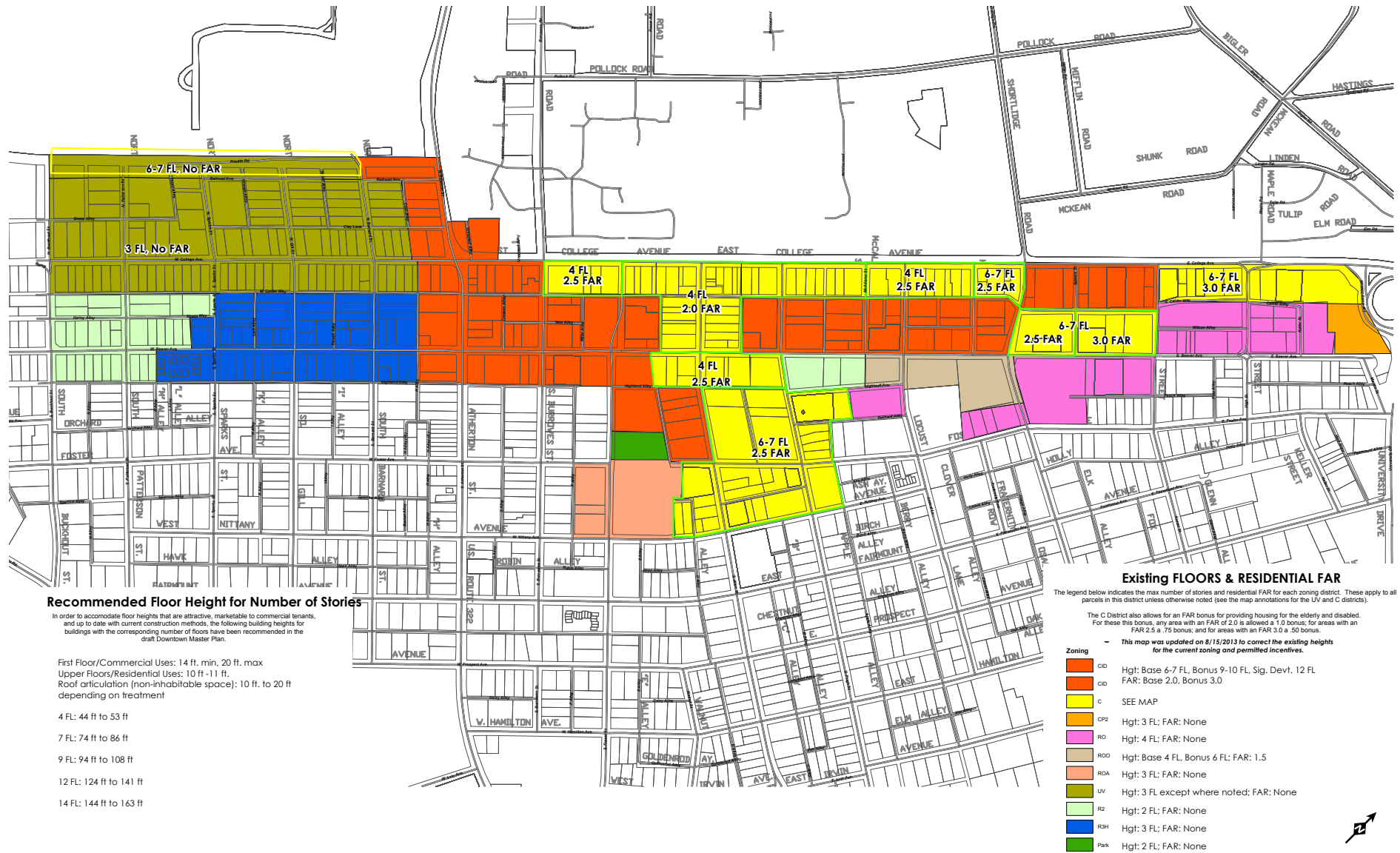


Exhibit 12: Existing Maximum Building Heights and Maximum Residential Densities

Development Densities

Development densities vary by district with total building FAR's going as high as 8.0 for Signature Developments. Residential FAR's are restricted, however, and can only go as high as 3.0 (in certain districts), inclusive of incentives. The description for Signature Developments appears to be the only place in the ordinance where overall site density is addressed. In other instances, the density limits are related to residential, which is an understandable outcome related to the intense development of student housing that State College has experienced over the years.

Because a significant amount of the most intensive development in downtown is also poorly designed, there are many negative perceptions to additional high density development. High density development is important, however, to maintain and enhance walkable environments and transit usage and to support downtown businesses. It is important to note, however, that any additional high density development be well-designed. Recommendations related to this are outlined later in this report in Chapter 3.

Refer to *Exhibit 12: Existing Maximum Building Heights and Maximum Residential Densities* (previous page).

3

The Vision: Looking Forward

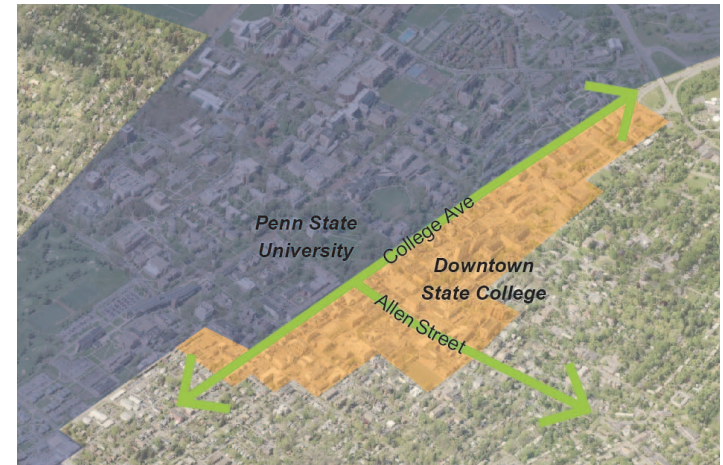
VISION STATEMENT

Downtown State College will continue to evolve into a world-class college town district that reflects the dynamic town-gown relationship between a major university and a vibrant commercial district. Downtown will be a place where local citizens, regional residents, national and international visitors, faculty, staff and students will find appealing, exciting and diverse offerings. Downtown State College will also emerge as a district that embraces sustainability and offers shopping, dining, entertainment, culture, the arts amidst a variety of living options and places to work.

BEST PRACTICES FROM GREAT PLACES

In order to achieve the vision with this master plan, it is important to understand the best practices from successful vibrant communities throughout Pennsylvania, the United States and, indeed, the world. While each community is unique and it is critical to protect and enhance the characteristics that distinguish one downtown from another, there are some fundamental practices that are common to great downtowns. These include:

The “Town Gown” Experience: For communities in which a significant academic institution is located, the most successful ones have a clear integral relationship among the institution and the downtown. They are not separated by barriers, physical or otherwise and they are dependent upon one another for establishing a “sense of place” for the community.



Diversity: Successful downtowns are diverse on many levels. They appeal to and accommodate a diverse population (young and old, singles and families, students and non-students, etc.), they include a diversity of uses and housing in the form of mixed-use development and they provide a venue for a diversity of activities and experiences.

Transportation Choices: Successful downtowns accommodate a balance of transportation modes including bicycle, public transit and automobile, but—most importantly—pedestrian. Great downtowns are walkable which means they go well beyond having adequate sidewalks. They are walkable because they are great environments in which to walk; the journey getting from one destination to another offers a variety of experiences, opportunities to run errands, shop, browse, have social interactions and enjoy the beauty of a place.

Connectivity: The districts and neighborhoods within and adjacent to downtowns are well connected to one another. There is a comprehensive network of physical connections – streets, sidewalks and open spaces. They are also connected visually with views to landmark buildings, attractions and natural features such as distant mountains.

Human Scale: Downtowns were, historically, developed for people to conduct their daily life on in a fairly compact area and were developed at a very human scale. Great downtowns today protect and enhance this attribute and continue to develop at a human scale. Human scale is achieved through the relationship of buildings (and uses within) to the street; appropriately scaled windows, entrances and ground floors; a continuity of uses and absence of “gaps” such as large expanses of surface parking and blank walls. Human scale does not translate to “only low rise buildings,” however. Tall buildings can display a human scale with the manner in which the ground floor is designed and how it and the building uses relate to the street. Conversely, a low building can display an inhuman scale if not designed thoughtfully resulting in uncomfortable proportions, large expanses of blank walls.

Density: Dense development patterns often result in

negative connotations. Dense development, however, is critical to a successful downtown where a relatively high number of people can live, work and be entertained in a relatively compact geographic area. Dense or compact development patterns enhance convenience, sense of community and are critical to supporting alternate modes of transportation and walkable environments, lowering the dependency upon the automobile.

Attractive and Comfortable Public Realm: Often the negative perceptions of density, identified above, can be attributed to high density development that is developed in a manner with no attention to a safe and attractive public realm. The public realm is comprised of the spaces—streets, alleys, sidewalks, parks and plazas—that knit buildings and uses together. An attractive public realm with plenty of shade, color, public art and things to do that is framed by great architecture makes pedestrian distances between destinations shorter and walking is the preferred manner in which to experience the downtown.

Sustainability: Recently, downtowns within the United States have been embracing the trend toward more sustainable communities. While one often thinks of sustainability solely in terms of the natural environment,



Left: The view in front of Saint's Cafe on Beaver Avenue illustrates an attractive and comfortable pedestrian environment, complete with a wide sidewalk, outdoor seating and a well-scaled first floor to the building.

sustainable communities are ones that embrace all three of the fundamental components of sustainability—environmental protection, social equity and economic prosperity. Downtown development is in itself a sustainable practice, protecting valuable land resources, creating a venue for local businesses and reducing the need for automobile usage.

SUSTAINABILITY GOALS



State College continues to adopt sustainable practices throughout the Borough and there is a tremendous opportunity for downtown to embrace sustainable development. Creating a dynamic downtown by its very nature is sustainable as good downtown development practices promote utilization of existing infrastructure, reuse of existing buildings, mixed-use development, local businesses, transportation options other than the automobile, and increased sociability. In addition, the Borough continues to be committed to sound environmental practices in terms of maintaining and expanding tree canopy coverage and exploring innovative ways of reducing and improving the quality of storm water runoff.

Recommended sustainable practices are woven into each of the themes and are described in the pages that follow as they relate to specific recommendations within each theme. The most significant are identified by the icon above. A comprehensive discussion of sustainable design for individual buildings and sites is included as part of Appendix C: Design Guide under “Sustainable Practices.”



Top: The view of Allen Street in front of the Municipal Building exemplifies the value of a comfortable, well-designed public realm. Mature shade trees, well-scaled sidewalks, consistent treatment of street furnishings and attractive sidewalk paving and ornamental plantings provide a sense of place that improves the experience for pedestrians, cyclists and motorists.

Bottom: Storm water management facilities on Allen Street near the intersection with Beaver Avenue put the Borough's commitment to sustainability on display.

GUIDING THEMES

Based upon stakeholder input and the planning team's review of background documents and professional observations, the team identified the following Guiding Themes around which to organize the recommendations to achieve the vision for downtown.

Theme 1 – Marketing the District: Cultivating Downtown's Identity to Residents, Visitors and Investors

Theme 2 – Navigating the District: Building a Pedestrian-Friendly, Multi-Modal Downtown

Theme 3 – Connecting the District: Creating a Comfortable, Cohesive and Attractive Downtown

Theme 4 – Living in the District: Establishing Downtown as a Place for Professionals to Live and Work

Theme 5 – Managing the District: Fostering a Safe and Appealing Downtown

Themes 1, 2 and 3 are focused on design and physical improvements and comprise Phase I of the master planning effort. Themes 4 and 5 are focused on downtown uses, development and community sustainability and comprise Phase II of the master planning effort.

THEME 1 – MARKETING THE DISTRICT: CULTIVATING DOWNTOWN'S IDENTITY TO RESIDENTS, VISITORS AND INVESTORS

Overview

As described earlier, downtown State College has many of the aspects of a quintessential college town. Few college towns in America can boast such a distinct delineation between "town" and "gown." Furthermore, downtown State College is a large district that contains within it sub-districts with their own distinct personalities ranging from the distinctive appearance of College Avenue to the "funky" nature of Calder Way.

Unfortunately, downtown State College has lacked a cohesive identity for itself that reflects its unique role in the Borough, the State and the Nation. The district has a tremendous opportunity to better-sustain its downtown by selling its assets, dispelling misperceptions, attracting investment and providing a platform for existing stores, restaurants, entertainment venues, residential opportunities and offices to "sell" downtown as a truly one-of-a-kind place.

In addition to this large collection of assets, downtown State College has few peers that are doing an effective job of this (particularly among Big Ten college towns). This offers

The existing downtown brands from State College and from its peer communities reflect a varying level of success in terms of effectively communicating their identities. Downtown State College has the opportunity to set itself above other communities with the development of a cohesive marketing strategy that includes a re-imagined brand.



the State College community a chance to jump ahead of the curve with a cohesive marketing strategy to convey the character. Several peer communities in Pennsylvania are doing an effective job of marketing their downtowns, which presents an opportunity for State College to carve out its own unique niche.

Brand Elements

A community brand is more than a logo or a tagline; it is a promise a place makes to its people. Unlike companies that have centralized control of their brand message, communities must have an identity system that is compelling enough to convince residents, stakeholders and decision makers to “buy into” this identity. This is no small task.

At the end of the day, however, State College should establish its own brand values that it will use to guide these constituent groups to believe in and adopt the system. For State College the brand values are as follows:

- **Downtown is a college town.** While this may seem obvious, some may want to “tamp down” the college town identity. This would be a major tactical error. On the whole, college towns are viewed as idyllic places that are rich with memories and full of life.
- **Downtown is a place for all:** Local residents/families, regional residents/families, visitors, students, alumni, faculty/staff and entrepreneurs. This is an imperative value that will require ongoing marketing work and continued messaging. It is easy to cede downtown State College to the large student population, but any look at downtown during the morning, day and early evening reveals that the district is being used by a variety of groups. The late evening perception of downtown must not permeate the entire vision of the district.
- **Downtown adds value for and is an important complement to Penn State University.** All too often, Universities for all the right reasons concentrate solely on the offerings of the University itself. Penn State has a significant stake in the vibrancy of downtown and can leverage the strength of the district when marketing

to students, faculty and staff. Moreover, Penn State can help downtown reinforce its image as a multi-dimensional destination. There is a strong history of this between the two partners that should continue to thrive.

- **Downtown is a collection of special places.** These places can be a special corner where people meet, a long running business or restaurant, a gathering spot—however informal—art, culture and even an alley such as Calder Way, which is among the more unique streets in Pennsylvania. These special places contribute to character of place and the creation of memories.
- **Downtown is vibrant and full of life.** Many downtowns continue to struggle to attract people. Malls and commercial centers have sprawled out from many communities and have displaced downtowns as the central shopping districts. While a shift in retail stores has happened in State College and the Centre Region, downtown State College remains as vibrant now as it has ever been, which is a tremendous asset.
- **Downtown is where memories are made.** College downtowns play a special role in the lives of students, alumni, faculty and fans. While some may dispute this, the great memories of University life are seldom a study hall in the library or a lecture in a classroom. They are memories of young people exploring their first taste of independence. Downtown State College should work hard to cultivate positive memories of downtown that will stay with people for the rest of their lives. Alumni, visitors and residents can develop and experience these memories as well.



Left: The scene at the annual Arts Festival embodies many of the brand elements important to State College: a vibrant public experience that is open to all people and an exemplification of the positive relationship between the Borough and Penn State University.

The Downtown State College Brand Statement

Shape the best times of your life in Downtown State College.

As one of the nation's iconic college towns, it is here where young adults get their first taste of independence, it is here where lifelong friendships are formed, and it is here where generations of former students come back time and again to experience the energy, the memories, and the spirit of a town and university connected.

Reconnect with the best times of your life in Downtown State College.

It is home to Central Pennsylvania's largest collection of independent, locally owned shops and restaurants. It is here that independent booksellers, unique boutiques, and specialty shops thrive mere blocks from historic neighborhoods. It is here where the region comes to enjoy our international cuisine, fine dining, and casual fare in a dynamic walk-able setting.

Create the best times of your life in Downtown State College.

Creativity and culture thrive in our theatres, library, and public art. It is here where each summer Arts Fest transforms downtown into one of the nation's most recognized events for art, film, music, and literature. It is here that young professionals share ideas that will evolve into the businesses of the future.

Discover the best times of your life in Downtown State College.

Families from across the region come here for a day of exploration. It is here that our library hosts activities that enrich our community. It is here that our museums give children the chance to explore, learn, and imagine. It is here that we gather for events to celebrate the vibrant life that the Centre Region has to offer.

Live the best times of your life in Downtown State College.

Our downtown is a place where people gather and we invite you to be a part of it.
Make time for your family.
Make time for your friends.
Make time for yourself.

The best times of your life. **Downtown State College.**



Brand Attributes

Unlike brand values, brand attributes are more “technical” in nature. They are the tools that the graphic artist uses to construct the tools to market the community. For downtown State College the brand attributes are as follows:

- **Typefaces:** The typefaces for State College create a balance of a strong, bold and assertive sans serif typeface with a more clean and traditional serif typeface. Together these allow downtown State College a set of typeface tools that can be applied in different ways.
- **Colors:** A palette of four core colors that are strong, but not completely primary colors, are used in the brand system. They include shades of blue, red, yellow/orange and green. In addition, the color palette includes a number of minor colors for variety.
- **Logo:** Eschewing the typical “logo,” the system for State College’s downtown uses a collection of square blocks that connote the rigidity of the downtown street grid coupled with traditional typefaces and colors. Some uses employ a “banner” design that hearkens to college life.
- **Tagline:** The tagline for State College is rich in meaning, using a simple message to convey different things to different audiences. The local resident, regional neighbor, unaffiliated visitor, Penn State alumnus and current student will each find in the tagline a special meaning.

To explain the tagline, the planning and design team has prepared what is referred to as a brand statement for Downtown State College. This statement is designed so that audiences can use it altogether in rare occasions where a summary of all that downtown offers is warranted or it can be pieced apart to market a particular aspect of downtown. The brand statement components can form the core of an ad campaign for the district.

For downtown State College, the brand statement is organized around the platform of “*The Best Times of Your Life.*” This is a platform round which many messages can be built.

Recommendations

For the recommendations listed below, the primary implementation partners (the organizations that takes the lead in implementation) are bolded and other potential supporting partners appear unbolded.

1-A: Brand Statement and Tagline

Adopt the Brand Statement and Tagline.

Implementation: Downtown Improvement District

A brand statement is different from a mission statement. A brand statement is an explanation of a place that should resonate with local residents (most importantly), visitors and investors. The brand statement for Downtown State College explains its history, its present and its outlook on the future. Downtown Improvement District and the Borough of State College should adopt the State College downtown brand statement, tagline and logo system as its new identity. These partners should work to incorporate this image into organizational values, marketing efforts and other opportunities for internal/external users to easily view, access and interact with.

1-B: Brand Committee

Convene a Committee of Downtown Improvement District and other partners tasked with deploying the brand system.

Implementation: Downtown Improvement District, Downtown Businesses

Partner groups such as the Borough, Penn State University and the Central Pennsylvania CVB could be excellent allies for this effort. This group should ensure that all efforts for incorporating the new brand are coordinated, explore funding options for implementation and strategize on the role and responsibilities for each group in fostering the brand message in the community. A partnership in this effort is critical; however, the lion's share of the responsibility for deploying the brand for downtown will vest with a committee of Downtown Improvement District and its partners. Committee partners may include representatives of the Central Pennsylvania Convention and Visitors Bureau,

downtown business owners and/or Downtown Improvement District members with a strong sense of community branding and graphic design sensibilities, a representative from PSU and a representative from the Borough. A brand style guide is attached as part of Appendix C to this report. It provides guidance on proper usage of the identity system, color specifications in RGB, CMYK and Pantone, a copyright release allowing the client to modify and use the system as needs evolve and a simple licensing agreement should Downtown Improvement District wish to allow products with the logo to be developed and sold in local establishments. Finally, a complete file system with all logos, ad templates, typefaces and support graphics is included as part of the deliverables for this master plan effort.





The brand identities for downtown State College, the destination (opposite page) and Downtown Improvement District, the organization (above) are distinct, yet integrated through the use of like type faces and color blocks.

A redesigned downtown State College website (top right) illustrates how the logos can be applied.



Above: The existing Borough logo.

1-C: Brand Launch Event

Host a brand “launch event” to celebrate the new downtown brand identity for the community and, more importantly, downtown.

Implementation: Downtown Improvement District

This event can take many forms including a specific party/reception, coordination with an existing event, cooperation to showcase merchant offerings, or even a community-wide celebration to showcase the final downtown master plan. Work the Borough, DID members, community groups and volunteers to organize and coordinate a launch event within six months of adoption. Many communities have taken the ad samples, such as those shown on the following pages and enlarged them into posters to profile the brand campaign.

1-D: Downtown Improvement District Brand Identity

Complete a redesign of Downtown Improvement District letterhead, business cards and web page.

Implementation: Downtown Improvement District

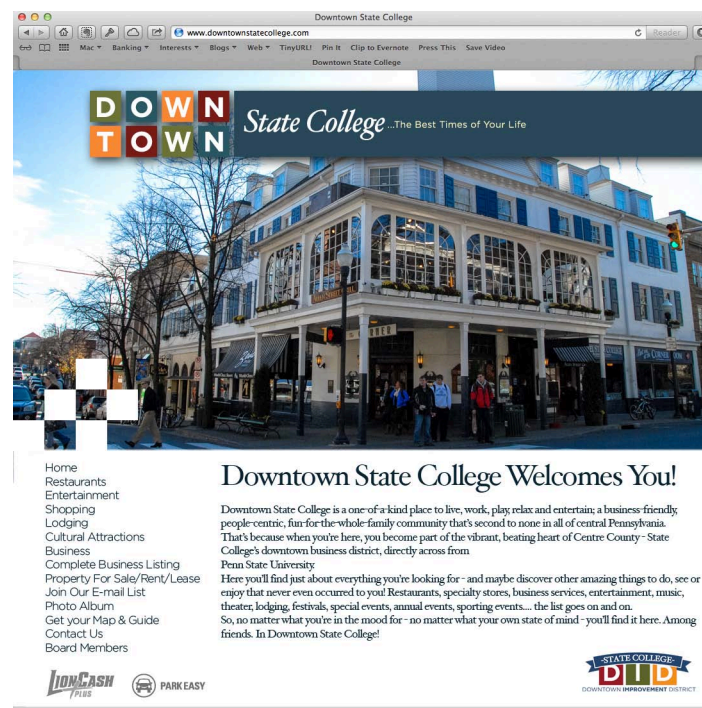
The brand identity for the destination (downtown) and the organization (Downtown Improvement District) are complementary brands that have different uses. Downtown Improvement District should consider reinforcing the newly branded downtown by updating the Downtown Improvement District (DID) identity system, including the new logo for letterhead and business cards. The color blocks become ways to reinforce the connection between the organization and the destination and the unique role that Downtown Improvement District plays. Ultimately, a new web page design should also reflect that identity system.

1-E: State College Borough Brand Identity

Consider a redesign of Borough logo and branding materials.

Implementation: Borough of State College

The image to the left is the current logo used by State College Borough. The existing logo is dated and does not reflect the professional nature of the Borough. It also does not carry the strength to stand next to peer communities



in Pennsylvania or next to Penn State's academic logo. The borough should consider a design that is bolder, that connects better with peer organizations, and that conveys both the sophistication and hometown comfort that the community endeavors to portray. The branding effort explored ways to simplify the logo for easier usage by illustrating an icon that reflected on the community's commitment to education both as the home of a major University and as a community committed to its local schools. While the scope of this master plan does not include a redesign of the borough's logo; the borough should consider a modified design. First steps should include a visioning session among Borough elected officials, agencies, boards and commissions to determine what community values to portray in the brand identity and professional assistance in developing a series of options to explore.

1-F: Brand Extension for Events

Develop brand extension to existing and new events and activities and begin designing or redesigning their logos.

Implementation: Downtown Improvement District, Downtown Businesses

Downtown State College has a number of excellent festivals and events throughout the year that play an important role in energizing downtown. Another step in the branding process is “brand extension” to events and activities, such as farmers markets, annual festivals and new events to be developed. Similar to the recommendation to establish a brand committee, an events committee might also be developed to coordinate and/or help facilitate special events and ensure that the brand is extended to these events. The brand extension should use certain elements of the brand (color, font, etc.) to create a consistent image among different groups and a connection to downtown. All facets of the brand extension could also be phased in over time as existing materials run low and budgets allow.

Working with the staff of the Borough of State College and through some ideas from other communities, the following list of events and event logos have been designed.

Some of the events below are already underway. Additional events should be explored by a partnership between Downtown State College, the Borough, and other non-profits to ensure that supporting these events is do-able with existing staff, funding, and marketing techniques. Some events such as the “Twilight on the Town” event are much more retail oriented and could be handled by a committee of merchants interested in marketing this event together. A recommendation for analyzing events is included later in this report.

Lunch n’ Learn: Conceived by the Borough, Lunch and Learn is a series of casual sessions where borough staff or other experts can share information about Borough policies (such as landlord requirements, sustainability initiatives, etc.), gather feedback from constituents and present concepts and ideas for future initiatives. This event helps the Borough

improve its outreach to citizens who tend to be engaged in the community but do not generally attend public hearings or formal Borough activities for sharing ideas. While these events are typically held in the Municipal Building lobby, they could be held outside in the park or at a downtown venue.

Lunch Break: Small, regularly scheduled events are critical in making downtown a place where all people feel comfortable. “Lunch Break” is conceived as a simple music performance series at lunch time in Friedman Park in the warm months to attract residents, workers and others to enjoy downtown. The venue for these events might evolve from the park to other locations or circulate through downtown to allow citizens and visitors to experience different parts of the district. In particular, holding some of these events on the Old Main Lawn or within some of the campus gathering spaces proposed along College Avenue (described under Theme #3), would be a way to improve the town-gown relationship through programming. Other venues could include the Allen Street Promenade or Heister Street Promenade as described in Theme #3. These events could be paired with local food vendors who might rotate monthly. This is done in Columbus, MS during their Noon Tune events where local restaurants sign up to be the featured vendor for each week’s event. The events could also coincide with the Friday Downtown Farmers Market.



Left: Allen Street as seen from Beaver Avenue during First Night State College.

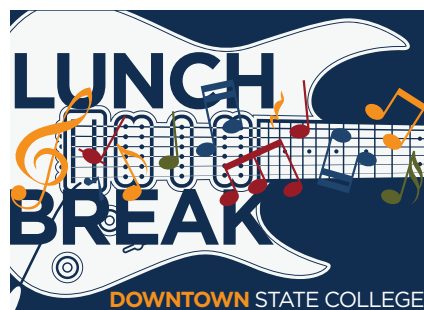
Foodie Week: Downtown State College is a mecca for dining with a variety of restaurants that serve everything from sandwiches to ethnic cuisine. Many communities have explored a “restaurant week” where special prix fixe menus are offered at participating restaurants. Blacksburg, Virginia recently held its first restaurant week and the event was very well received by locals and the restaurant community. Indeed, the CVB recently launched its first “Happy Valley Culinary Week” which includes venues throughout the region. In addition to participating, Downtown Improvement District could use this event to promote its own culinary event, such as a “Foodie Week” or “Downtown Culinary Week”.

Garage Sale: This event targets several community goals. First, it would help familiarize people with the deck parking resources available in downtown. Second it would create a unique event where people could have a “garage sale” out of the trunks of their cars inside a parking garage. Ideally, this event would be during good weather on the top of the garage to take advantage of views to the surrounding mountains and be offered on a first-come first-serve basis.

The venue of the parking deck would offer flexibility to move to a covered level in the case of inclement weather. Local retailers could dovetail into the event with a sidewalk sale. Consideration might also be given to providing attendees with a two hour pre-paid parking pass for a future downtown visit.

Festival Season: The warmer months are a time for festivals in State College that could be part of an overall “festival season” brand system. The community brand could be incorporated into special festival banners that proclaim, “festival season underway” or coordinated with some of the branding that already occurs with existing festivals such as Appalachian Outdoor’s “Gear Fest” which generally seems to be the end of festival season. Other festivals to incorporate include Summers Best Music Fest, 4th Fest and Parade, Arts Fest, Borough Sustainability Fest, the Halloween Parade and many others.

Twilight on the Town: Unlike other events that happen in parks and public spaces downtown, this event would



Right: The potential exists to extend the downtown brand to Borough-sponsored events and activities by incorporating common brand elements such as type faces and colors, for the Festival Season logo “State College” may be switched out with each event name.

happen in the shops of State College. It would be a monthly shopping event during which shops stay open later, to show that downtown is a great place to be in the hours between 5 and 9 PM, this can help residents “reclaim” and sustain downtown as a place for local families and residents during this event. It will be important to schedule this event for an evening of the week that is to remember such as first Thursday, or last Friday of the month and to allow the event to develop over time so that it “sticks” in customers’ minds and they automatically plan for it.

State College Passport: This event, conceived by staff at State College Borough, would be a way to re-introduce amenities in the community to local citizens and welcome newcomers. The free “passport” would be available at a variety of venues such as museums, historic walking tours, farmers markets, family destinations, etc. Each venue attended would provide a stamp in the passport. Some communities have offered a prize to a passport that has completed all of the stamps. This could be an opportunity for partnerships among downtown businesses to offer specials.

Downtown Successes: Many communities celebrate and promote their successes by holding events in conjunction with the completion of a new project. The Federal Hill neighborhood in Baltimore, MD hosted a music fest on the roof of a new parking garage as part of the grand opening of that structure. Another community held a “Rally in the Alley” to celebrate and call attention to new improvements to the alley. Throughout downtown State College there is an



opportunity to highlight a completed project with any of the existing or new events described above. For example, State College Bicycle Ambassadors could host events each time a new segment of the bike infrastructure is completed

1-G: Downtown Marketing Program

Deploy the Brand in an aggressive marketing program.

Implementation: Downtown Improvement District, Downtown Businesses

The following exhibits illustrate a variety of potential advertising concepts to launch the brand identity system. Early ads might focus on the overall character of downtown, dispelling myths about what downtown is perceived to be. Ads that focus on the convenience of parking, the variety of shopping and the ways to enjoy (and get to) downtown would set the image for the district and could be implemented in conjunction with changes. These ads could be used by numerous organizations, including PSU to include in student welcome materials

Later ads may concentrate on the tagline “The Best Times of Your Life.” An entire series of these ads could be tailored to specific audiences, could work with individual merchants who opt to use the system to market their business and



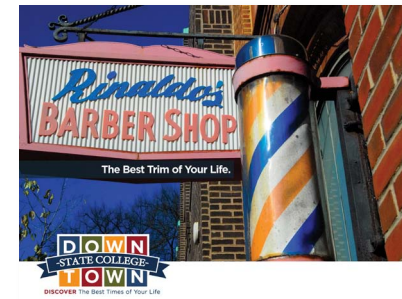
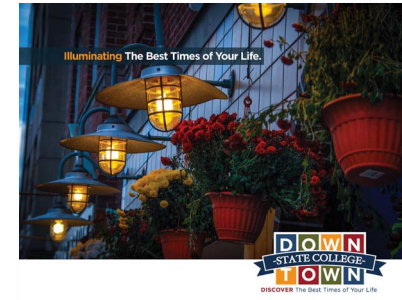
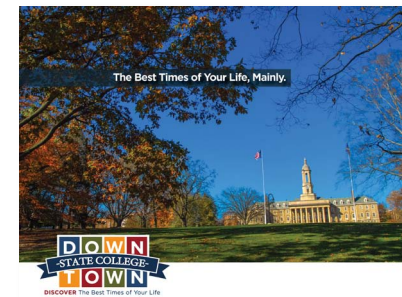
Downtown should employ a comprehensive marketing campaign that highlights its many assets and promotes the brand identity and tagline (opposite and current page).

Where the Blue & White adds some

COLOR



State College ...The Best Times of Your Life



downtown together, and still others could focus on visuals that show customer service, families and visitors. These ad concepts should serve as templates for ongoing creative deployment of a consistent marketing strategy for downtown State College. Finally, the brand might also be a part of promoting improvements that are taking place in downtown that may cause some temporary inconvenience.

Downtown Improvement District and its brand committee would initiate and oversee the marketing program. It should be available for use (provided all branding is used properly in accordance to the style guide) by any organization or business interested in promoting downtown.

1-H: Collateral Material

Continue rolling out the downtown brand with collateral material such as shopping bags, shirts and flags.

Implementation: Downtown Improvement District, Borough of State College, Downtown Businesses

It isn't necessary to roll out all new brand designs right away. However, new products might be explored for a 2013 roll out such as window signs for stores and shopping bags, particularly ones that incorporate recycled plastics and other materials.. Later implementation might work with local businesses to develop their own merchandise with the brand alongside the Downtown Improvement District. These might include bike lights, tee shirts, mugs, pens, jump drives, "we're open" or "discover" flags to display at business entrances, etc.

1-I: Brand Evaluation

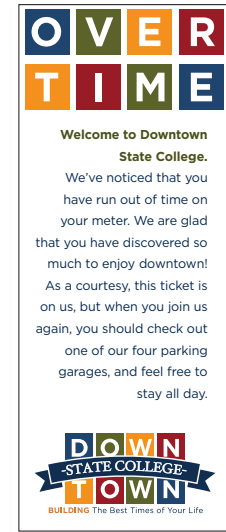
Re-evaluate the brand and update to keep it fresh.

Implementation: Downtown Improvement District

The brand committee should evaluate the brand every few years to explore ways to make sure the design is fresh, explore new ways to expand the identity system, and cultivate new marketing techniques. The world of marketing is changing rapidly, especially with new social media outlets. Therefore the brand will need to be adaptable to these changes.



The downtown State College brand should be deployed across all materials that market, promote and educate about downtown events, resources and improvements.



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Right: The intersection of College Avenue and Allen Street illustrates the high level of street activity common to much of downtown, as well as the demand for accommodating pedestrians, cyclists, buses and private motorists.

Above: The Borough has the opportunity to extend the downtown brand to promote the numerous transportation options that exist and dispel notions that living, shopping and dining downtown is inconvenient.

THEME 2 – NAVIGATING THE DISTRICT: BUILDING A PEDESTRIAN-FRIENDLY, MULTI- MODAL DOWNTOWN

Overview

One of the most appealing characteristics of downtown State College is the high level of pedestrian activity and “life on the streets.” While this has presented some challenges, particularly on football weekends and other large events, this activity is a key factor in the vibrancy that is enjoyed downtown. The availability of transportation choices in downtown, including excellent bus service and expanding bicycle facilities, also contributes to this vibrancy and greatly contributes to the community’s desire to embrace sustainability. In fact, many communities are faced with the challenge of how to get more people out of their cars and on the sidewalks. For State College, the need is focused on further enhancing the facilities that exist to improve the experience of those using them, which ultimately leads to an improved pedestrian experience.

For the majority of the mobility elements described in the analysis, with the exception of bicycle-friendly facilities, the reality of the transportation service in downtown is better than the perception. As described in the analysis, studies have indicated significant reductions in traffic congestion due to improvements in traffic signal coordination. Walkability continues to be a major focus of the Borough’s efforts through both pedestrian accommodation (e.g. curb bulb-outs, leading pedestrian intervals, extended “Walk” intervals) and pedestrian safety (by focusing on the areas of highest concern). Greater commitment to bicycle-friendly principles is needed to make a multi-modal downtown a reality. Downtown State College is the hub of all CATA public transportation service, so it is the most accessible location for bus riders in the community. Parking statistics demonstrate that ample public parking is available Downtown nearly all times.



The topic of “parking” received a lot of attention during stakeholder meetings which is not unusual for the master planning effort of any community. Parking, however, is often considered in a vacuum with an emphasis solely on managing cars. In reality, parking needs to be considered in a broader context of mobility and managing people. With this theme “Navigating the District: Building a Pedestrian-Friendly, Multi-Modal Downtown,” the master plan provides recommendations to enhance the pedestrian experience as it relates to traffic enhancements, pedestrian safety, transit stops and parking.

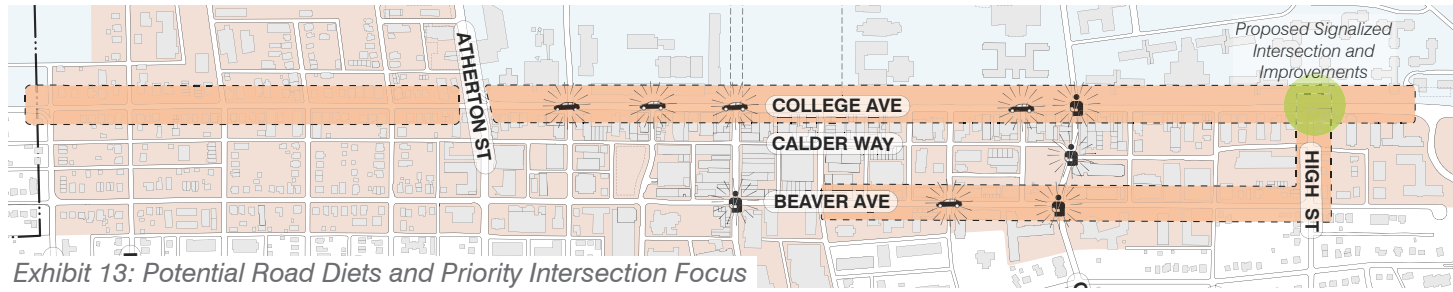


Exhibit 13: Potential Road Diets and Priority Intersection Focus

Recommendations: Vehicular and Pedestrian Safety

For the recommendations listed below, the primary implementation partners (the organizations that takes the lead in implementation) are bolded and other potential supporting partners appear unbolded.

2-A: Advance Stop Lines

Install advanced stop lines (ASLs) at downtown intersections to provide improved visibility of pedestrians by motorists.

Implementation: Borough of State College

Studies have shown significant reductions in pedestrian-vehicle conflicts after ASLs were installed. Since stop line location is a factor in traffic signal clearance interval calculations, intersection traffic signal timings should be updated at any locations where this treatment is installed. Due to the reported benefits, a widespread implementation in the downtown street network is recommended, similar to what has been done with leading pedestrian intervals at downtown traffic signals.

2-B: Road Diets

Employ “road diets” throughout downtown to provide for expanded pedestrian and bicycle accommodations. Explore College Avenue (between Atherton Street and University Drive) as a major pilot project.

Implementation: Borough of State College

Consider road diets for the following streets:

College Avenue (Between Atherton Street and University Drive):

The purpose for exploring road diets along this section of College Avenue is to enhance pedestrian safety and comfort by providing expanded sidewalk areas and minimize mid-block pedestrian crossings. This can be done by utilizing a combination of techniques to provide additional pedestrian area, including lane narrowing where lanes are wider than 10', elimination of parking on the north side between Allen Street and Garner Streets and the use of larger curb bulb-outs at intersections throughout. The recommendations for College Avenue are described and illustrated in Theme 3.

Beaver Avenue (Between Atherton and Garner Streets):

There is limited opportunity to reduce the road width along this stretch of Beaver Avenue; however, consideration should be given to utilizing “chicanes” as have been successfully implemented in some sections of Beaver Avenue between Fraser and Allen Streets.

Beaver Avenue (Between Garner and High Streets): The purpose for exploring road diets along this section of Beaver Avenue is to enhance pedestrian safety and comfort by providing expanded sidewalk areas on both sides of the street and accommodating pedestrian areas around transit stops. The travel lanes can be reduced from 15' to 12', allowing for an additional 3' of sidewalk area on each side. This recommendation is further described and illustrated in Theme 3.

College Avenue (Between Atherton and Buckhout Streets) and Buckhout Street: The purpose for exploring road

Prioritized Locations of Concern Due to:

Pedestrian Crashes



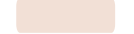
Vehicular Crashes



Potential Road Diet



Study Area



PSU Campus



diets along this section of College Avenue is to consider opportunities for additional on-street parking (for potential future businesses, as discussed in Theme 4) and the addition of a bike lane (Recommendation 2-E), while calming traffic and providing shorter crossing distances for pedestrians. At the intersection of College Avenue and Atherton Street, the Atherton Streetscape plans include one through lane along College Avenue as opposed to the two that currently exist. Initial traffic studies indicate that there is sufficient capacity for College Avenue to maintain one travel lane between Atherton and Buckhout Streets. The Borough should explore this lane reduction concept with additional traffic analysis, engineering studies, and additional community input, at which time a specific recommendation can be made. Additionally, the concept can be “tested” during this study period with temporary traffic markings before making any permanent changes.

Other Streets: As streetscape improvements to other streets in downtown are developed, the Borough should continue to take advantage of any opportunity to reduce lane widths and expand sidewalks.

2-C: Intersection Safety

Develop an action plan for intersection safety and examine pedestrian signal phase options.

Implementation: Borough of State College

Since the first five areas of concern for pedestrian and vehicular safety have been reviewed and action plans set in motion, the Borough should review the next highest locations of concern for safety. Action plans for each location should be developed to mitigate safety issues based on detailed engineering reviews of these locations. The next ranked areas of concern include the following downtown locations:

Pedestrian Safety—Downtown Intersections of Concern:

- College Avenue & Garner Street
- Garner Street & Calder Way
- Beaver Avenue & Garner Street
- Beaver Avenue & Allen Street
- College Avenue & Pugh Street

Vehicular Safety—Downtown Intersections of Concern:

- College Avenue & Burrowes Street
- College Avenue & Allen Street
- College Avenue & Fraser Street
- Beaver Avenue & Locust Lane
- College Avenue & Heister Street

The comprehensive pedestrian and vehicle safety studies should be updated every 5 years based on recent crash history information since crashes are dynamic and based upon many variable factors.

2-D: Traffic Control

Consider adaptive traffic control strategies as part of the next downtown traffic signal retiming project (anticipated in 5-7 years).

Implementation: Borough of State College

Adaptive traffic control would allow selection of optimal traffic signal coordination plans based on data received from on-street vehicle detectors. If traffic volumes fluctuate beyond pre-determined levels by time-of-day or day-of-week, adaptive traffic control can adjust traffic signal coordination to the optimal level. Currently downtown traffic signals do not adjust during special events or during the summer when Penn State is not in regular session. For approximately one-third of the year, the traffic signal timings are not operating at levels optimal to the volume of traffic on the streets.

Recommendations: Bicycle Facilities

2-E: Bicycle Network

Expand the bicycle network downtown.

Implementation: Borough of State College, CRBC/Bicycle Advocacy Groups

State College and PSU have a strong bicycle network, however there are opportunities to continue to enhance it and to continue to encourage alternatives to automobile usage. The following recommendations will help to establish important connections in the bike network and improve safety. The Borough should complete an analysis of the

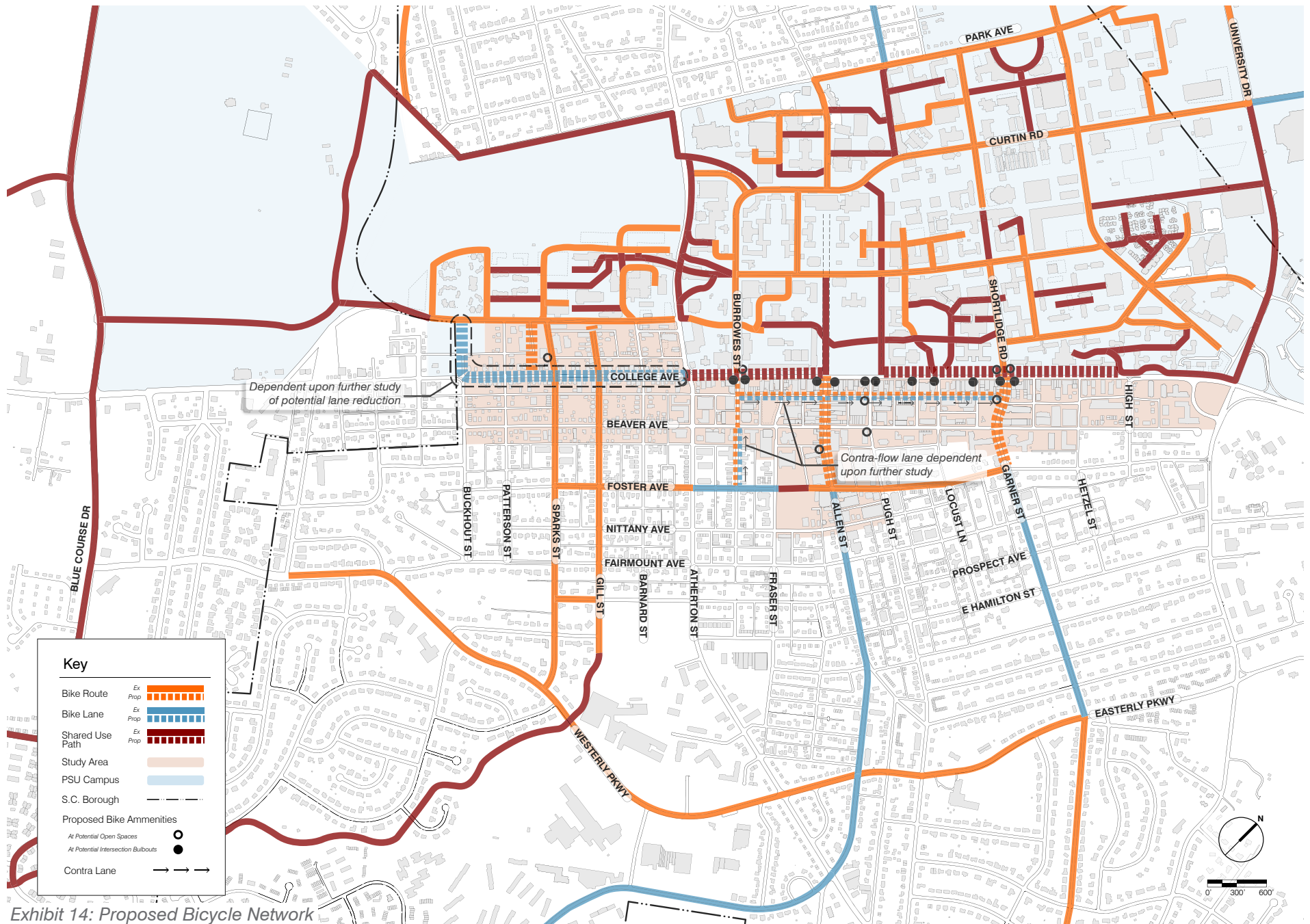


Exhibit 14: Proposed Bicycle Network

Opposite: Exhibit 14 illustrates recommended bicycle connections and amenity provisions that tie into the existing bicycle network and enhance the overall system.

Top right: The existing east-west campus sidewalk along the north side of College Avenue. The plan recommends widening this sidewalk to a 10-12'-wide shared-use pathway for pedestrians and cyclists between High Street and the Henderson Mall.

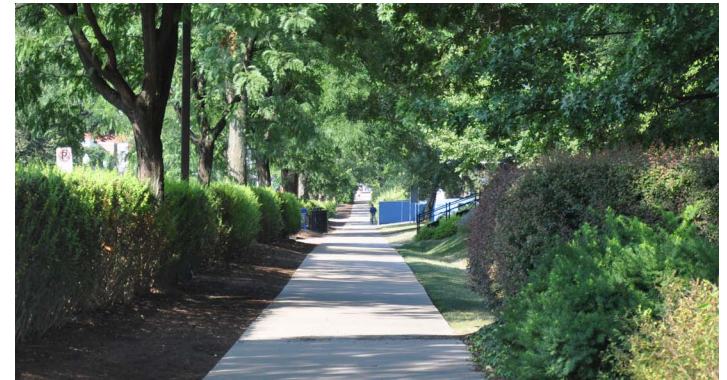
Bottom right: A precedent photograph depicting how a contra lane could function on Calder Way and/or Burrowes Street.

trade-offs necessary to make downtown more bicycle-friendly. The analysis should include a detailed cost-benefit review of any proposed changes in bicycle accommodation in the downtown area (i.e. increased bicycle transportation vs. decreased on-street parking, should parking be impacted).

Garner Street Bike Route: Complete bike link between Foster Avenue and College Avenue by designating this section of Garner Street as a “Bike Route.” As a long-term solution, work with adjacent property owners to explore widening Garner Street to allow the addition of dedicated bike lanes on Garner Street. The increased setbacks to accomplish this might be considered in conjunction with additional development incentives for the undeveloped property between Beaver Avenue and Calder Way (west side of Garner Street). If the properties between Calder Way and College Avenue are ever redeveloped, this same concept should be explored here in exchange for additional development incentives.

Allen Street Bike Route: Consider designating Allen Street a “bike route” between Foster Avenue and College Avenue to connect existing bike lanes along Allen Street with the Pattee Mall shared-use path.

College Avenue Shared-Use Path (PSU Primary Responsibility): Widen the existing east-west campus sidewalk (to 10-12' total width) on the north side of College Avenue to create a shared use path for both pedestrians and two-way bicycle traffic. This widening would primarily occur between South Halls at High Street (where it would connect to the existing campus shared-use path to the east) and the Henderson Mall shared-use path to the west. The shared-use path would not extend between Henderson Mall and Pattee Mall, as the sidewalk should not be widened in this area so as to respect the historic wall at the base of Old Main Lawn. Consideration should also be given to widening the existing campus walkway between Pattee Mall and Atherton Street to provide a shared-use function from the west to the existing Pattee Mall shared-use path. While this bicycle connection is not as critical as the one between High Street and Henderson Mall, it would be important if the



bike lane along West College Avenue is not implemented (as described below).

The concept for College Avenue, including the shared-use path, is further described and illustrated in Theme #3 and in Appendix C: Design Guide.

Calder Way Bike Route and Potential Contra Lane: There is potential for Calder Way to be enhanced and promoted as “shared space” that would accommodate service vehicles, limited automobile traffic, pedestrians and bicyclists between Garner and Burrowes Streets. For westbound bicycle traffic, the alley could be identified with “sharrows” and designated as a westbound bike route. Because Calder Way is one-way westbound, the Borough should explore the feasibility



of an eastbound contra-flow lane on the south side of the alley to allow for two-way bicycle traffic. Preliminary studies indicate that this may not be possible while maintaining existing service and loading areas on the south side of the alley, however, this should be explored in more detail. If the contra-flow lane is not possible, then Calder Way should be designated only as a “bike route” for westbound flow. Recommendations for Calder Way are described and illustrated in more detail in Theme 3.

Burrowes Street Bike Route and Contra Lane: Explore the feasibility of designating Burrowes Street as part of the bicycle network to connect the Foster Avenue bike lane with the campus bike route along Burrowes. Burrowes could be designated as a bike route on the two-way section between College and Beaver Avenues. For the section between Beaver and Foster Avenues, southbound bike facilities could be accommodated with “sharrows” and designated as a bike route. Northbound bike facilities could be developed with the potential addition of a “contra-flow lane” provided appropriate crossings can be accommodated at Beaver Avenue where the signal heads currently only face north. The options that could be implemented to allow a contra-flow lane in this situation include (in order of best accommodation to cyclists):

1. Install two traffic signal heads on the northbound approach to control the bicycle lane.



Far Left: Covered bike parking in downtown State College.

Left: An example of structured parking from Arlington, VA shows how parking can be integrated into a mixed-use building and be designed so as to contribute to the character and quality of the street.

2. Indicate that the bicyclists must dismount at the signal and cross in the crosswalk with the pedestrian signal indications

For both options, a sign to “yield to bicyclists on green” should be installed on the southbound approach so drivers are made aware that cyclists could be present in the opposite direction.

West College Avenue Bike Lane: With the potential lane reduction along West College Avenue (described previously), provide a bike lane on the north side of College Avenue between Atherton Street and Buckhout Street and along the west side of Buckhout Street between College and Beaver Avenues. This would link the downtown core with the West End and future mixed-use development in Ferguson Township’s Terraced Streetscape District.

2-F: Bicycle Accommodations

Continue to provide bicycle accommodations throughout downtown, including bike racks, covered bike parking/storage and way-finding signage.

Implementation: Borough of State College, CRBC/Bicycle Advocacy Groups, Downtown Businesses

The Borough has been providing more and more accommodations for bicycles throughout the downtown with recent improvements. As streetscape and development projects are implemented, it will be important to include

Right: Branding materials could be used to promote cycling downtown

bicycle accommodations as parts of those projects. In particular, priorities should include additional bike racks (and shelters if space is available) within expanded sidewalk areas and sidewalk bulb-outs and commuter bike parking as part of mixed use development and the development of new parking structures. Bike maps highlighting the bike network should be printed and made available to customers and included on information kiosks as part of the way-finding sign system described later in this section. Wayfinding for bikes should also be included in the overall wayfinding system as described later in this section of the report. While these accommodations need to be provided throughout the downtown, the priority areas should be within the downtown core along streets that are part of the bicycle network as identified in *Exhibit 14: Proposed Bicycle Network* (page 82).

Additionally, there are opportunities to encourage more downtown businesses to be more friendly toward bicyclists and/or strive for “Bike Friendly Business” status with the League of American Bicyclists. The branding could be used to create a “Bike Easy” logo that could be used as a window sign or decal for bike friendly businesses.

2-G: Bicycle Regulations

Enforce bicycle regulations and use community branding to help educate bicyclists, motorists and pedestrians on laws and appropriate behavior.

Implementation: Borough of State College, CRBC/Bicycle Advocacy Groups

Many stakeholders have been reluctant to expand the bicycle network, feeling that bicycle regulations were not consistently enforced. In conjunction with an expanded bicycle network and additional bicycle facilities, the Borough

should enforce the bicycle rules. Additionally, the Borough, in conjunction with Downtown Improvement District, Penn State and the State College Bicycle Ambassadors Program might also consider using the branding materials to promote awareness of bicycle rules and help educate both bicycle riders and non-riders as to appropriate behavior.

Recommendations: Parking

The Borough of State College is in the process of completing a parking study. The following recommendations should be considered as part of the study.

2-H: Parking Strategies to Consider



As part of the parking study, explore a variety of tools to incorporate parking strategies that promote a vibrant downtown environment and support a multi-modal community.

Implementation: Borough of State College, Penn State University, Downtown Improvement District

The Borough is planning to engage a consultant to conduct a parking study for downtown. This parking study should consider exploring the following strategies to maximize the efficiency of existing and proposed facilities:

Promotion: Continue to promote the relationship between parking strategies and other recommendations in this master plan such as public realm enhancements, redevelopment, and sustainability. It is important to convey that parking cannot be addressed in a vacuum, rather it is tied to multiple downtown revitalization strategies and policies.

Well-Located Parking Structures: Explore opportunities for new parking structures as part of parking study.

The Pugh Street Garage will be replaced and the existing garage will be removed (once a replacement is operational). While a site has not yet been identified, consideration should be given to developing the structure in the general vicinity of the current location.



There is a need for a significant parking resource toward the east end of downtown. The private surface lot bound by Garner Street, Calder Way and Heister Street is a prime candidate. However, any parking structure developed in this location should be developed in conjunction with high quality mixed-use development.

Any significant private mixed-use redevelopment should be encouraged to include a public parking resource through a partnership between the Borough and the private developer.

Specific potential alternative locations for parking structures, whether alone or as part of mixed-use development, are identified later in this report under Theme 4.

Valet Parking: Consider and explore the feasibility of valet parking for downtown at certain times during the week. Consider several valet stations (that utilize garages and far-off spaces to park cars) and promote through downtown branding and marketing resources. As part of this, research other communities that utilize valet parking such as Chapel Hill, NC.

On-Site Parking Requirements: The Borough should examine on-site parking requirements for downtown housing and development. This is an important measure, particularly considering the small block sizes and narrow parcel configurations in downtown. These small sites don't always allow for on-site parking, thus creating a barrier to redevelopment. Many progressive downtowns are removing on-site parking requirements including Burlington, Vermont; Greenville, SC; and Blacksburg, Virginia. Baltimore is currently developing a new zoning code which includes the elimination of on-site parking requirements in the downtown area to encourage redevelopment. Other communities, such as Leesburg, VA offer a fee-in-lieu option where fees go toward developing centralized public parking resources. Still other communities, such as West Lafayette, IN used TIF funds to construct a garage to support private sector mixed-use development in downtown.

Fee-in-Lieu Program: Expand options and provide more flexibility as it relates to the fee-in-lieu program. Consider increasing the number of spaces (or allowing for the total requirement) that can be considered "in-lieu." Additionally, consider providing more flexibility in the location of parking that is provided off-site as part of the fee-in-lieu program.

Unbundled Parking: Encourage property owners to separate parking costs from rental and sales properties as an incentive for renters/owners to not own a vehicle (some developments in State College currently do this and Ferguson Township has this included in their Terraced Streetscape District).

Parking Meter Hours: Extend meter enforcement for on-street parking into the evening hours to encourage turn-over and better use of the parking structures. Consider extending on-street parking enforcement beyond 6 PM until 10 PM, consider a 3-hour parking limit to accommodate restaurant visits.

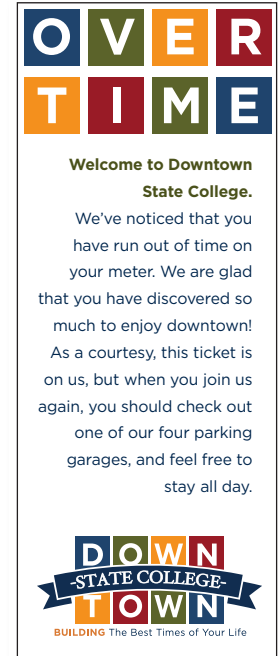
Smart Technology: Consider "smart meters" throughout downtown to provide more flexibility to consumers (use of credit cards) and to allow the Borough to better collect data to evaluate parking behavior and guide parking policies.

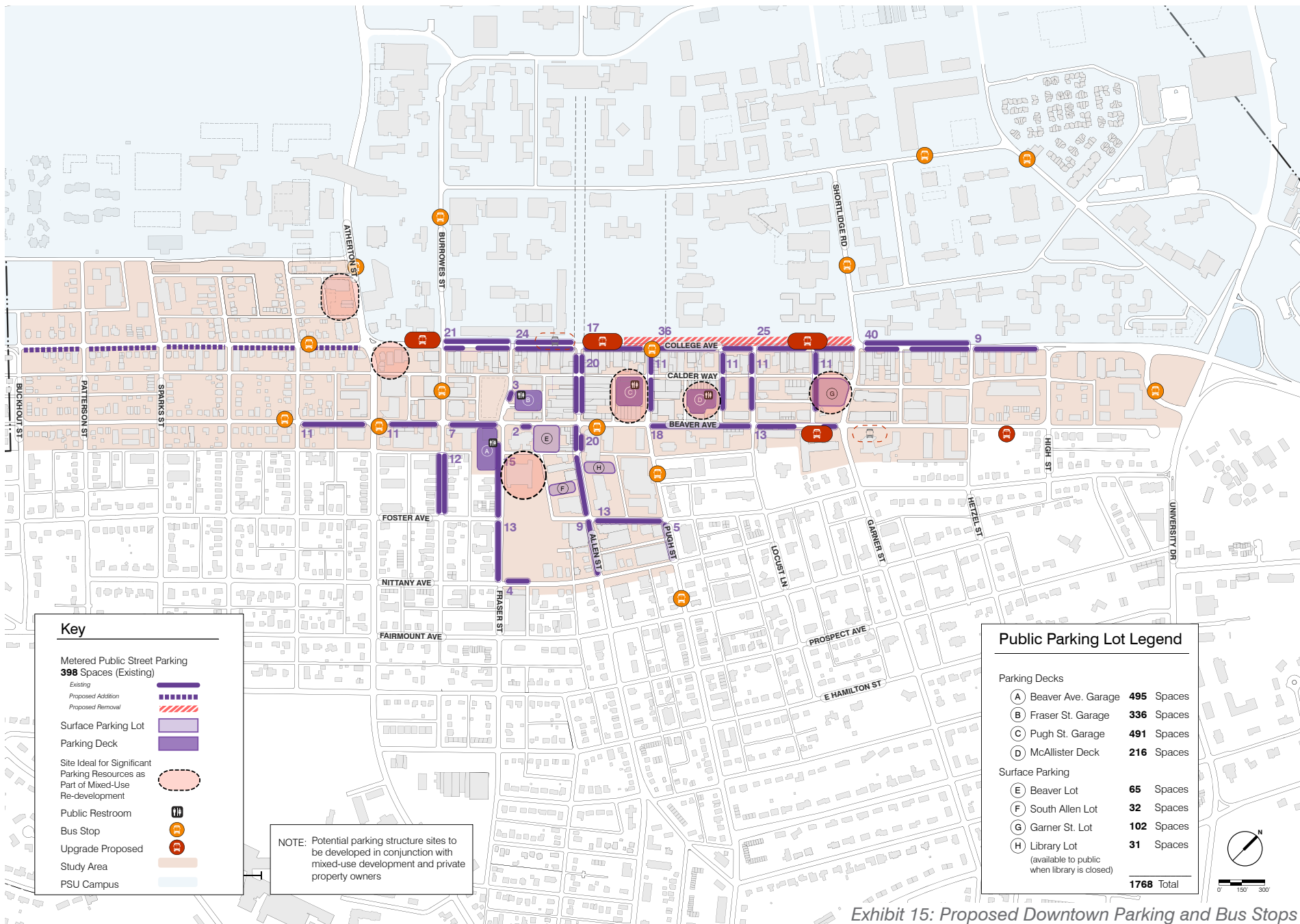
Variable Pricing: Consider long-term policies that adjust pricing based on geographic location and time of day. Consumers who want the most convenient spaces should be willing to pay a premium. Similarly, lower-priced parking can be an incentive for consumers to park in less convenient locations.

Courtesy Tickets: Consider using one-time "courtesy tickets" for first-time parking offenders to help educate consumers about available parking resources and changes to the parking regulations. The idea is to give the local customer (the audience downtown is trying to build) an opportunity to get familiar with the new parking system. These should be issued during a non-event time period when the local resident is the primary downtown customer.

Opposite: Exhibit 15 provides an inventory of existing downtown parking resources and highlights opportunities for new parking structures to be developed in conjunction with mixed-use infill projects.

Below: An example of a "courtesy ticket" that could be used for first-time parking offenders to help educate them on available parking resources. This could be particularly useful as changes to parking policies are implemented.





Employee Monthly Parking: Relocate employee and monthly parking to upper levels of parking structures to provide more convenience to consumers who are to be encouraged to utilize the parking structures. The Borough is currently considering making available employee parking passes for nighttime use.

Other Considerations: Other strategies to consider include employee cash-out programs, creating a Parking Benefits District and evaluating the existing residential permit parking program.

The above tools may or may not be appropriate for Downtown State College but should be explored as part of an overall strategy. In addition, the public realm enhancements and way-finding signage recommendations described earlier will be an important component of the parking strategy. They will allow for a more comfortable and user-friendly experience for people as they travel to and from parking resources.

2-I: Wayfinding Signage for Parking Resources

Provide way-finding signage to direct people to parking resources.

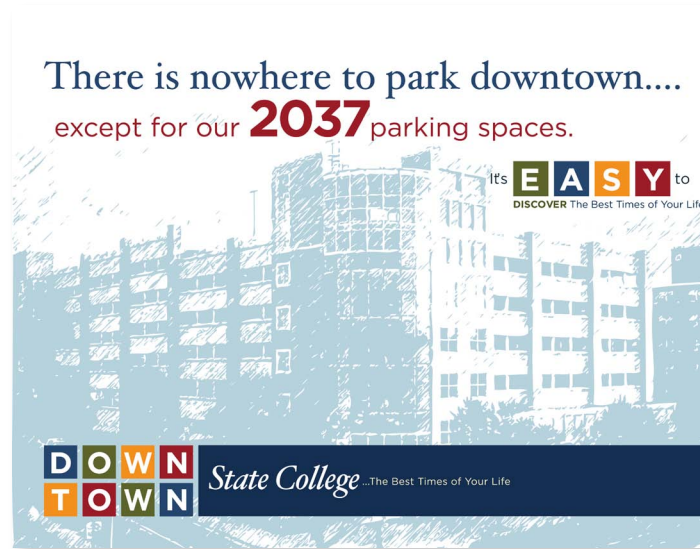
Implementation: **Borough of State College**

The new wayfinding signage as described later under this theme should include signage for parking resources. Signs may include identification signs, directional signs and maps (located at parking resources) showing downtown as it relates to the parking resource. Refer to Recommendation 2-O, Wayfinding Signage for illustrations and additional descriptions.

2-J: Parking Marketing Resources

Utilize the downtown brand to deploy marketing pieces that promote parking resources and dispel misconceptions that there is inadequate parking downtown.

Implementation: **Borough of State College, Downtown Improvement District.**



Left: The downtown brand can be expanded to promote parking resources.



Branding could promote parking garages, potential valet parking (described below) and retailers that validate parking.

Transit

2-K: Transit Fare Study Applications

Work with CATA and COG to evaluate recommendations in the Fare Study and the implications for service adjustments in and adjacent to downtown.

Implementation: **COG, CATA**

The COG and CATA Board have been exploring reduced fare transit options. While a completely fare-free system is

unlikely, they continue to study many options. The master plan partners should take the conclusions from this study and explore how they apply to downtown.

2-L: Enhanced Transit Stops

Enhance existing downtown transit stops – particularly those that are heavily used – to improve aesthetics, functionality, comfort and accessibility for transit riders.

Implementation: Borough of State College, CATA

Approximately one half of the busiest transit stops are located downtown, providing a compelling reason to enhance these stops and further promote alternative modes of transportation. Improvements for transit stops should include transit shelters, sufficient gathering areas, site furniture, seat walls and public art. Specific recommendations for key downtown transit stops are described below and some are discussed in more detail as part of the streetscape recommendations described under Theme 3.

General: All transit stops should consider the following:

- 10' wide pull-off/loading zone, concrete
- Minimum 8' (more desired) clearance at bus boarding zone to accommodate wheelchairs
- Transit shelter (matching those used on PSU Campus), potentially adapted to allow for 8' clearance in tight areas
- Benches
- Trash receptacles
- Adequate street lighting
- Seat walls where appropriate
- Landscape enhancements where appropriate
- Consistent branding (coordinate CATA branding and new downtown brand elements)
- Downtown map as part of wayfinding program
- Non-bird attracting plant material where feasible
- Power source for future digital display
- Newspaper corrals

College at Allen: In addition to the above, the main transit stop on the east side of Pattee Mall/Allen Street should include:

- Minimum 300' pull-off zone
- Kiosk and digital signage display (2)
- Coordination with signalization (e.g. advance stop lines, bus que signals) to allow for buses to pull in to traffic
- Public Art

College at Heister: This stop will be expanded as part of the College Avenue streetscape as described under Theme 3. In addition to the above, it should include:

- Kiosk and digital signage display
- Retaining walls on campus side designed to be seat-wall height
- Public Art

Pugh at College: Consider eliminating this stop as it is close to the College/Allen stop and somewhat redundant. Additionally, proposed streetscape enhancements/bulb-outs on Pugh Street may constrain this stop.

College at Burrowes: In addition to the general requirements, consider incorporating public art at this location.

Beaver at High: This is one of the busiest stops and in addition to the general requirements the stop should include:

- Kiosk and digital signage display
- Power source
- Expanded pavement/gathering and access area (coordinate with LDS site plan to negotiate an easement)
- Buses will stop in the travel lane; a separate pull-off zone not required in this location

Beaver at Garner: This stop can be problematic during big events and is occasionally closed. Consider moving stop to east side of Garner Street and add appropriate amenities as described above.

Atherton at Beaver: These two stops are currently being improved as part of the Atherton streetscape improvements.

Burrowes at Calder: In addition to the general requirements, consider incorporating public art that is responsive to the agencies to Calder Way.

2-M: Branding

Utilize the downtown community brand to market and promote transit services and encourage transit usage.

Implementation: **Borough of State College, CATA**

This information could be provided in hotels, particularly those just east of downtown along East College Avenue, to minimize vehicular trips into downtown. The ease and convenience of the system can be promoted as well as free service, should Universal Access ever be adopted even if only for special events. The branding could also be used to promote the use of satellite parking facilities and how transit usage promotes sustainability.

2-N: Transit System

Work with CATA to expand the transit system so that it is attractive to all segments of the community.

Implementation: **Borough of State College, CATA, CRBC/ Bicycle Advocacy Groups**

State College enjoys a solid transit network that establishes a strong foundation should resources be available to expand service in the future. Understandably so, the current network emphasizes commuters going to and from the Penn State Campus and is not always attractive to commuters. Work with CATA should they consider long-term enhancements that include options attractive to all areas of the community including campus, student areas, neighborhoods and commercial areas. In particular, coordinate so that any improvements to the overall system enhance the downtown experience for residents and visitors.

Signage

2-O: Banners

State College should continue to invest in custom banners using the new brand to promote the community.

Implementation: **Downtown Improvement District, Borough of State College**

State College currently has a wide variety of banners in its downtown, some of which are “custom” banners. Some communities have deliberately decided to spend less money on vinyl or even paper product banners (such as Tyvek) rather than reuse canvas banners every year. State College should continue to use special banners that change throughout the year or use banners that complement events that are happening at downtown or at the University. Likewise, State College should consider banner placement in other locations of the Borough that tell the visitor to “go downtown” to remind visitors that downtown is a unique and pleasant alternative. Banners for State College should use simple and clear graphics so as not to distract from the attractiveness of downtown. Another effect of banners is that they tend to serve as a traffic calming technique.

2-P: Wayfinding Signage

Prepare a comprehensive way-finding guide/plan/strategy.

Implementation: **Borough of State College, Downtown Improvement District**

Wayfinding signs are one of the key ways that visitors can locate major amenities in a community and downtown. The Borough has done a good job of initiating signs directing people to parking resources. However, the one way pair system along College Avenue and Beaver Avenue creates some issues for the “uninitiated” visitor to downtown. This is particularly important in a college community where there is a high number of visitors. Wayfinding is a way to “cultivate” the visitor experience an additional benefit is that locals are continually reminded of the special destinations within their own community. Wayfinding signs would include post-mounted “welcome” signs, overhead “welcome” signs

Top right: The downtown brand can be utilized to market and promote public transit services and encourage their use.

The graphics shown illustrate how the message can be incorporated with the downtown brand block format. It will be important, however to coordinate with and include CATA logo and branding for any final graphics.

Far right and bottom right: Banners on College Avenue could play off of the downtown brand to uniquely identify College Avenue as the place where State College and Penn State University come together.

FREE
-STATE COLLEGE-
RIDE

 **EASY**
RIDE

COLLEGE AVENUE
TOWN
 The Best College Street in **AMERICA**

GOWN
COLLEGE AVENUE
 The Best College Street in **AMERICA**



on mast-arms, trailblazer signs directing visitors (by car, on foot and on bikes) to amenities, parking signs, special building markers and information kiosks that can be placed in parking lots and throughout downtown. The use of a complete spectrum helps to direct visitors to shopping and dining destinations. Kiosks, with maps of the district, are particularly important as they show “the big picture” and help to eliminate misconceptions that attractions, uses and parking resources are further away from each other than they actually are. In State College, these signs should be geared toward not only the motorist, but, perhaps more importantly, the pedestrian and cyclist.

The wayfinding signs can be designed and implemented (through coordination with PennDOT) over several phases. The initial phase should utilize all of the components of the sign system and be concentrated in the downtown core area, with some signs located along key corridors guiding visitors to downtown. Additional phases can expand the geographic scope around the downtown core and expand the number of signs included along key corridors and along secondary corridors.

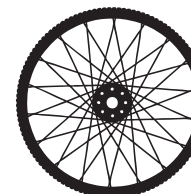
The number and type of signs and actual locations will be determined during the implementation phase for this project. A potential first step to consider is using the “Landmarks, Significant Projects and Special Places” exhibit (Exhibit 10 in this report) to determine key destinations that should be identified on signage and key transportation corridors along which signage could be strategically located.

Right: Wayfinding signs are important for creating a positive visitor experience in downtown, as well as reminding locals of the special places within their community. A comprehensive wayfinding system for downtown State College would employ the downtown brand to tie it into the overall identity of the district.

P
A
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Top right: Interactive public art, as seen in this photograph from Denver, CO, affords users the opportunity to become further involved in the experience of downtown.

Bottom right: Opportunities for public art, such as this from London, England, may exist on building facades in Calder Way.

THEME 3 – CONNECTING TO THE DISTRICT: CREATING A COMFORTABLE, COHESIVE AND ATTRACTIVE DOWNTOWN

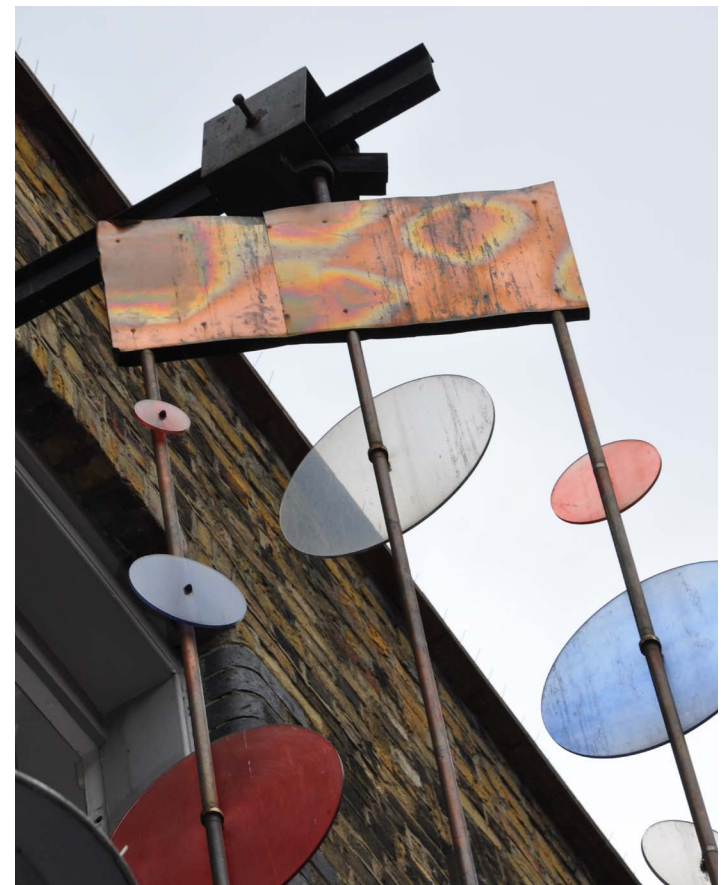
Overview

An attractive, vibrant public realm is critical for a successful downtown, not only in terms of aesthetics, but, more importantly, in terms of creating an environment where people prefer walking, further reducing dependency on the automobile. Public realm enhancements play an important role in the transportation-related recommendations as described under Theme 2, particularly in terms of connecting visitors to parking resources and supporting transit and bicycle usage. In addition, they are vital in supporting goals of enhancing the town-gown relationship between downtown and the Penn State campus.

It is important to understand that the elements that contribute to an attractive public realm are many and include great open spaces, vibrant streetscapes, public art, programming of activities and attractive architecture. This section of the report describes recommendations as they relate to public art, architectural design, open space opportunities and streetscapes. Vibrant streetscape environments are particularly important for State College which, with the exception of the University campus, lacks a significant open space network found in many downtowns. The streets, therefore, are the open spaces and should be very attractive and comfortable places for people to be.

Recommendations

For the recommendations listed below, the primary implementation partners (the organizations that takes the lead in implementation) are bolded and other potential supporting partners appear unbolded.



3-A: Downtown Public Art Program

Using the initial recommendations outlined in this plan and the PSU Public Art Master Plan as a guideline, develop a detailed master plan and strategy for providing downtown public art.

Implementation: *Borough of State College, Design Review Board, Art in Public Places Committee*

Penn State's Palmer Museum has expressed an interest in having more interaction with downtown and there is the opportunity to develop a public art master plan for downtown, similar to the one for campus. A master plan for public art might include the following elements:

Locations for Public Art: The plan should identify a hierarchy of locations for public art along with appropriate format (sculpture, mural, pavement, facade, etc.). Emphasis should be on highly visible sites that are at key pedestrian nodes/crossroads—particularly for art that is more iconic—as well as less public spaces such as building entrances and courtyards. Refer to *Exhibit 16: Proposed Open Space Network*.

Criteria: The plan should establish criteria related to quality of the public art and, in particular, require relevance to the site. “Plop art”—art that is put down simply to fulfill a requirement with no relation to context—should be avoided. Art that incorporates use of recycled materials and promotes sustainable practices should be encouraged.

Committee: The plan might outline an implementing organization in the form of a public arts committee. This could be an off-shoot of the existing public arts committee for Penn State or it could be a separate organization. If a separate organization, it should coordinate efforts with Penn State's committee to encourage opportunities to strengthen the town-gown relationship. The committee could include graduate students, art education students, merchant representatives, artists from the Centre Region and residents.

Several communities across the country (Bend, OR;



Left: Public art in Greenville, SC exemplifies materials compatible with those of the streetscape and are appropriately located so as to not inhibit pedestrian flow along the sidewalk.

Opposite: Exhibit 16 illustrates recommendations for improving and expanding the downtown open space network, taking into account key pedestrian nodes, proximity to public transit stops and opportunities for public art.

Austin, TX; and Greenville, SC) have an Art in Public Places Commission that is appointed directly to review art placement and design with an overarching goal to foster quality art in the community. Each of these communities' programs could be explored for model guidelines.

3-B: Downtown Open Space Network

Explore opportunities to incorporate a network of small gathering places downtown.

Implementation: *Property Owners*

Few opportunities exist in Downtown State College to create a significant and successful open space or “town square.” Additional open spaces and gathering spaces should primarily be achieved through the creation of bulb-outs at street intersections, expanded sidewalks where possible and through the use of “shared space”—streets that emphasize the pedestrian can be closed for special events or during certain times of the week.

Consider short and long-term opportunities to continue to expand the downtown open space network with the addition of pocket parks, plazas and courtyards that connect with the public sidewalk network. As these spaces are developed, there is an opportunity to use these spaces as showcases for sustainable practices and may include innovative storm

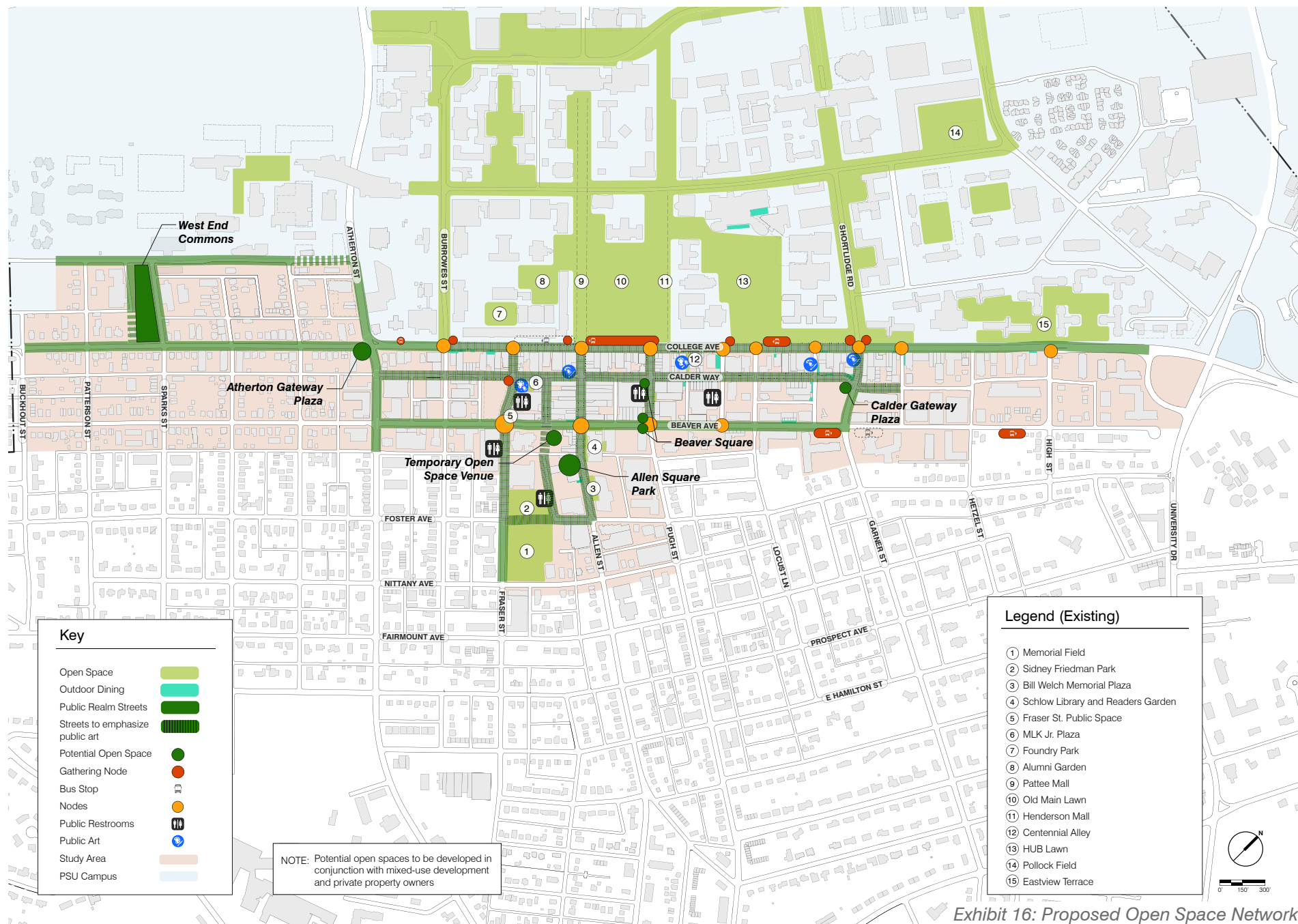


Exhibit 16: Proposed Open Space Network

water management practices, rainwater capture from adjacent buildings (particularly if the open space is created in conjunction with new development), use of recycled materials, native plantings and educational interpretation. Opportunities for significant spaces are limited and related to redevelopment of private property, however, the following should be considered, as described below and identified on *Exhibit 16: Proposed Open Space Network* (previous page).

Allen Square Park: This site is located at the southwest corner of South Allen Street and West Highland Avenue. Currently it is occupied by the former Verizon Building (owned by the Borough) and a bank. While the bank has no plans to relocate, this property should be considered in the long term. It connects with Schlow Library and the Municipal Building, it is located at the high point along Allen Street so could be visible from College Avenue and it could be activated by future development on the post office property and the Beaver Avenue surface parking lot. In addition, it could also provide a connection to Sidney Friedman Park. This concept is illustrated in theme four.

Beaver Square (Potential): This site is located at the southwest corner of Beaver Avenue and Pugh Street where the existing CVS and parking lot are located. The site is connected to College Avenue along Pugh Street and is visible from College as well as centrally-located within the downtown. This site also has great potential as a redevelopment site for mixed-use development on its own or in conjunction with the Pugh Street Garage site and will be examined during Phase II of the master plan. Should this site be utilized for future development, consideration should be given to the potential for a small gathering space at the corner of Pugh and Beaver in conjunction with the development as illustrated in Theme 4. Similarly, any redevelopment of the Pugh Street Garage site should consider integrating a small gathering space, potentially at the corner of Beaver and Pugh or Pugh and Calder Way, also illustrated in Theme 4.

Calder Gateway Plaza (Potential): This is the southwest corner of Garner Street and Calder Way and has been



Milford, PA (top right) offers an example of a small plaza space/pocket park.

identified in previous master plans as a plaza opportunity and “gateway” to Calder Way. It would need to be incorporated into plans for the private development of that site and incentives might be offered to make it feasible for the property owner.

This site would be highly visible and well connected to College and Beaver Avenues. With the addition of bike lanes along this block of Garner Street, as discussed above, a small plaza area here should consider bicycle accommodations. This plaza will be explored further in Phase II as part of a redevelopment concept for the entire site. This concept is further illustrated in Theme 4.

West End Commons: The West End Revitalization Plan identified several alternative approaches to creating a park commons north of College Avenue in the vicinity of Sparks Street and West Campus Drive. This is a valid recommendation to create a central focus to the West End, particularly when considering that State College lacks any kind of “town square” space like this. The recommendation of this master plan is to continue to include this open space in the revitalization of the West End.

Atherton Gateway Plaza: New mixed-use development is planned for the southwest corner of Atherton Street and College Avenue. With this highly visible corner, there is an opportunity to work with the property owner to incorporate a small plaza area at the corner.

Temporary Open Space Venues (Potential): The existing Beaver Avenue surface parking lot, on the south side of Beaver Avenue and west of Allen Street, is quite pleasant with the abundant tree cover throughout the lot. This space could be an attractive venue for downtown events.

3-C: Cohesive Design

Adopt a cohesive family of design elements to use throughout the downtown streetscapes.

Implementation: Design Review Board, Property Owners

Design elements should be appropriate to the streetscape type (described above) to reinforce the downtown identity and establish continuity within the public realm. State College is already using many standards and these should be formally adopted. These and other recommended standards are described in Appendix C: Design Guide and should be incorporated into the DRB's design guide update.

3-D: Streetscape Typologies

Establish a hierarchy of street typologies to incorporate into the DRB's design guide update and help guide streetscape design decisions and priorities.

Implementation: Design Review Board, Property Owners

While the public realm of all downtown streets is important, this hierarchy recognizes that all streets should not be treated equally in terms of pedestrian function and design. The most important streets should receive the highest level of investment while less important streets should receive a base level of design. The ultimate goal, however, should be that all streets are clearly part of a cohesive public realm network, regardless of their level in the hierarchy. Below is a summary of the proposed hierarchy, which is also illustrated in *Exhibit 17: Streetscape Typologies (page 100)*. A detailed design description for each typology is provided in Appendix C: Design Guide.

Type A: These streets are the most important in terms of establishing the downtown public realm image and framework and receive the highest level of design treatment, going above and beyond what has already been completed downtown. This category includes the core of College Avenue (Between Atherton Street and University Drive) and Allen Street (between College and Beaver Avenues). Conceptual design for "Allen Street Promenade" and the core of College Avenue are illustrated and described in detail on the following pages

Type B: These streets are important streets that define the downtown core. Some streetscapes along these streets have already been completed (portions of Allen and Fraser Streets and portions of Beaver Avenue) or are in the process of being implemented (a portion of Atherton Street and a portion of Pugh Street) and have set the materials standard for all of downtown. The following additional street segments should also receive this same or similar treatment to complete the downtown core network: portions of Beaver Avenue (between Atherton and Garner Streets), Fraser Street (between Beaver and Foster Avenues), Pugh Street (between Beaver and Foster Avenues) and Garner Street (between College and Beaver Avenues). A design concept for Beaver Avenue is illustrated and described in detail on the following pages. Additionally, recommendations for refinements to the Pugh Street streetscape are also illustrated and described in Recommendation 3-K.

Type C: These streets represent the east and west extensions of College and Beaver Avenues (and the connecting portions of High and Buckhout Streets) but are outside of the downtown core and do not warrant the same level of design as Type A and B above. They should, nonetheless, be compatible in design.

Type D: This street type represents alleys designed as shared space, with a heavy emphasis on accommodating pedestrians. The street type is anchored by Calder Way (between Atherton and Sowers Streets), Kelly Alley and D Alley (between West Highland Alley and Foster Avenue). Should the Beaver Avenue parking lot be redeveloped,

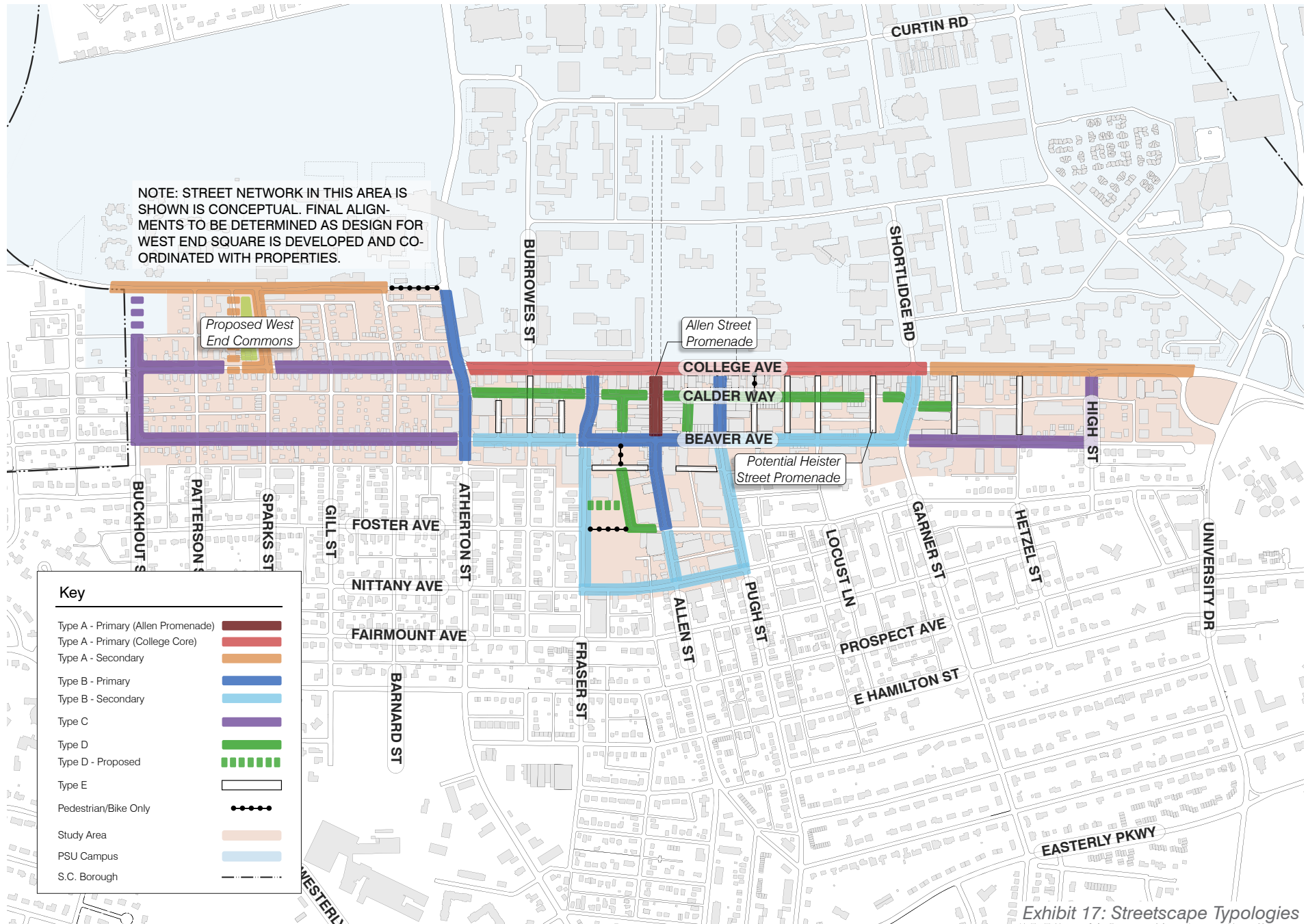


Exhibit 17: Streetscape Typologies

Opposite: Exhibit 17 shows the recommended streetscape typologies for downtown. Establishing a hierarchy for downtown streets as it relates to pedestrian function and design will help focus improvement efforts and guide design decisions.

consideration should be given to providing a pedestrian link connecting Kelly and D Alleys. A design concept for Calder Way is illustrated and described in detail on the following pages.

Type E: This street type represents all other streets within downtown and will include base level of treatment. Sidewalk paving would be predominantly concrete and the Borough standards for lights, street furniture, tree grates, etc. would be used.

Focus and Catalyst Projects

Implementation of the public realm enhancements described in this chapter will occur over many years. It is important, however, to establish Catalyst project as an initial phase; one that will make a significant positive impact on downtown. Several streetscape projects are described on the following pages as “focus projects”, many of which (or a portion of which) comprise a significant Catalyst project. These focus projects include the Allen Street Promenade (from College Avenue to Beaver Avenue), College Avenue (from Atherton Street to University Drive), Calder Way (from Burrowes Street to Garner Street), Beaver Avenue (from Atherton Street to

High Street), Pugh Street (from Beaver Avenue to College Avenue) and High Street (from Beaver Avenue to College Avenue). Of these focus projects, the following projects or portions of projects are included in the Catalyst project:

- Allen Street Promenade, including the intersection with College Avenue
- Pugh Street, with the exception of the Pugh Street Garage frontage
- Calder Way, between Burrowes and Heister Streets
- Beaver Avenue, between Miller Alley and Pugh Street (sections that are currently incomplete)

These streets have been identified as part of the Catalyst project because of their adjacencies to already completed streetscapes such as Fraser Street, Allen Street (south of Beaver), and portions of Beaver Avenue (between Fraser and Pugh Streets); they were already in design (Pugh Street); their proximity to significant development/redevelopment opportunities (Fraser Centre and Pugh Street Garage) and/or their location within the downtown core. Refer to *Exhibit 18: Focus and Catalyst Projects*, below.

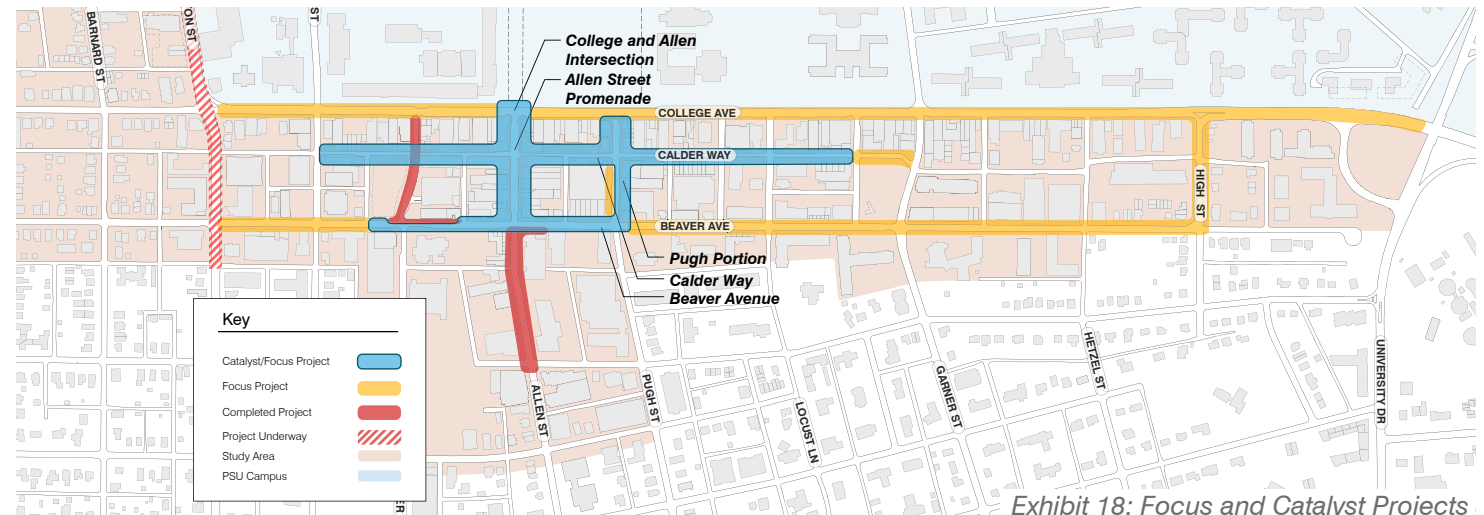


Exhibit 18: Focus and Catalyst Projects



Allen Street Promenade

Focus Project 1 (Catalyst)

3-E: Allen Street Promenade

Reinforce the 100 block of Allen Street, including the intersection with College Avenue, as the center of downtown and establish it as downtown's "town square." Implement as part of Catalyst project.

*Implementation: **Borough of State College, Downtown Improvement District, Downtown Businesses, Property Owners***

Streetscape Type A - Primary

Concept: The overall concept for the Allen Street Promenade supports recommendations from previous master planning efforts to treat this block of Allen Street as a "great place"—one that clearly portrays itself as being the "town square" for State College. It is important to note that the proposal is not to designate this block of Allen Street as a "pedestrian mall"—a space that is permanently closed to automobiles. Rather, the design for this block of Allen Street allows great flexibility in how the block functions. Most of the time, the block will function as it currently does with two-way traffic and on-street parking. Other times, it could be closed to accommodate events or increased volumes of pedestrian traffic. It could be closed entirely (College Avenue to Beaver Avenue) or in segments (College Avenue to Calder Way or Calder Way to Beaver Avenue).

Initially, the block might only be closed a few times a year. Downtown Improvement District and the Borough could continue to experiment with regular closings certain evenings of the week, certain weekends or specific seasons, depending on on-going evaluation of the success of the closings and programming of the space. As the use of the space is evaluated, it will be important to involve the business community, particularly the Allen Street businesses.

Top right: The gates to Pattee Mall on the University campus serve as the most profound marker in downtown of the relationship between "town" and "gown."

Bottom right: Allen Street already functions as the location for special events downtown, which sometimes require street closure between College and Beaver Avenues. The master plan seeks to build on this positive experience of place by further establishing Allen street as downtown's "town square."



Events such as "Lunch 'n' Learn" and "Lunch Break" could occur in this space as could new festivals that emerge as described earlier under Recommendation 1-F.

Specific design enhancements include the removal of the curb to create a flush paved surface of predominantly brick. While brick paving is recommended, concrete unit pavers or stamped concrete may also be considered but should be determined at the time of detailed design. Different use areas (parking, travel lanes, etc.) will be defined by bollards, planters, street trees, ornamental lighting and pavement markings. Electrical service and water hook-ups will also be

provided to accommodate performance venues. While this block will be open to traffic most of the time, it will “feel” like a space where pedestrians are the primary user and vehicles are secondary users. At the time of detail design, the spacing of these elements will need to be coordinated with businesses and their delivery requirements to accommodate this important function.

Other design elements will include kiosks, signage and banners to reinforce the downtown community brand, bicycle accommodations and public art. Earlier master plans suggested overhead “string lights” as a way to further enliven the street. While this would certainly enhance the atmosphere of the street, it is important to maintain the view to the Allen Street gates and Pattee Mall and avoid overhead elements that would detract from this view. Instead, these should be reserved for Calder Way as described later in this report.

An additional early opportunity for this block is to experiment with “pop-up cafes” or “parklets” in place of some of the parking spaces. These would allow the expansion of the pedestrian zone in some areas without having to close the street to vehicles and parking. This concept is employed throughout the world to accommodate outdoor dining, additional seating areas, vendor carts or merchant display areas for certain seasons, while allowing the space to revert to parking during other times of the year. There are a number of ways that this can be managed. In New York City, these outdoor seating areas are open to anyone and shared among businesses since they are located within the public right-of-way. In Frederick, Maryland, individual businesses can obtain a permit to use the space for their business and patrons (outdoor dining or display space), provided there is unobstructed pedestrian access along the sidewalk. The Borough and Downtown Improvement District could experiment with this concept even before the new streetscape is constructed. Frederick, Maryland allowed two pop-up cafes as a multi-month experiment in 2012.

With the complete reconstruction of the street and removal of the curb, there is an opportunity to incorporate innovative



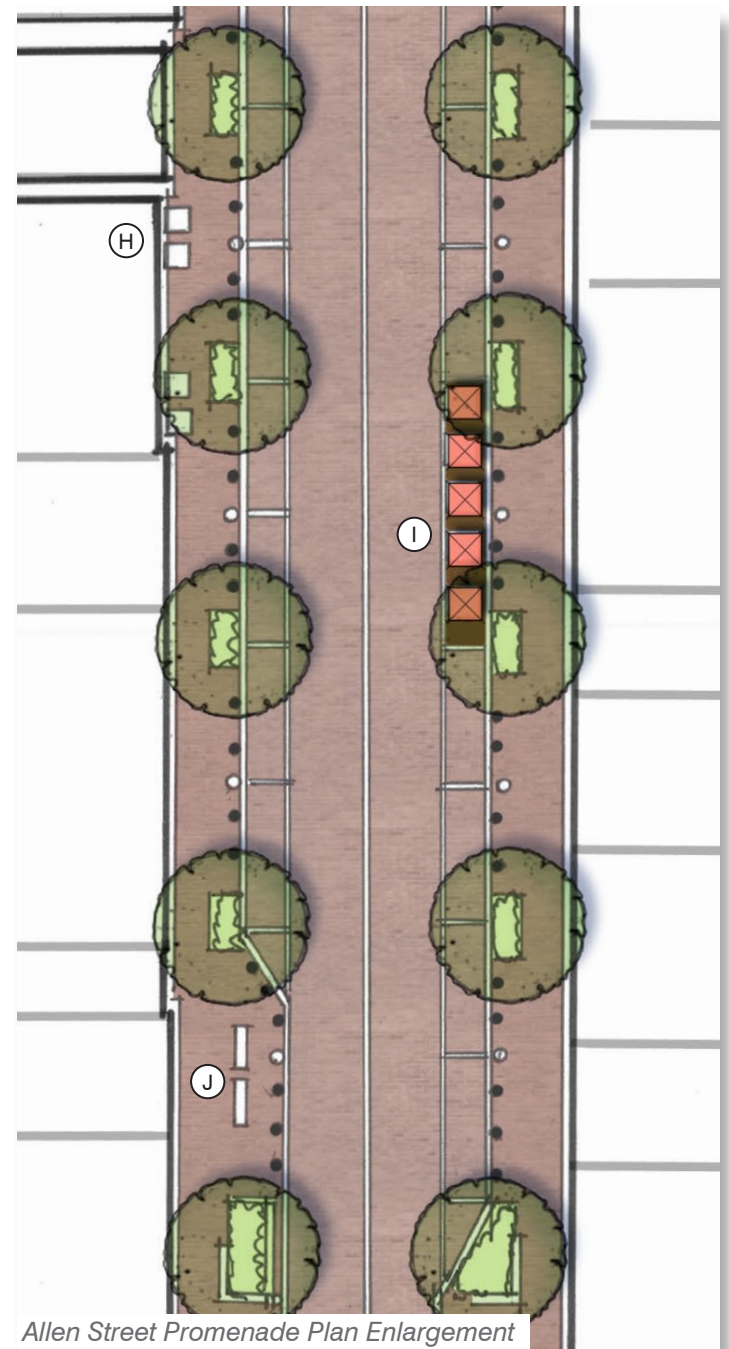
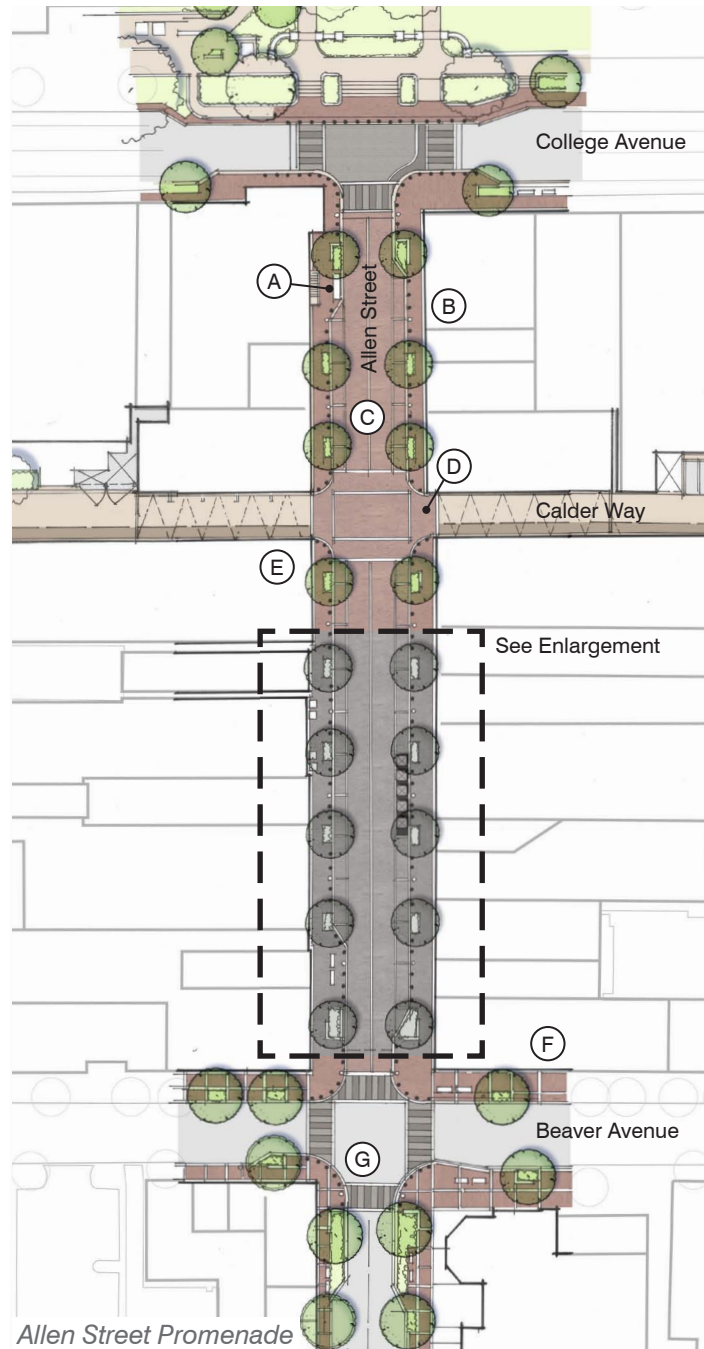
Many precedents exist for continuous brick paving along urban streets and adjacent sidewalks. Court Street in Greenville, SC (top left) shows how bollards can be used to separate vehicular and pedestrian zones. The roadway as seen in Annapolis, MD (bottom left) sits below the sidewalk as part of a typical street section, but the uniformity of materials conveys a pedestrian-oriented space while still facilitating vehicular access to commercial uses.



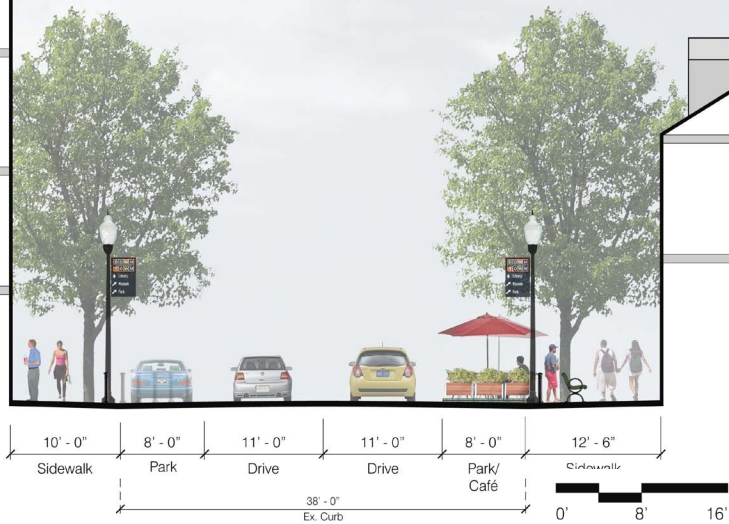
storm water management practices into the streetscape design. In particular, water from building downspouts might be directed to new interconnected tree planting pits or collected for irrigation of planter pots. Similarly, tree planting pits may be interconnected to utilize storm water runoff from the street. However, because of the limestone geology, geotechnical surveys will need to be conducted during the design phase to determine any techniques that might be appropriate.

Additional design recommendations and materials are outlined in Appendix C: Design Guide. The design concepts for the intersection with College Avenue is described and illustrated on the following pages under “College Avenue.”

- A. *Enlarged Bulb-Out and Bicycle Storage*
- B. *Brick Sidewalks; Bollards Between Sidewalks and Street*
- C. *Brick Paving in Street; Flush with Sidewalk Grade*
- D. *Brick Crosswalks at Calder Way*
- E. *Relocated or New Street Tree, Typ.*
- F. *Brick Paving Along Beaver Avenue to Match Existing Borough Standard Adjacent to Schlow Library*
- G. *Stamped Concrete Crosswalks to Match Treatment Along College Avenue; Center of Intersection Remains Asphalt*
- H. *Outdoor Seating/ Merchandise Display Opportunities*
- I. *"Pop-Up Cafes" or "Parklets" in Parallel Parking Zone; May Be Temporary or Permanent and May Rotate Locations*



*Allen Street Promenade between
College Avenue and Calder Way*



*Allen Street Promenade -
Closed for Special Event*



"Pop-up cafes" or "parklets" utilize space typically devoted to parallel parking to expand the pedestrian environment of the street. These spaces can be temporary or permanent and have the flexibility to rotate locations so that businesses can share in the opportunity to service more clients. This strategy could be implemented on Allen Street to add activity and color to the street as well as offering outdoor gathering and/or dining spaces that do not currently exist downtown.

(Top left: Old San Juan, Puerto Rico; Bottom left: Baltimore, MD)

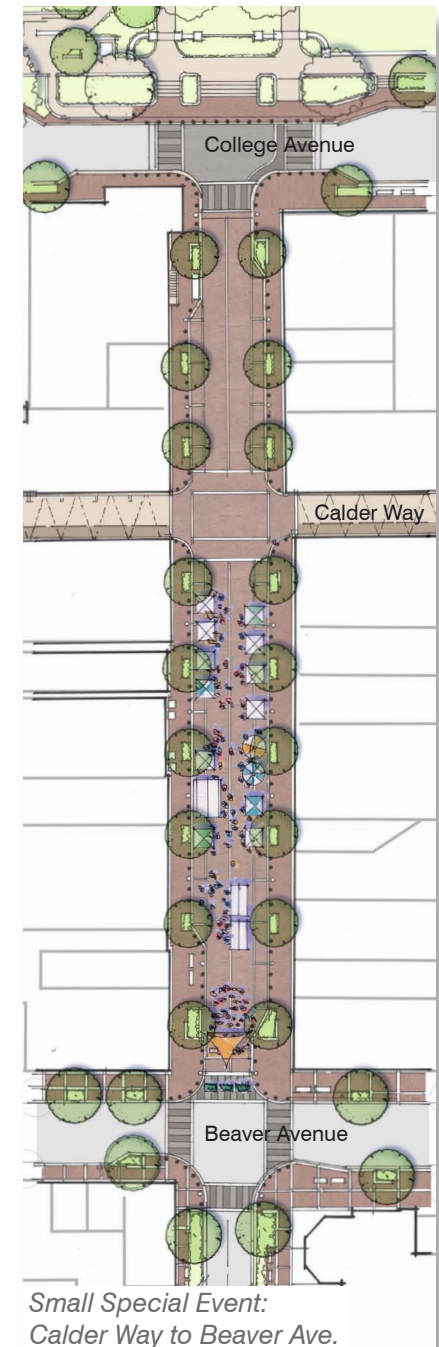
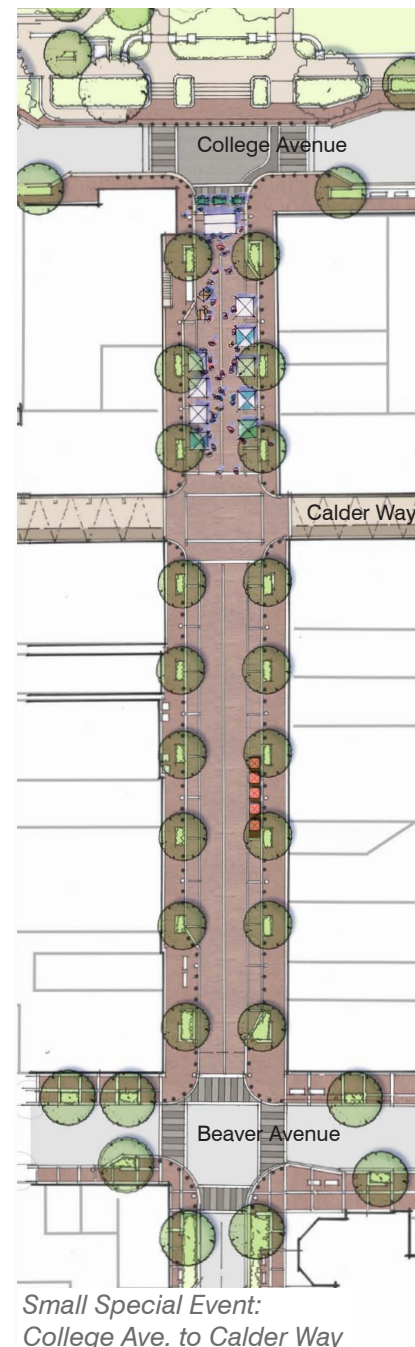
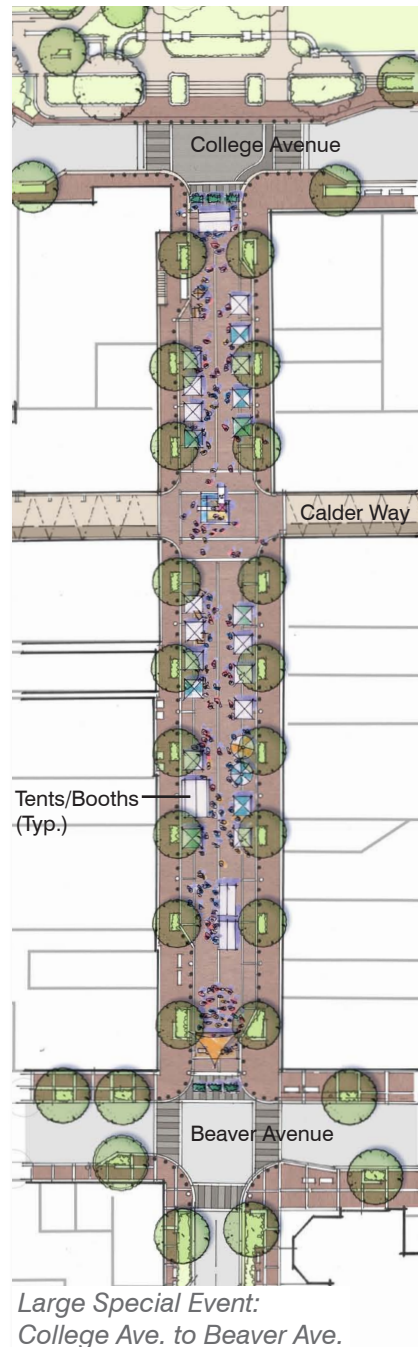


Large Special Event

- Performance Space at College Avenue and Beaver Avenue
- Activity Node at Calder Way
- Vendor Spaces and Outdoor Dining Located in Parallel Parking Zone

Small Special Event Options

- Performance Space at College Avenue or Beaver Avenue
- Vendor Spaces and Outdoor Dining Located in Parallel Parking Zone
- Intersection with Calder Way Remains Open to Allow for Vehicular Circulation





College Avenue

Focus Project 2 (Catalyst - Allen Street Intersection)

3-F: College Avenue

Enhance College Avenue as a great street that reinforces its town-gown role of integrating Penn State University with Downtown State College. Implement the Allen Street intersection as part of the Catalyst project.

Implementation: **Borough of State College, Penn State University**

Streetscape Type A - Primary and Secondary

(The concept and design details described below are feasible under PennDOT guidelines; however, more flexibility may be possible if the Borough participates in PennDOT's Turnback Program. See Recommendation 3-G for a complete description of this alternative.)

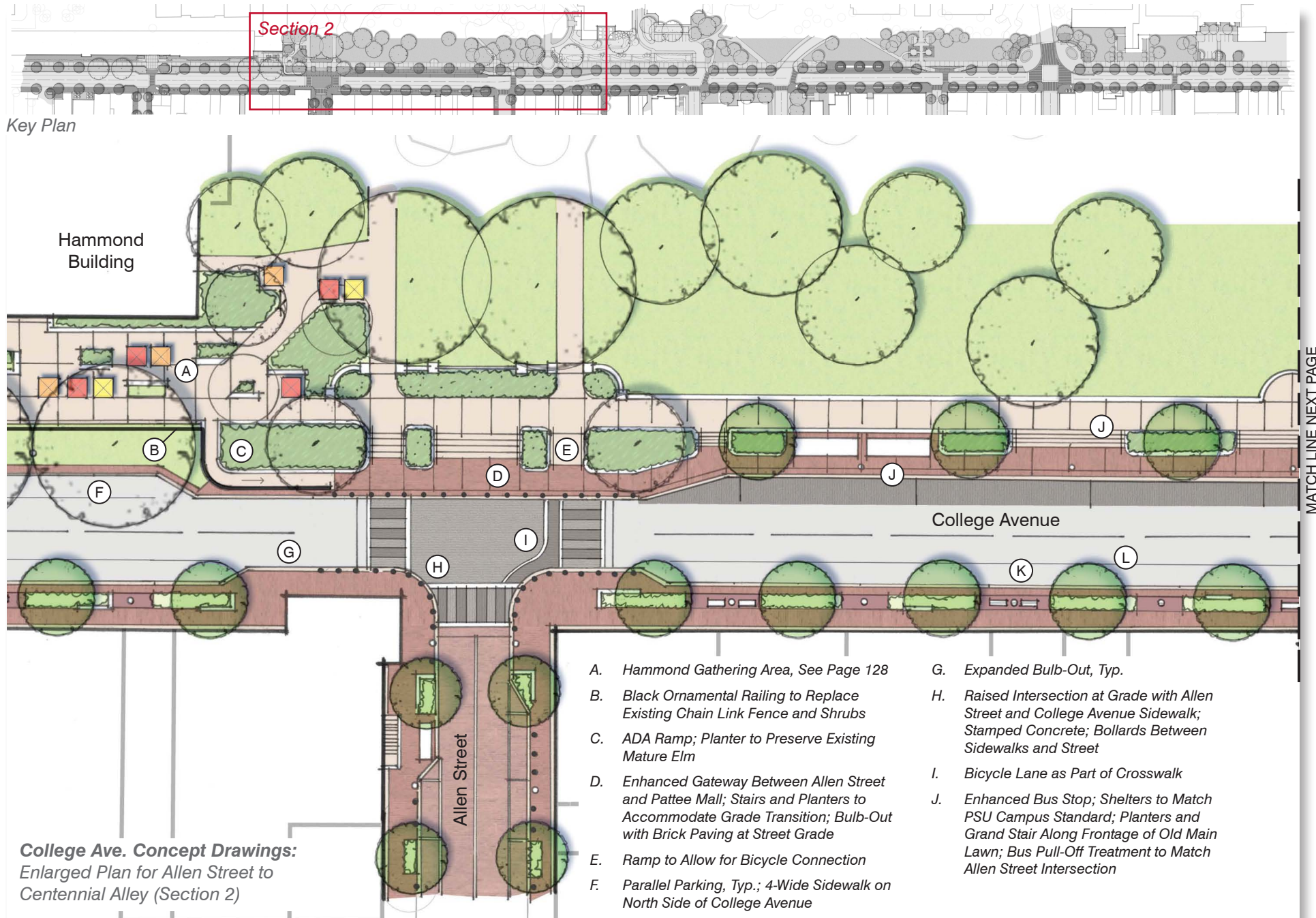
Concept: The overall concept for College Avenue is to create a distinct brand, safe and comfortable pedestrian environment and unified streetscape image that complements the unique qualities of each side of the street: the broad lawns and traditions of the Penn State University campus and the vibrant college town environment of downtown State College. While the land uses are very different on each side, unified streetscape elements and materials will provide for a cohesive image that reinforces the town-gown role of this important street. The highest level of design will occur within the segment between Atherton Street and Garner Street (the College Avenue Core or Streetscape Type-A Primary). The section between Garner Street and University Drive (Streetscape Type-A Secondary) will utilize the same family of materials as the Core but will include less intensive paved pedestrian areas (the south side sidewalk will not be expanded and parking will remain on both sides where it currently exists); however, a narrow brick sidewalk will be added along the north side parking curb. The segment between Atherton Street and Buckhout Street

College Avenue's unique character stems from its vibrant college town environment on the Borough side (top right) and its rich campus image on the University side (bottom right).

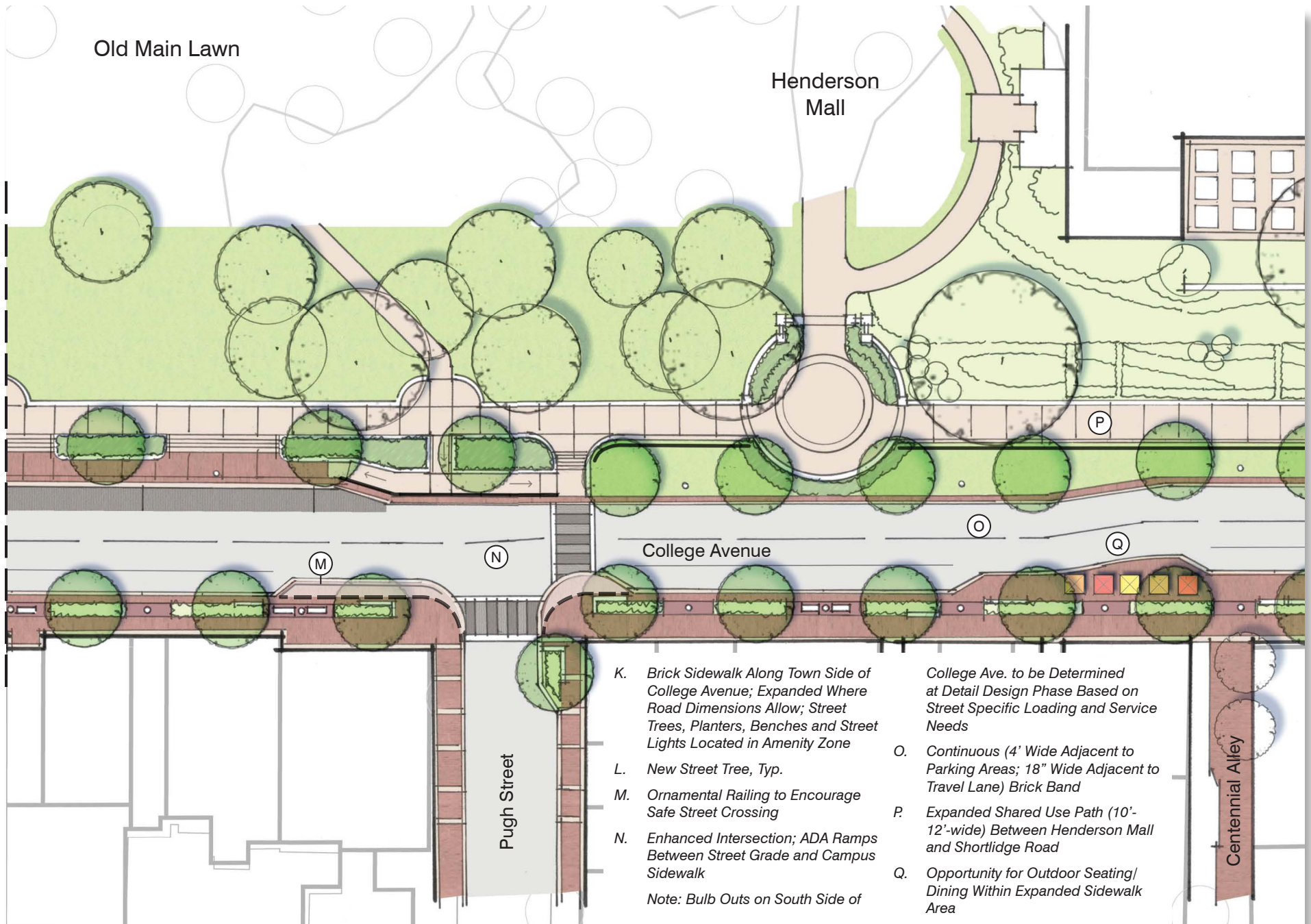


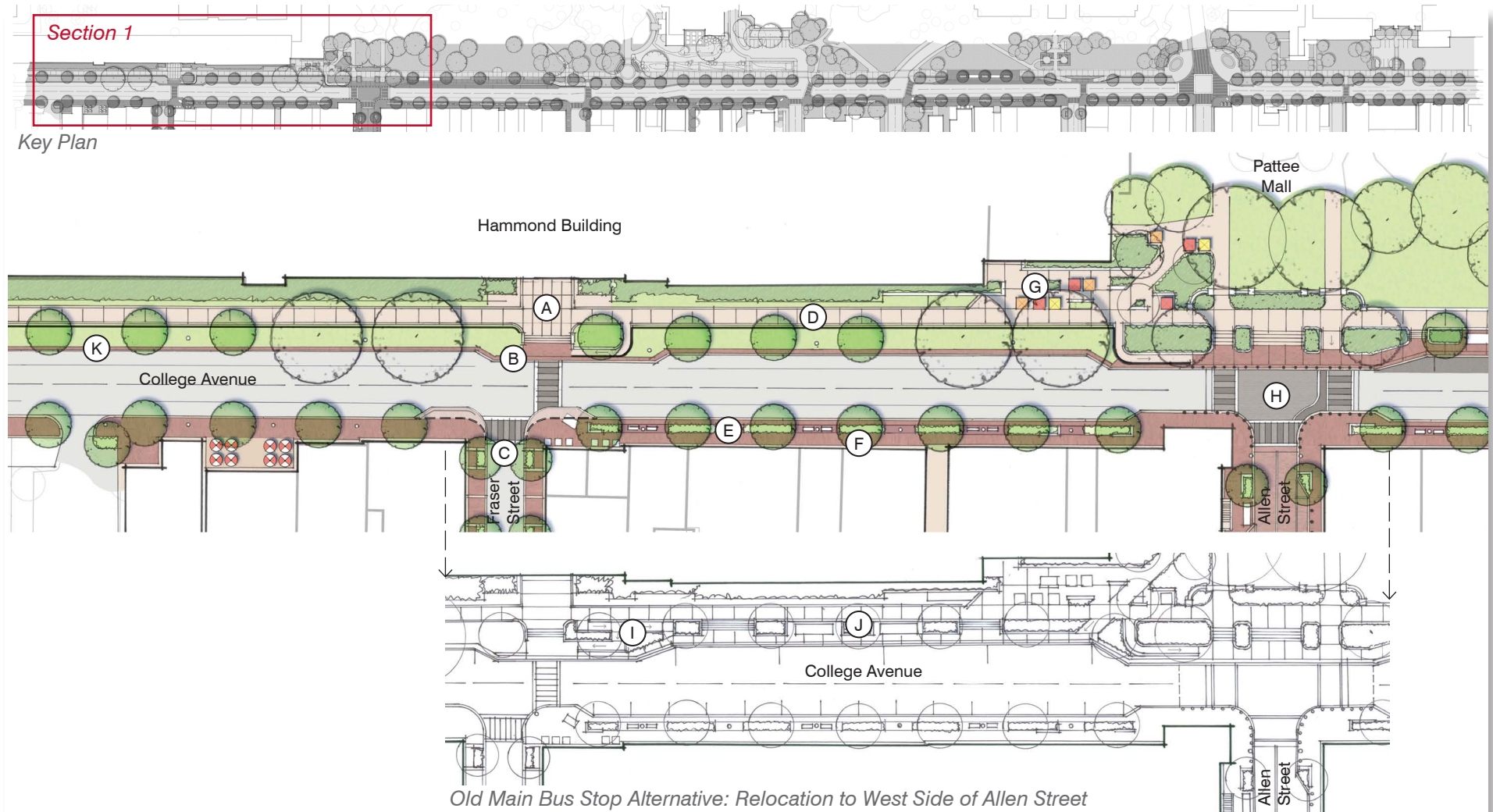
will utilize the same family of materials, but will not be as extensive. This section of College Avenue is described later in this section of the report.

Key components of the College Avenue streetscape are illustrated in the concept drawings on the following pages, and describe in the narrative following that.



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- A. Enlarged Plaza Space at Entry to Hammond Building
- B. Expanded Brick Paving Area to Highlight Campus Entrance at Fraser Street
- C. Completed Streetscape Along Fraser Street
- D. Expanded Shared Use Path (10'-12'-wide) Between Burrowes Street and Pattee Mall

- E. Brick Sidewalk Along Town Side of College Avenue; Expanded Where Road Dimensions Allow; Street Trees, Planters, Benches and Street Lights Located in Amenity Zone
- F. New Street Tree, Typ.
- G. Hammond Gathering Area, See Page 128
- H. Raised Intersection at Grade with Allen Street and College Avenue Sidewalk, See Page 126

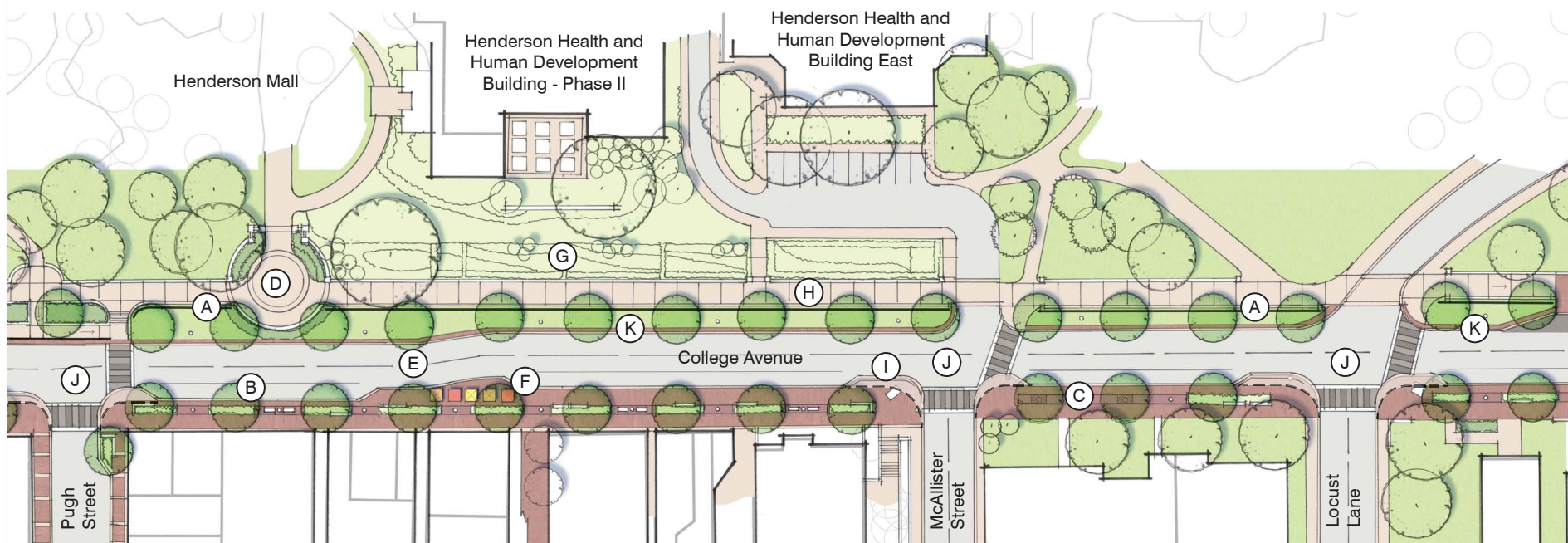
- I. ADA Ramp Connection to Fraser Street and Bus Loading Area
- J. Enhanced Bus Stop; Shelters to Match PSU Campus Standard; Planters and Grand Stair; Bus Pull-Off Treatment to Match Allen Street Intersection
- K. 4' Brick Walkway Adjacent to Parking on North Side of College Avenue.

College Ave. Concept Drawings:

Plan for Fraser Street to Allen Street (Section 1)

Section 3

Key Plan



- A. Black Ornamental Railing to Replace Existing Chain Link Fence and Shrubs, Typ.
- B. New Street Tree, Typ.
- C. Brick Sidewalk Along Town Side of College Avenue; Expanded Along South Side with Elimination of Parking on North Side; Street Trees, Planters, Benches and Street Lights Located in Amenity Zone

- D. Preserve and Enhance Plaza and Walls at Terminus of Henderson Mall
- E. Typical Roadway, Chicane
- F. Opportunity for Outdoor Seating/Dining in Expanded Sidewalk
- G. Landscape Enhancements as Part of Henderson Building Improvements
- H. Expanded Shared Use Path (10'-12'-wide) Between Henderson Mall and University Drive

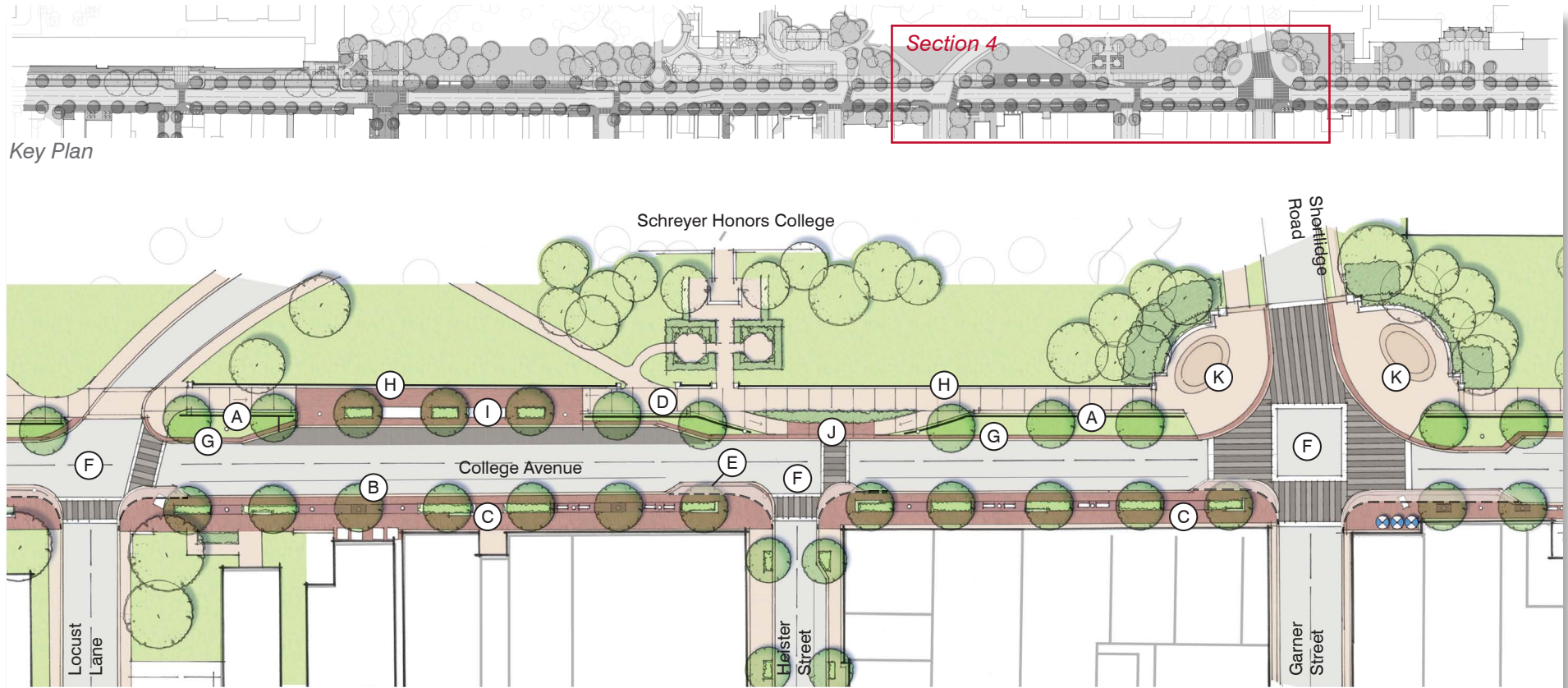
- I. Ornamental Railing to Encourage Safe Street Crossing
- J. Enhanced Intersection; Curb Bulb-Outs and Stamped Concrete Crosswalks, Typ.

Note: Bulb Outs on South Side of College Ave. to be Determined at Detail Design Phase Based on Street Specific Loading and Service Needs

- K. Continuous (4' Wide Adjacent to Parking; 18" Wide Adjacent to Travel Lanes) Brick Band

College Ave. Concept Drawings:

Plan for Pugh Street to Locust Lane (Section 3)



- A. Black Ornamental Railing to Replace Existing Chain Link Fence and Shrubs, Typ.
- B. New Street Tree, Typ.
- C. Brick Sidewalk Along Town Side of College Avenue; Expanded Along South Side with Elimination of Parking on North Side; Street Trees, Planters, Benches and Street Lights Located in Amenity Zone
- D. Expanded Shared Use Path (10'-12' wide) Between Henderson Mall and University Drive

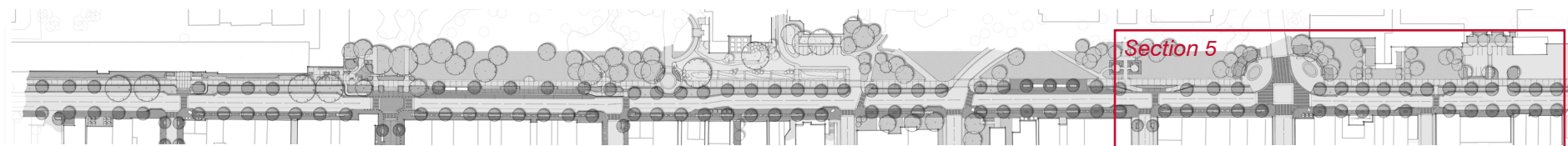
- E. Ornamental Railing to Encourage Safe Street Crossing
- F. Enhanced Intersection; Curb Bulb-Outs and Stamped Concrete Crosswalks, Typ.

Note: Bulb Outs on South Side of College Ave. to be Determined at Detail Design Phase Based on Street Specific Loading and Service Needs
- G. Continuous (4' Wide Adjacent to Parking; 18" Wide Adjacent to Travel Lanes) Brick Band
- H. Retaining Wall to Allow for Grade Transition from Shared Use Path to Bus Stop Area

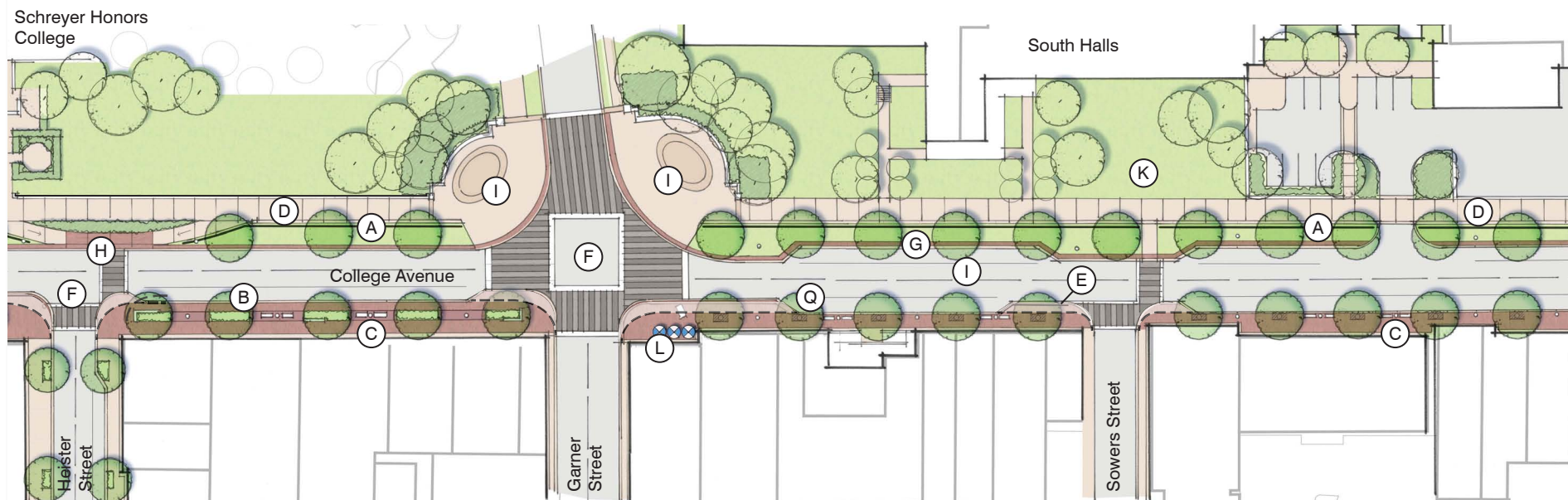
- I. Enhanced Bus Stop; Shelters to Match PSU Campus Standard; Brick Paving at Bus Stop Depressed to Match Curb Height
- J. Brick Paving to Highlight Campus Entrance at Heister Street
- K. Enhanced Campus Gateway; Expanded Plaza Spaces on North Side of College Avenue for Seating and Gathering; Consider Special Paving

College Ave. Concept Drawings:

Plan for Locust Lane to Garner Street (Section 4)



Key Plan



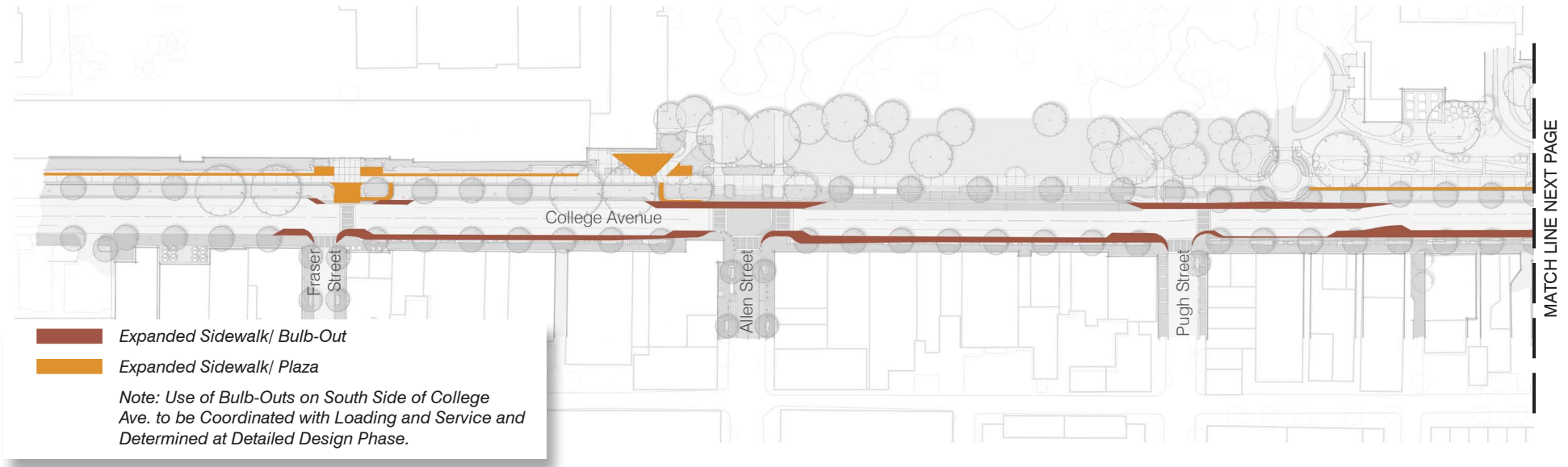
- A. Black Ornamental Railing to Replace Existing Chain Link Fence and Shrubs, Typ.
- B. New Street Tree, Typ.
- C. Brick Sidewalk Along Town Side of College Avenue; Expanded Along South Side with Elimination of Parking on North Side; Street Trees, Planters, Benches and Street Lights Located in Amenity Zone
- D. Expanded Shared Use Path (10'-12'-wide) Between Henderson Mall and University Drive

- E. Ornamental Railing to Encourage Safe Street Crossing
- F. Enhanced Intersection; Curb Bulb-Outs and Stamped Concrete Crosswalks, Typ.
Note: Bulb Outs on South Side of College Ave. to be Determined at Detail Design Phase Based on Street Specific Loading and Service Needs
- G. Continuous (4' Wide Adjacent to Parking; 18" Wide Adjacent to Travel Lanes) Brick Band
- H. Brick Paving to Highlight Campus Entrance at Heister Street

- I. Enhanced Campus Gateway; Expanded Plaza Spaces on North Side of College Avenue for Seating and Gathering; Consider Special Paving
- J. Brick Paving; No Sidewalk Expansion; Preserve Existing Street Section
- K. Landscape Enhancements and Parking Reconfiguration Part of South Halls Renovation
- L. Opportunity for Outdoor Seating/Dining Within Expanded Sidewalk Area

College Ave. Concept Drawings:

Plan for Heister Street to Sowers Street (Section 5)

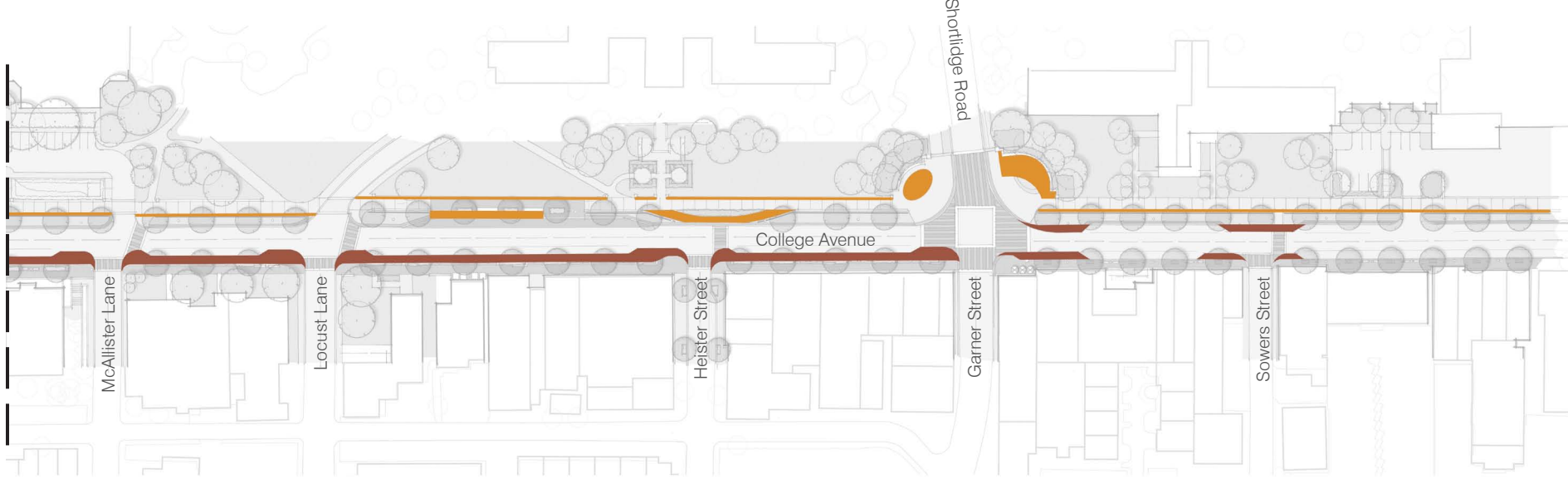


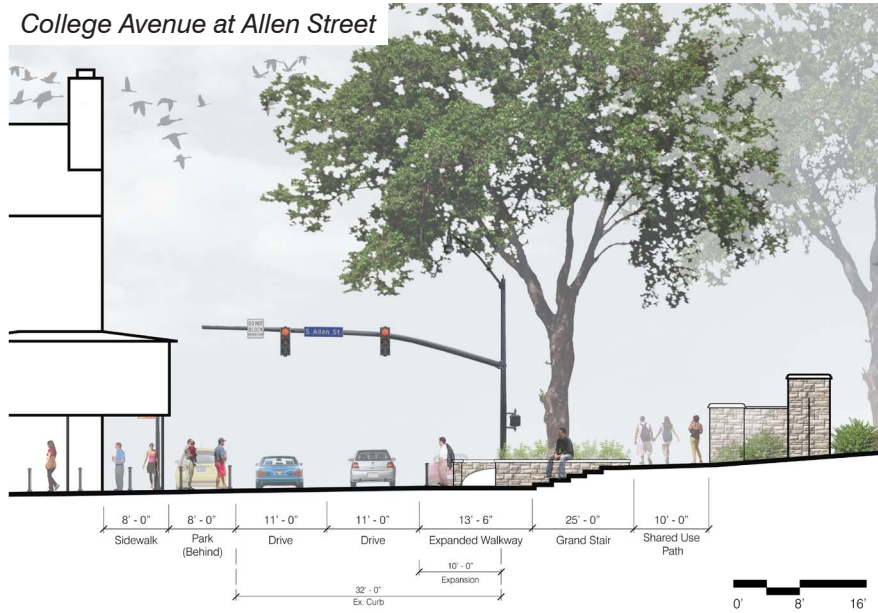
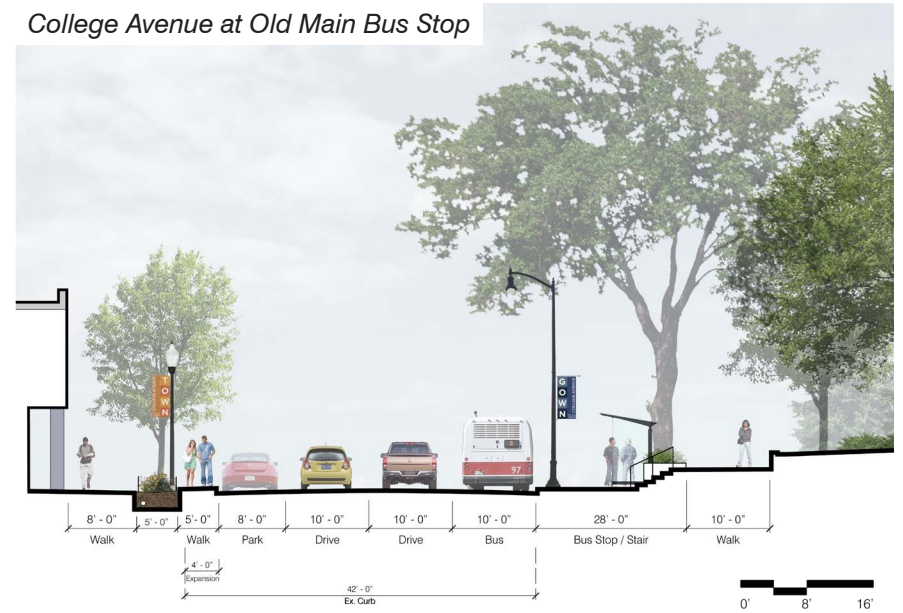
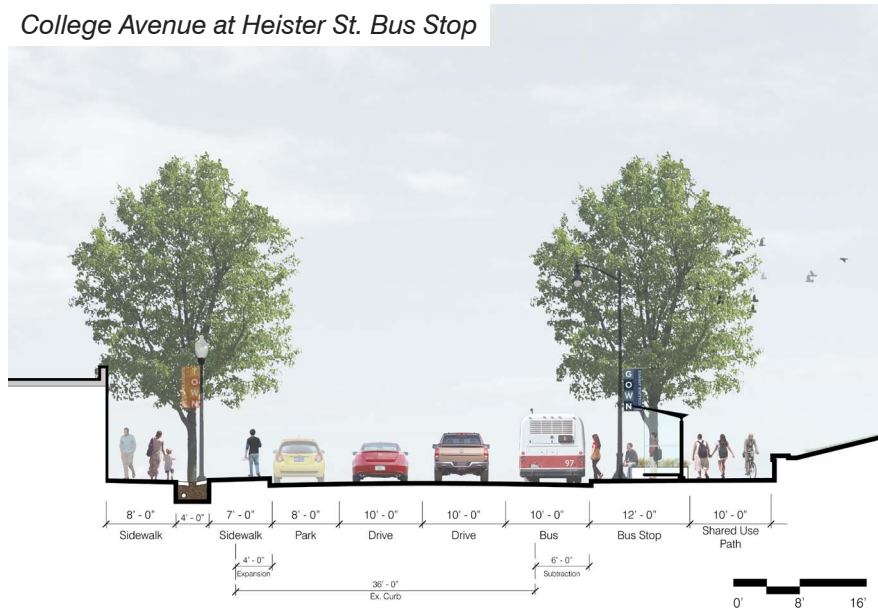
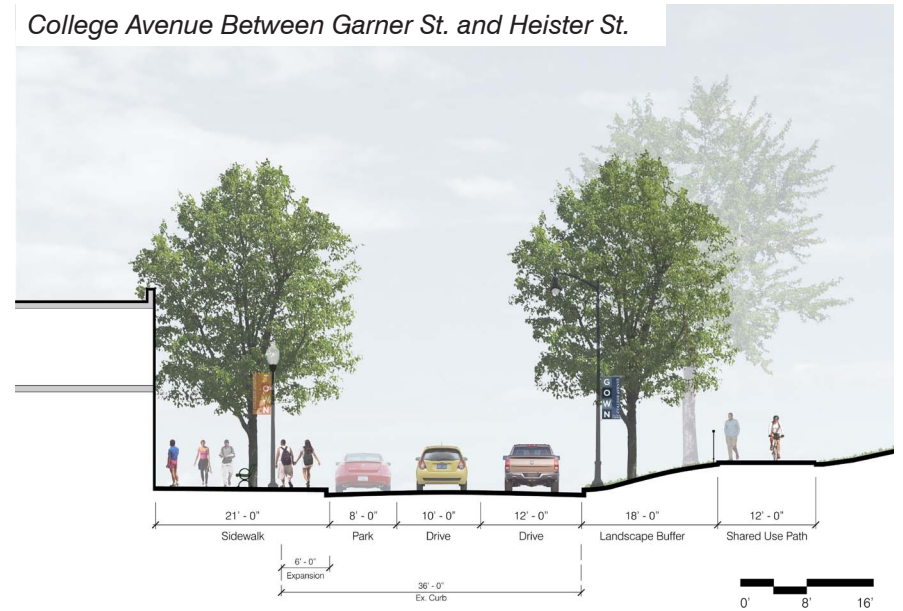
College Ave. Concept Drawings:
 Streetscape Improvement Diagrams

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College Avenue at Allen Street*College Avenue at Old Main Bus Stop**College Avenue at Heister St. Bus Stop**College Avenue Between Garner St. and Heister St.*

College Ave. Concept Drawings:
Proposed Condition Cross Sections

College Avenue Narrative

Coordination: It will be important that the detailed planning and design for College Avenue is a coordinated planning effort among the Borough, University, and College and Ferguson Townships, particularly at gateways

Branding and Identity: Launch a distinct identity for College Avenue. The idea of town-gown is more prominent in State College along College Avenue than in many of its peer communities. A simple “TOWN GOWN” system that emphasizes this unique street will help elevate the street to be one of the greatest college streets in the United States. In fact, a distinct tagline for College Avenue “The Best College Street in America” is both something to aspire to and is achievable through the recommendations included in this report. Use of banners and signage will need to be closely coordinated with other site furniture to minimize unnecessary “visual clutter.”

Top right: The brand identity and tagline for College Avenue are tied to its importance as the place where the Borough and University meet.

Bottom right: The downtown State College brand should be visible every time improvements are made to help promote and preserve positive connotations of downtown with users. The example shown could be deployed during the implementation of the streetscape recommendations for College Avenue.

Far Right: A distinct identity system should be launched for College Avenue that celebrates its unique sense of place within downtown, specifically its prominence as the edge between “town” and “gown.”



Campus Visibility: An important goal of many of the detailed design components described below is to open up views to the campus and make it more visible for pedestrians and motorists using College Avenue.

Expanded Pedestrian Areas: Because of the intense pedestrian activity along College Avenue, it will be important to expand pedestrian areas as much as possible, particularly between Burrowes and Garner Streets. This can be done with the following techniques:

- **Bulb-outs:** Use sidewalk bulb-outs at most intersections along College Avenue to provide additional pedestrian refuge and shorten crossing distances. In particular, extended bulb-outs should be used on the north side of the road to better integrate ADA requirements into campus pedestrian gateways and improve connections between the campus and downtown. At the time of detail design it will be important to maintain loading zones which may not allow for bulb-outs at some intersections. Consideration may be given to keeping bulb-outs in these areas flush with street level, but distinguishing them with stamped concrete.

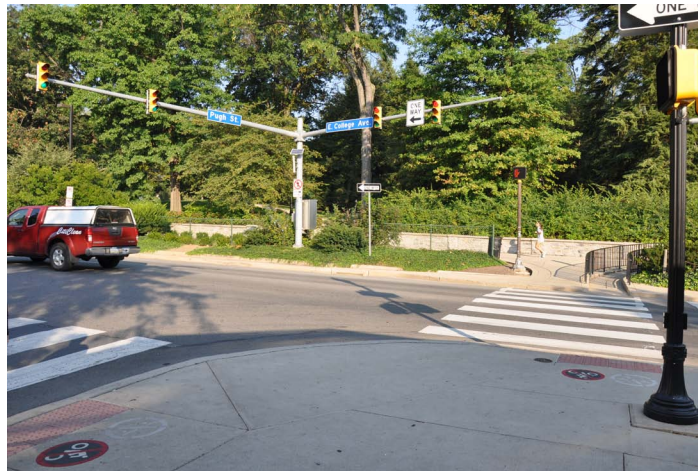
Important Notes:

The Borough continues to debate whether or not to include bulb-outs on the west side of the unsignalized intersections. With good reason, there is concern that the bulb-outs will encourage pedestrians to cross College Avenue on the west side where crossing is to be discouraged. Conversely, there is recognition that the expanded sidewalk area provides space for streetscape amenities and additional pedestrian refuge which is so important.

Because it is important to increase pedestrian areas wherever possible along College Avenue, the concept plans include these bulb-outs. However, more detailed design and discussion should occur when this becomes a design project. Some consideration might be given to utilizing ornamental railings at the west side bulb-



Top left: View looking west on College Avenue from the McAllister Street intersection. The existing condition along much of College Avenue includes a narrow curb-to-curb dimension; undersized parallel parking stalls on both sides of the street; inadequate sidewalk widths for typical pedestrian volumes on the south side of the street; and a shrub and fence along the north side of the street that buffers the campus walkway from the roadway, but also prohibits views to the campus.



Bottom left: View from the southwest corner of the intersection of College Avenue and Pugh Street. Inappropriate plant material and utilities obstruct the view to campus, notably the pathway connection to the Old Main lawn.

outs (the same that is proposed on the campus side) to discourage pedestrian crossings.

The concept plan also illustrates an expanded bulb-out at Fraser Street. Previous investigations have identified several utility conflicts in this area, changes to which would result in additional expense. The cost/benefit of this should be examined at the time of design in context with the ability to create an improved campus gateway and with the potential to relocate the bus stop to the

Top right: Curb bulb-out in Monroe, WI is flush with street to accommodate trucks when necessary while conveying an expanded pedestrian zone.

Middle right: View of Charles Street in Baltimore, MD showing visual impact of simple brick paving.

Bottom right: Bump-outs along Canal Street in New Orleans, LA utilize trench drains to accommodate drainage back toward the sidewalk.



west side of Allen Street. An alternative to consider would be to provide the expanded bulb-out and ramp on the west side of the intersection, then utilizing an ornamental railing to discourage pedestrians from crossing College Avenue on the west side of the intersection. During final design, the design of bulb-outs with changes in the curb configuration need to address drainage concerns, particularly at intersections where problems currently exist such as the intersection of McAllister and College.

- Sidewalk Widening (South Side): Widen the south side sidewalk in some areas. Specifically, the sidewalk can be widened west of Pugh Street (where the existing road dimension is widest) by narrowing the travel lane widths to 10'. Between Pugh and Garner Street, the sidewalk can be narrowed by removing the parking along the north side of the street. East of Garner Street, sidewalk widening is not as critical and parking should be maintained on the north side of the street. It is anticipated that approximately 40 parking spaces along the north side will be removed to accommodate the sidewalk widening. It is important that this be considered in context to the overall parking strategies for downtown as described in earlier recommendations and to be developed as part of the proposed parking study.

Because of the existing grades of the roadway crown and sidewalk area, as well as PennDOT's requirement for an 8" curb, sidewalk widening on the south side of the street will require a variety of techniques to accommodate drainage. These techniques include the use of infiltration planters and/or permeable paving zones with a sub drain that ties into the storm drain system and the potential use of trench drains.

So that these different techniques can be organized effectively in terms of sidewalk function and aesthetics, the concept proposes that they occur within a consistent amenity zone, essentially the zone where street trees and lights are currently located at the existing curb line. This amenity zone will also include lighting, street trees and



Left: L Street NW in Washington, DC illustrates a sidewalk treatment similar to that proposed for the Borough side of College Avenue and includes: continuous brick paving; an amenity zone containing street trees, groundcover plantings and street furnishings; and a paved area between the parallel parking spaces and amenity zone. (Image courtesy: Google Maps)

street furniture. Conditions along each block will vary depending on the grades and will be determined at the detail design phase of the project once detailed survey information is obtained.

Important Notes:

While it would be desirable to locate the amenities closer to the proposed curb line to maximize contiguous pedestrian area, the existing grade conditions will likely not allow for this. Once detail surveys are developed and the detail design occurs for each block, an important goal is to maximize pedestrian flow with as much uninterrupted pedestrian space as possible. Where planters and sloped paving is required to provide a grade transition, it will be important to provide periodic breaks to allow pedestrian passage between zones.

It may be possible to locate the amenity zone closer to proposed curb in some blocks, while leaving it in its current location for others, and this should be evaluated at time of design.

An advantage to the planters is the ability for to accommodate some stormwater infiltration. The proposal suggests that planters are, for the most part, in enclosed concrete planter box (below grade). However, geotechnical studies should be completed once this is a design project to determine if there are areas where pure infiltration could be provided without the risk of encouraging sink holes.

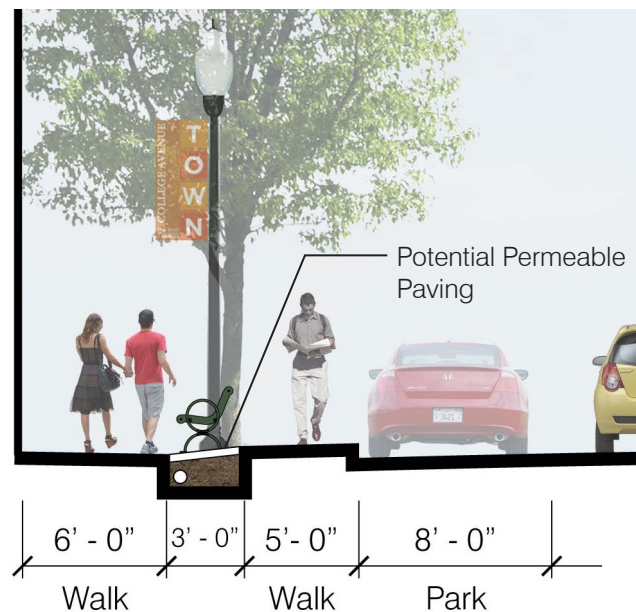
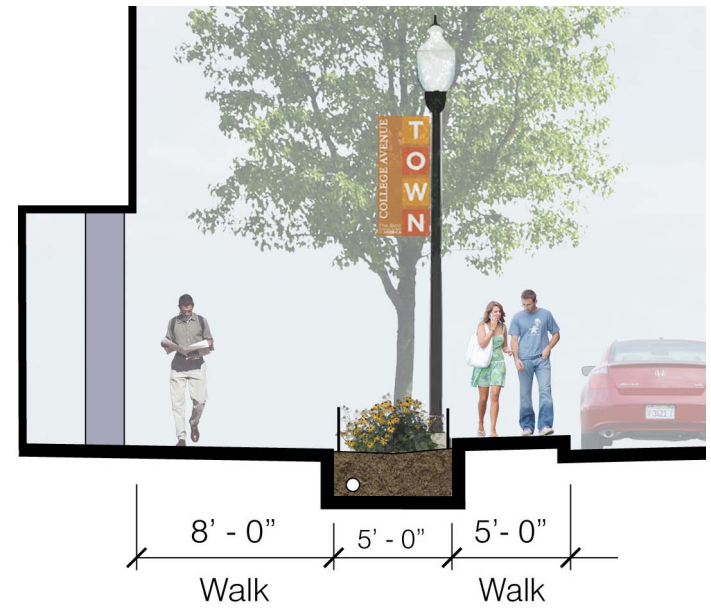
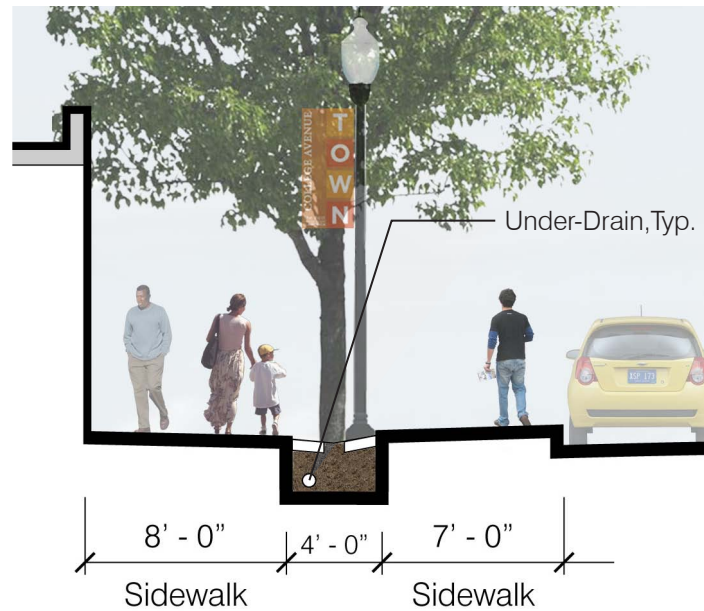
Maintaining the existing alignment of existing amenities also allows for integrating preservation of significant existing trees into the overall streetscape design.

- North Sidewalk: Provide a minimum sidewalk of 4-5' along the north side curb in areas where parallel parking is maintained to provide safe pedestrian access to intersections and appropriate crossing points.

College Avenue Shared-Use Path: The planning team and stakeholders explored options to include a dedicated bike lane along College Avenue and it was determined that it was not feasible as it would limit the ability to provide expanded

The section enlargements to the right illustrate some of the variables associated with sidewalk expansion along the south side of College Avenue. Widths of sidewalks and amenity zones, as well as the slope between the curb and the amenity zone, are largely dependent on the adjacent road grade. In each condition, pedestrians and those loading/unloading from vehicles benefit.

Far right, bottom: In locations where positive drainage can be achieved when tying the sidewalk and curb into the existing street grade, the amenity zone may be paved to allow for a continuous pedestrian area from the faces of buildings to the curb.



College Ave. Proposed Cross Sections Enlargements:
Varying Treatments of Amenity Zone



College Avenue: Existing Condition

pedestrian areas as described above. As described earlier under the recommendation to expand the bicycle network, the existing sidewalk on the campus side of College Avenue can be expanded to 10-12' in width to accommodate two-way bicycle and pedestrian traffic. This would provide for a connection from the east to Henderson Mall and from the west to Pattee Mall. The shared-use path would not extend between Pattee and Henderson Malls where it is important to maintain historic campus elements. It will be important to educate bicyclists to ride with caution near the bus stop at Heister Street and to make them aware that bikes are prohibited between Pattee and Henderson Malls.

Campus Gateways at Intersections: As described above, bulb-outs at the College Avenue intersections will better accommodate ADA access to the campus and will allow for more aesthetically-pleasing solutions. In addition, these expanded planting areas will provide opportunities for ornamental planting and seasonal color to enhance the campus image. It will be important to utilize low planting and tall canopy trees in this area so that important sight lines are preserved.

Allen Street Intersection: As one stakeholder noted, the intersection of College Avenue and Allen Street is the "Times

Left and opposite page: Before and after views of the south side of College Avenue looking toward Pugh Street in front of PNC Bank. The after view illustrates how the sidewalk expansion provides better accommodations for pedestrians; continuous brick paving; and an amenity zone in which street trees, site furnishings and signage are located (varies by block).



College Avenue: Proposed Condition



Allen Street Intersection: Existing Condition

Square of State College.” With College Avenue and Allen Street Promenade streetscape improvements (described earlier), there is an opportunity to make this a more attractive and safer intersection. The recommendation includes the proposal to eliminate the curbs at the intersection and raise the intersection to sidewalk level. The construction of a raised intersection would provide added visibility to this high use pedestrian area and is an approved traffic calming technique fully described in PennDOT’s Publication 383, Pennsylvania’s Traffic Calming Handbook. Stamped concrete paving of the intersection would highlight the intersection as a special place and signify a more pedestrian-oriented environment to motorists. Construction of a “grand stair” and large planters would give more prominence to the campus gateway and provide opportunities for seating and seasonal color. The existing mature elms are preserved in planters that carry the pattern and materiality of the Allen Street gates.

A raised intersection could provide improved ADA and bicycle accessibility between the Downtown and Pattee Mall sidewalk networks due to the flexibility to adjust grades in and adjacent to the intersection. Long ramps would be provided on both vehicle approaches to the intersection (College Avenue and Allen Street) to avoid an abrupt “speed hump” effect. Raised intersection treatments have been shown to reduce vehicle speeds overall. It will be important

to design this for heavy duty use considering the bus traffic at this intersection.

The design of a raised intersection would need to include drainage and bus stop location considerations. In addition, it will be important that final designs clearly designate how bikes navigate from the proposed Allen Street Bike Route through the intersection to the Pattee Mall shared use path. In addition to the physical improvements described, this recommendation includes consideration of an exclusive pedestrian signal phase as described below.

Pedestrian Safety: In addition to the bulb-outs, expanded sidewalk areas, improved ADA facilities at campus gateways and Allen Street intersection improvements, proposed pedestrian safety enhancements include the following:

- **Crosswalk Locations:** Continue to limit crosswalks to the east side of most College Avenue intersections to minimize conflicts with vehicles turning left onto College Avenue. Campus walks connecting to the Locust Lane and Heister Street intersections should be realigned to direct pedestrians to the east side of the intersection as shown on the concept drawing.
- **Exclusive Pedestrian Signal Phase:** Consider exclusive pedestrian signal phase (also known as “Barnes Dance” or “pedestrian scramble”) at intersection of Allen and College where channelization to the east side crosswalk is neither feasible nor appropriate. This concept will need detailed traffic analysis to determine feasibility. (For consistency, it would be appropriate to evaluate all downtown traffic signals for the exclusive pedestrian signal phase since the traffic signals are all part of a coordinated system. This would eliminate confusion as to whether pedestrians had exclusive or concurrent crossing at various intersections. However, if the intersection of Allen and College is the only location because of its unique character and elevated importance, this may not be an issue).
- **Pedestrian Channelization:** Because mid-block crossings on College Avenue continue to be a serious concern,

Right: Existing view of the Allen Street gates to the University campus. The intersection is often filled with street activity due to its function as a significant pedestrian entrance to campus as well as the location of a major downtown bus stop. The steep-sloping concrete between the campus walkway and College Avenue is not conducive to seating and gathering and does not comply with ADA guidelines.



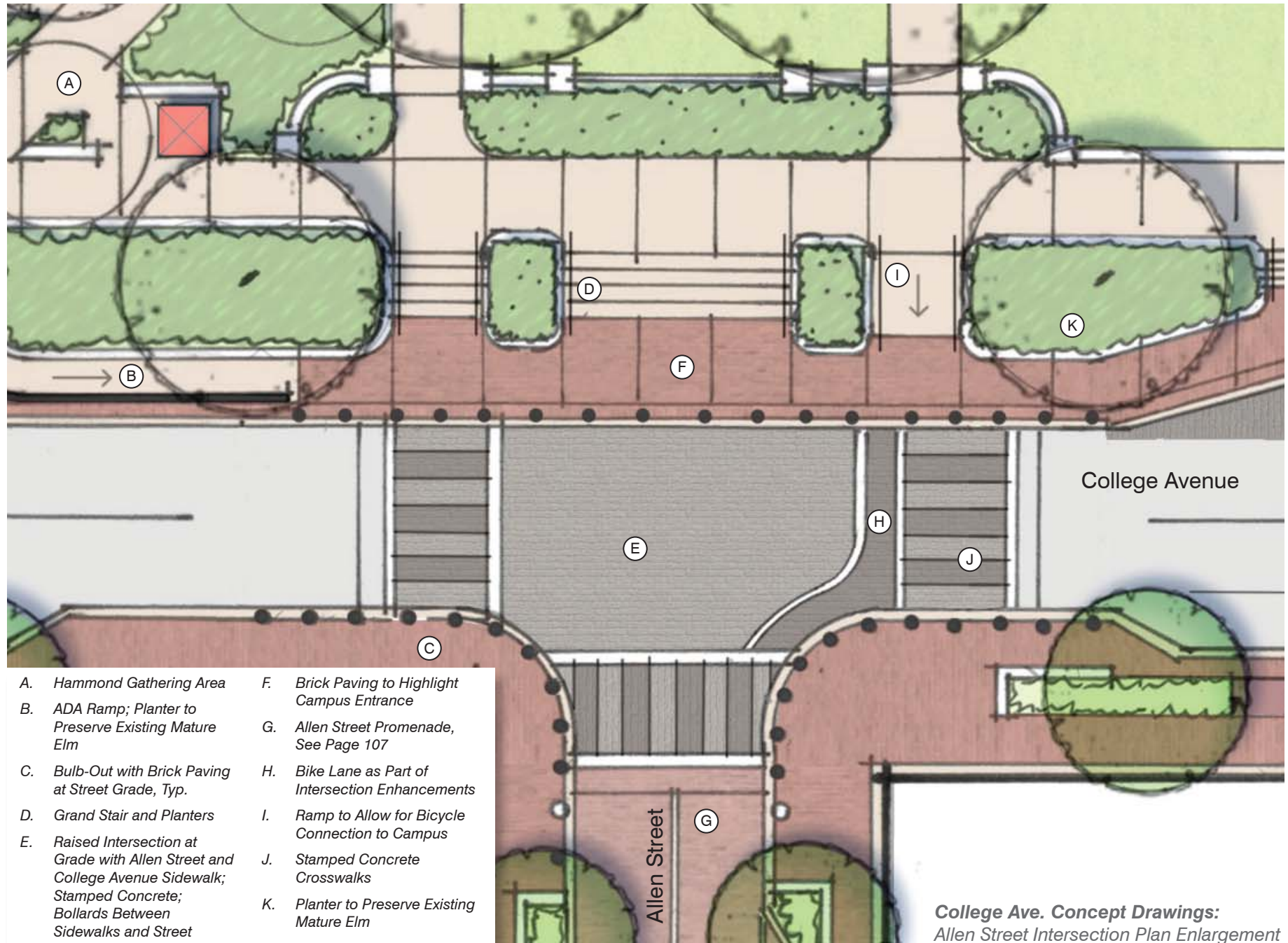
Allen Street Intersection: Proposed Condition

Above: View of the College Avenue-Allen Street intersection showing the potential improvements outlined in the master plan recommendations.

the use of aesthetically pleasing barriers to continue channeling pedestrians to crosswalks is appropriate. However, rather than the use of the hedge and fence which forms a visual barrier, the use of a low (42" high) black ornamental railing in select areas would provide an effective barrier while allowing views into the campus. The railing could be used on its own or with the use of limestone piers compatible with the historic Old Main Wall and Allen Street Gate (or brick piers east of Garner Street). While the idea of using the campus post and chain standard was explored, the planning and design team along with many stakeholders do not feel that this would be sufficient to deter mid-block crossings along College Avenue.

Transit Stops: Improve the functionality and aesthetics of transit stops along College Avenue at Burrowes, Allen and Heister Streets. Enhancements for each stop to include elements described in Theme 2, Recommendation 2-L. ADA accommodations also need to be enhanced at each transit stop. A minimum distance of 8' needs to be free of obstructions at each stop where boarding and de-boarding occur. Specifically, the following enhancements will be provided at each stop:

- **Burrowes:** The existing grades at this stop are level and will allow for the paved area between the sidewalk and curb to be expanded to accommodate a higher level of pedestrian volume. This expanded paved area will utilize the brick paving used along College Avenue. Additionally



Top right: The existing borough standard is a 24' dimension for on-street parking spaces/shared zone and 48' light pole spacing

Bottom right: Example of a pedestrian gathering area at the terminus of the pathway connecting to Pattee Mall across Old Main lawn.



a transit shelter should be provided at this stop.

- Allen Street: Redesign the transit stop to include grand stairs and planters that relate to the historic Allen Street gates, Old Main Lawn and Wall. Extend the length of the bus stop to approximately 300' to accommodate 5-6 buses per CATA needs, where a bulb-out is proposed ahead of the bus stop, it will be important to include a queue-jump mechanism. Provide transit shelters in

locations that minimize obstructed views to the Allen Street Gates and Old Main while allowing minimum 8' clearance (greater distance desired) for wheelchair use.

- Allen Street Alternate Location: In addition, continue to explore feasibility of relocating the bus stop to west side of Allen Street, once Hammond is upgraded to include air conditioning which will reduce conflicts with bus exhaust and noise. The relocation of the stop will not be feasible until such time that the remaining Elms near Allen Street become diseased and are removed and enhancements to Hammond Building are complete. The concept design on page 112 illustrates this option. Depending on the timing of the College Avenue improvements, this option can occur initially or phased in at a later date.
- Heister: Utilize a retaining wall on the north side of the shared-use path to allow the grade of the path to be lowered to street level. This will allow for an expanded gathering area for pedestrians (allow 8' min. clearance for wheelchairs). In addition, expand the bus pull-off zone to 10' by relocating the curb further to the north by approximately 2'. The design will need to be coordinated with the shared use path design to minimize conflicts between cyclists and pedestrians waiting for transit.

Pedestrian Gathering Areas: With the exception of some wall elements at the College Avenue intersections of Shortlidge and Burrowes Streets and at some transit stops, the Old Main Wall is the only real gathering place for pedestrians to hang out and enjoy the activity of College Avenue. The narrow sidewalks on the south side of the street limit the potential for outdoor gathering and dining. More importantly, the south side is often in shade while the north side of College Avenue enjoys southern exposure and is often in full sunshine. During the spring and fall shoulder seasons, this could make a difference in whether or not a place is comfortable to sit.

There is the opportunity to create larger gathering areas at select nodes on the campus side of the street. These include the intersection of Burrowes, the Hammond "portal"

- A. Black Ornamental Railing to Replace Existing Chain Link Fence and Shrubs
- B. Hammond Building Plaza; Opportunities for Outdoor Seating/Dining; Potential Planters and Seat Walls
- C. ADA Ramp Between Plaza and College Avenue; Planter to Preserve Existing Mature Elm
- D. Outdoor Seating/Dining Opportunities Outside Entrance to Hammond Building



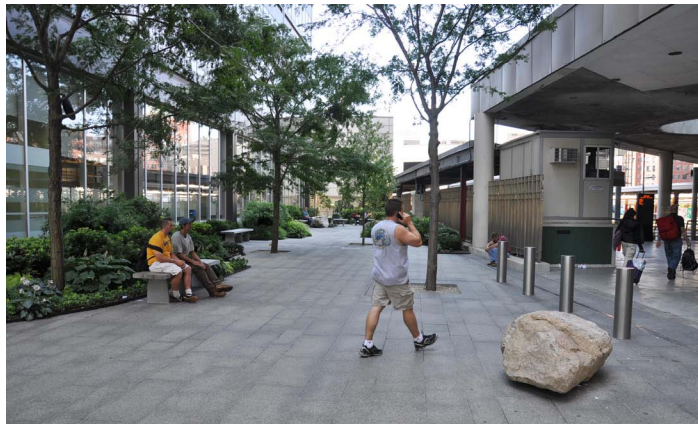
College Ave. Concept Drawings:
Hammond Gathering Area Plan Enlargement

Precedent images show seating options as well as the overall character of the proposed Hammond Plaza.

Top: Penn State

Middle: Boston, MA

Bottom: Greenville, SC



at Fraser Street, the west side of the Pattee Mall at the corner of Hammond Building (Hammond Plaza), the terminus of Henderson Mall and at the intersection of Shortlidge. Additionally, the attractive gateway at Eastview Terrace could become a more significant gateway area with safe pedestrian crossings provided across College Avenue at High Street (described below as part of the High Street intersection reconfiguration).

For some of these areas, the use of portable umbrella tables and chairs could be added to provide seating and color, particularly in front of Hammond Building which could be enlivened with color. In others, seat walls and benches could be utilized. In addition, the transit areas can be treated with broad stairs to provide more informal seating for pedestrians as they wait for the bus. Should the Hammond Building ever be demolished, consideration with new campus development should be given to establish uses that help engage and activate the College Avenue frontage and take advantage of the southern exposure.

Service and Loading: Maintain existing restrictions on loading and provide for designated loading areas. These areas should be determined at time of detail design and coordinated with the overall streetscape design and location of curb bulb-outs.

High Street Intersection Reconfiguration: Reconfigure this intersection to establish a true intersection rather than a free-flowing movement from High Street to eastbound College Avenue. The development of Eastview Terrace on the Penn State Campus has resulted in increased pedestrian activity on the eastern end of the College Avenue corridor. Frustratingly, this is a very attractive campus gateway and one of the few that aligns with the existing downtown street network, yet pedestrians can't "get there from here." Accessibility between the downtown sidewalk network and the campus sidewalk network is limited in this area. Crosswalks extend across College Avenue at the University Drive ramp to the east and Hetzel Street to the west, but this leaves approximately ¼ mile in-between with no suitable crossing opportunities.

Because this intersection is such an obvious place to connect downtown and the campus, hazardous pedestrian crossing behaviors occur frequently. Also, the multi-lane free-flow of traffic on High Street makes crossing High Street difficult for pedestrians. For these reasons, the following have been evaluated and proposed:

- **Traffic Signal:** Pedestrian volumes were counted at the intersection (and adjacent mid-block locations) in the Fall of 2012. The pedestrian volumes observed meet the warrant #4 threshold in the Manual on Uniform Traffic Control Devices (MUTCD) for installation of a traffic signal based on pedestrian activity. To evaluate the feasibility of this improvement, pedestrian and traffic volumes were modeled with signalized intersection control in traffic analysis software. The traffic analysis indicates the intersection would operate at acceptable levels of service (LOS) if a traffic signal were installed and coordinated with adjacent signals. In the feasibility analysis, traffic volumes were conservatively forecasted assuming a 20 year design horizon.
- **Reduced Curb Radii:** Reduce the curb radii to require traffic to stop or slow significantly before turning on to College Avenue.
- **Crosswalks:** Provide a crosswalk on both the west and east side of this intersection.
- **Lane Narrowing:** Narrow travel lanes to allow for addition of platform and pedestrian ramp on north side of College Avenue in vicinity of the gateway walls.

Unified Materials: Utilize a cohesive family of materials and streetscape elements along the College Avenue corridor. Specifically, the streetscape elements will include:

- Brick paving (south side walks and lower walks/paved areas on north side, adjacent to curb)
- Signal mast arms (Borough standard)
- Street and pedestrian lighting (Borough standard)
- Site furnishings (black in color - campus standards north

side; Borough standards south side)

- Wall elements (limestone, west of Garner Street intersection or brick, east of Garner Street intersection)
- Planting – unified palette emphasizing low shrubs, groundcovers and seasonal plantings and tall canopy shade trees
- Wayfinding signage (proposed downtown standard illustrated in Theme 2)

Street Trees: Work with Borough Arborist and Tree Commission to determine existing trees to protect and incorporate into the final streetscape design. Tree preservation is an important goal, however, the decision to preserve or protect a tree will need to be carefully balanced with other goals.

These are further described in detail in Appendix C: Design Guide



Left: The intersection of College Avenue and High Street is especially hazardous for pedestrians due to the free flow traffic lanes and the absence of crosswalks over College Ave.

- | | | |
|--|---|---|
| A. Parallel Parking and Bump-Out at Intersection | F. Highlight Campus Entrance; 18" Wide Brick Band East and West of Intersection | J. Ornamental Tree and Groundcover Planting on Slope |
| B. Switchback ADA Ramp | G. Proposed Traffic Signal | K. Lane Narrowing to Allow for Sidewalk Expansion on North Side |
| C. Brick Sidewalk Along South Side of College Avenue | H. Existing University Sign | L. Ornamental Fence to Channel Pedestrians to Crosswalk |
| D. Stair Connection from College Avenue to East View Terrace | I. Reduced Curb Radii; Elimination of Free-Right Turn Lanes | |
| E. Expanded Sidewalk Area with Brick Paving to | | |



College Ave. Concept Drawings:
High Street Intersection Plan Enlargement

3-G: PennDOT Turnback Program

Negotiate PennDOT's Highway Transfer "Turnback Program," which allows transfer of state-owned roads, serving primarily a local traffic purpose, to local government ownership.

Implementation: Borough of State College, PennDOT

The turnback of College and Beaver Avenues from PennDOT to the Borough is an available option. The turnback program has been previously discussed between both groups for the Downtown corridor and other State Routes within the Borough. As PennDOT publication 310, State Highway Transfer Policies and Procedures Manual states, the objectives of the turnback program are:

To provide for the rehabilitation, maintenance and transfer of those highways identified as functionally local State Highways to the local municipalities in which they are located;

- To provide municipalities an additional opportunity to improve their local transportation system, further develop their community and positively impact the economic development of their municipality.
- The turnback of College and Beaver Avenues would include a negotiation process between PennDOT and the Borough to determine the cost to bring the roadways to "satisfactory condition" prior to transfer of ownership. Once transfer terms are agreed upon, PennDOT would provide annual maintenance payments in the amount of \$4,000 per mile to the Borough. The maintenance payment amount is set by law and was last increased in 2006.
- Consideration of the turnback program should include a detailed analysis of future maintenance costs. The annual \$4,000 per mile maintenance payment is likely insufficient to cover maintenance costs on the multi-lane corridors of College and Beaver Avenue. When analyzing future maintenance costs, it should be noted that the Borough is currently responsible for maintenance costs of sidewalks, streetlights, traffic

signals and drainage structures on College and Beaver Avenues based on current State law.

- Other factors, however, may make the turnback option desirable. Some potential benefits include:
- Greater design flexibility since PennDOT criteria would not be required;
- Reduced implementation time frames since PennDOT review and approval would not be required;
- Potential cost reduction for construction since PennDOT standards would not be required;
- Potential State funding for streetscape improvements visioned in Downtown Master plan as part of the "satisfactory condition" negotiation process with PennDOT.

Future direction on the turnback of College and Beaver Avenue will likely influence the final implementation of the Downtown Master Plan since significant differences exist in the feasibility of many elements between PennDOT's jurisdiction of the road and the Borough's.

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Calder Way

Focus Project 3 (Catalyst - Burrowes Street to Heister Street)

Recommendation 3-H

Calder Way

Recognize Calder Way, between Atherton and Sowers Streets, as a funky alternative to other downtown streets and further reinforce how it functions for motorists, service vehicles, pedestrians and bicyclists. Implement portions as part of the Catalyst project.

*Implementation: **Borough of State College**, Design Review Board, Art in Public Places Committee*

Streetscape Type D

Concept: There is potential for Calder Way to function as “shared space,” allowing service, vehicular, pedestrian and bicycle traffic to use the space at the same time. However, the space would be designed to show preference to the pedestrian. While vehicular traffic would be permitted to service businesses or access to parking areas not accessible from other streets, the space would be designed to be inconvenient to motorists who want to use the alley as a short-cut. There is an exciting opportunity to focus on the arts and build upon the “funky,” artsy qualities that currently exist.

Specific design enhancements include the removal of curbed sidewalks (where feasible), use of stamped asphalt or concrete paving incorporating arts themes in key locations and use of “sharrows” to designate shared bike space for westbound traffic. Additionally, the feasibility of designating a “contra-flow” lane should be explored to allow for eastbound bicycle traffic. It will be important to maintain existing service and loading areas, so the contra-flow lane may not be possible. Efforts should be made, however, to arrive at a balanced solution during detailed design.

Right: Images from Calder Way display its unique, funky character that should be built upon through branding and streetscape improvements.



Special lighting would be used in the form of arm brackets affixed to adjacent buildings, ornamental pole lights “wrapped” around existing utility poles and overhead string lights to further animate the space. Calder Way should also provide a venue to engage artists to expand the mural program, develop “living walls” on blank building walls, incorporate arts-themed banners and incorporate unique façade treatments that might not be appropriate on “front door” streets. Additionally, as redevelopment occurs along the alley, active uses should be encouraged to face and engage the alley, particularly at intersections. The Fraser



Centre proposal is a successful example of how this can be done.

While there have been proposals in the past to bury the utilities in Calder Way, it is not feasible because of significant costs implications as well as limited room beneath the alley to accommodate additional utilities. Instead, the intent is to maintain the overhead utilities, perhaps wrap the poles with an ornamental covering and create enough interest with the elements described above to draw attention away from the utilities. The appeal of Calder Way is that it is a service alley



Examples of “shared space” and creative use of color in London, England.

Top right: Simple, yet effective, alley treatments in Fort Collins, CO.

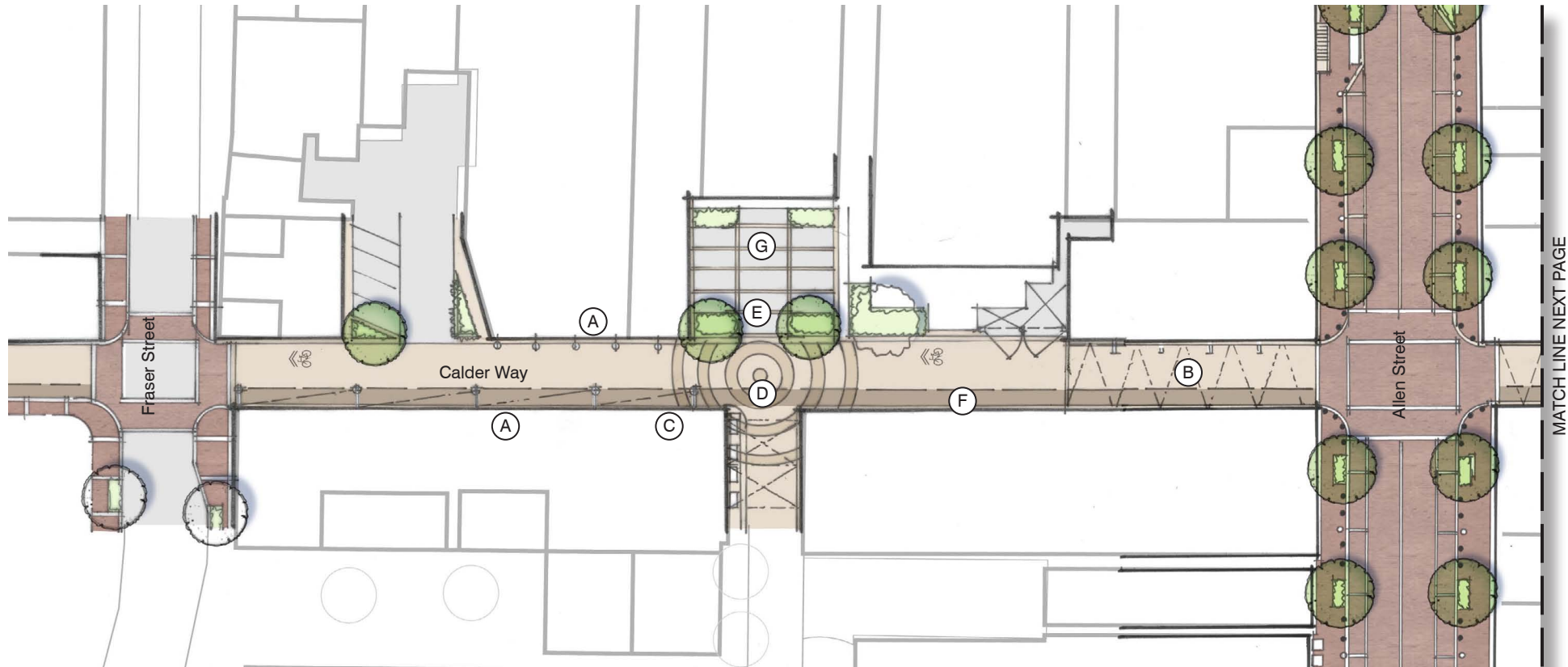
Bottom right: Building-mounted lights in a pedestrian alley in Massachusetts.

Top and bottom far right: Overhead string lights in Greenville, SC.

that also serves as a special place, quite different from the more traditional streets throughout downtown.

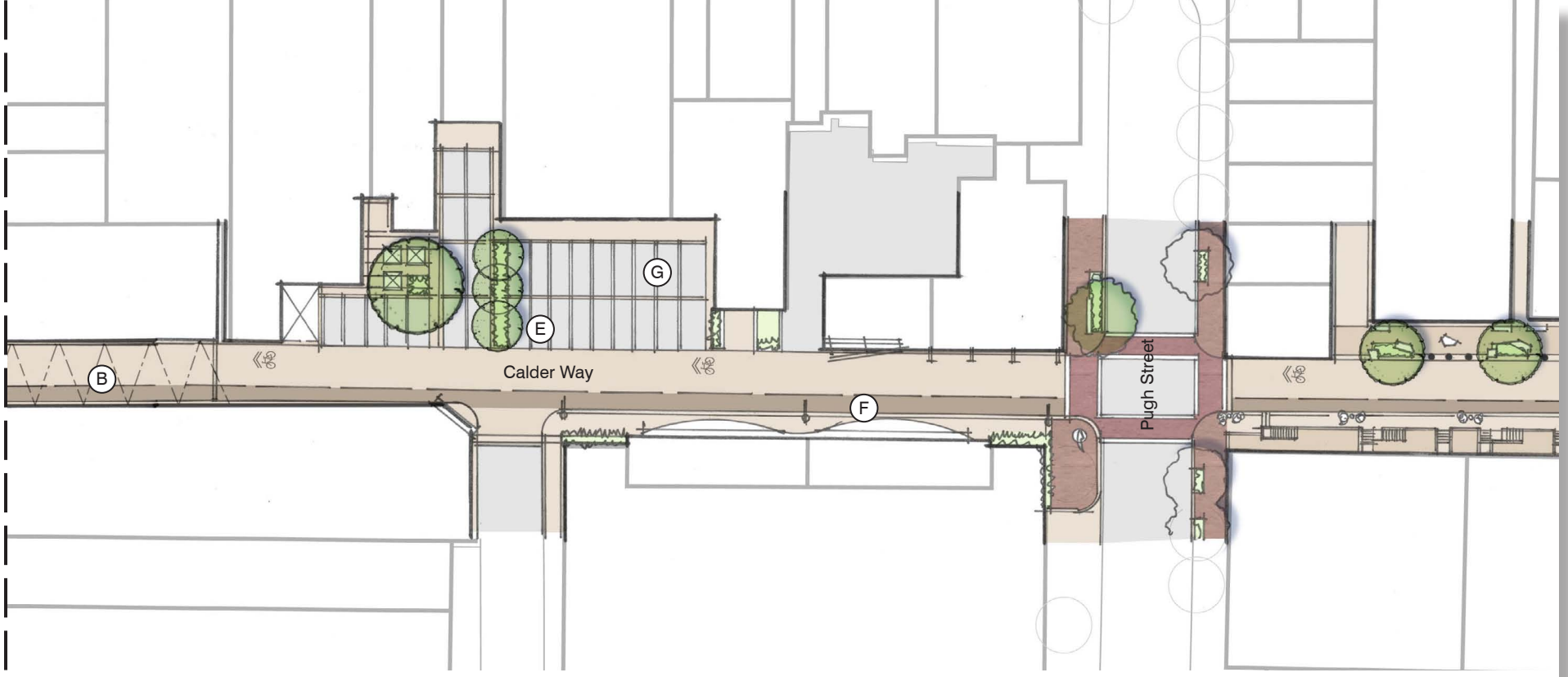
There may be some opportunities to bury utilities along some sections in conjunction with major redevelopment projects, such as between Garner and Heister Streets. This feasibility should be explored as redevelopment plans are developed (see recommendations under Theme 4). Specific programmatic recommendations include giving consideration to closing Calder Way to vehicular traffic on specific evenings or during special events only, this can be tested and evaluated.





- A. Wall-Mounted Lights
- B. Overhead String Lights
- C. Ornamental Pole Cover/Light Such As "Wrap-A-Post" or Custom Pole Wrap Developed with Local Arts Community to Cover Utility Poles
- D. Stamped Concrete to Emphasize Arts
- E. Planted Tree Pits within Parking Areas
- F. Bike Contra Lane to Accommodate Eastbound Bicycle Traffic (Feasibility to be Explored Further; Must Be Balanced with Ability to Maintain Service and Loading)
- G. Special Paving to Distinguish Parking Areas or Outdoor Courtyards

Calder Way Concept Drawings:
Illustrative Plan - Typical Segment





Calder Way Between Allen St. and Pugh St.



Left: Existing condition of Calder Way includes narrow sidewalks for pedestrians as well as highly visible service and dumpster areas.

Opposite page: The proposed condition for Calder Way is a shared space that improves the experience for pedestrians and cyclists while allowing necessary vehicular access. Public art, overhead string lights and wrapping utility poles are some of the enhancements proposed for the alley.



Calder Way Proposed Condition

Specific design recommendations for Calder Way are illustrated on the following pages and outlined in Appendix C: Design Guide.

Branding and Identity: Develop a unique identity for Calder Way. Calder Way is a truly unusual street with many unique businesses and unique art. The street has the opportunity for its own distinct “funky” brand that could use the colors of downtown but depart from the “block” approach used for the entire district. The brand for Calder is relaxed and more cursive allowing for the art and streetscape to define the ultimate identity of this important part of downtown.



Left: Brand typeface and layout for Calder Way, utilizing the color scheme for the Downtown brand.

Far left: Examples of identity graphics for Calder Way. The “Ride This Way and That Way” message (bottom) would be used if the contra lane were implemented. If the contra lane is determined to be unfeasible, the message could be revised to read “Ride This Way.”



CalDERway





Beaver Avenue

Focus Project 4 (Catalyst - Miller Alley to Pugh Street)

Recommendation 3-I

Beaver Avenue Streetscape Enhancements

Modify Beaver Avenue to enhance aesthetics and expand pedestrian areas where possible. Implement as part of Catalyst project.

*Implementation: **Borough of State College, Design Review Board***

Streetscape Type B - Primary and Secondary

Concept: Narrow travel lanes on Beaver Avenue and along High Street to College Avenue to provide wider sidewalks and gathering areas. Between Garner and Atherton Streets, maximize opportunities to widen sidewalks and provide extended sidewalk bulb-outs such as those improvements implemented between Fraser and Allen Streets. Between Garner and High Street, widen sidewalk areas in conjunction with narrowed travel lanes. Specific design considerations include:

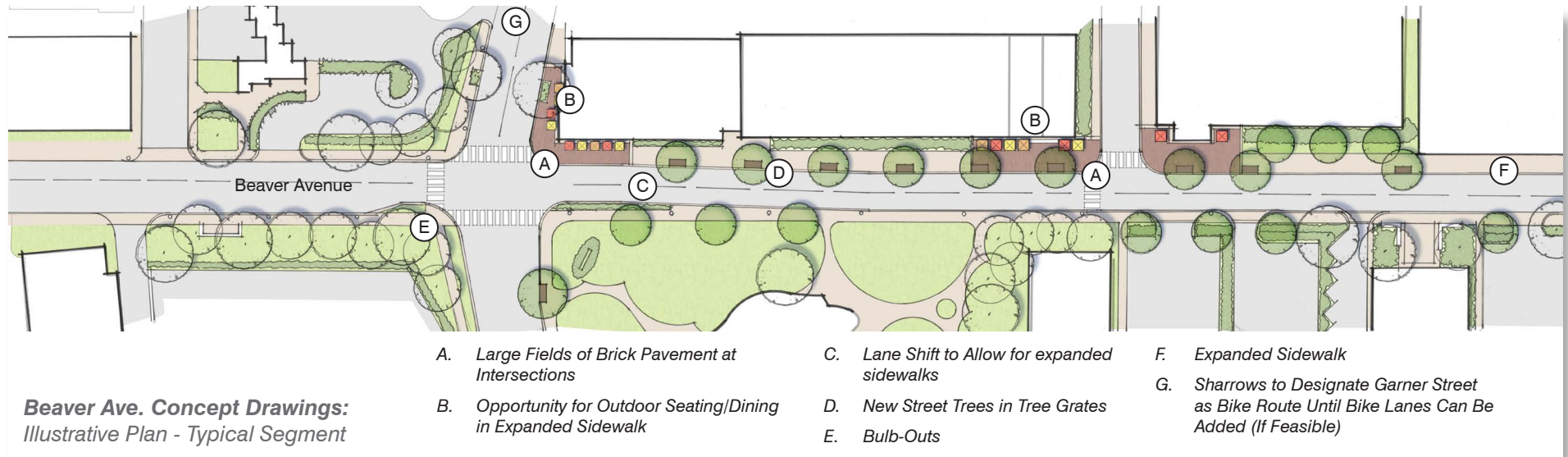
Branding and Identity: Develop a unique identity for Beaver Avenue. Beaver Avenue is a unique street that transforms in character from east to west. There is an opportunity to brand Beaver Avenue and capitalize on this with the tag line "All kinds of character." This provides the opportunity to play up the traditional downtown character west of Pugh Street and a more student-oriented identity east of Pugh Street. Creating a separate brand identity for Beaver Avenue is more of a long term recommendation. The opportunity is to develop an identity that incorporates a bolder "collegiate" block letter motif along with banners. Initially, however, Beaver Avenue should incorporate the overall downtown brand.

Lane Narrowing and Sidewalk Expansion: Where possible, particularly between Garner and High Streets, narrow lanes from 15' wide each to 12' wide. This will allow for sidewalk expansion of approximately 3' on each side.

Top right: The brand identity and tagline for Beaver Avenue emphasize that Beaver Avenue is a unique street that transforms in character from east to west, from student-oriented to traditional downtown, respectively.

Bottom right: Banners help to reinforce Beaver Avenue's unique identity inside of the larger downtown.





Pavement: Between Fraser and Pugh Streets, utilize the paving pattern already utilized on some sections of the Beaver Avenue sidewalk (brick with concrete banding). Beyond Fraser and Pugh Streets, in each direction, utilize primarily scored concrete with large brick fields at intersections.

Transit Stops: As described earlier under Theme 2, enhance the transit stops along Beaver Avenue. Specifically, consider relocating the existing stop on the west side of Garner Street to the east side if it cannot be enhanced in its existing location. Also, work with the Church of Jesus Christ of the Latter Day Saints (LDS) to explore the potential of an easement on their property to provide more gathering space and access to the existing transit stop near High Street. This will require a modification to their approved site plan for the Gospel and Worship Center.

Beaver Ave. Concept Drawings:
Cross Section Between Garner Street and Hetzel Street



Top right: Looking north on Heister Street towards College Avenue

Middle right: Outdoor dining/seating on west side of Heister Street.

Bottom right: Example of a "pop-up cafe." As on Allen Street, these temporary seating areas would add activity and color to the street as well as offer dining spaces that do not currently exist downtown.

3-J: Heister Promenade

Implementation: *Borough of State College, Design Review Board, PSU Landscape Architect, Consultants*

Streetscape Type A - Primary

Concept: Consider allowing the 100 block of Heister Street to function similar to the 100 block of South Allen where it is closed on occasion or during special event weekends. This could be particularly valuable on the east end of downtown to provide larger gathering areas and relief from crowding along the Beaver Avenue sidewalks. This block of Heister and the connecting block of Calder Way currently have restaurants and outdoor dining areas that activate the edges, reinforcing the desirability of this street over others for temporary closures. Any redevelopment considered for the surface parking lot adjacent to this block of Heister Street should consider how ground floor uses could further activate the Heister Street frontage. Refer to Theme Four recommendations for a description of development/redevelopment potential.

While the Heister Street Promenade will function similarly to the Allen Street Promenade, the design treatment does not need to be taken to the same level, as temporary closures for programming would likely be fewer than for Allen Street. The street would maintain curbs and would not include extensive special paving. If temporary closures of the street and programming are successful, then long-term consideration might be given to doing a more elaborate design treatment, similar to the Allen Street Promenade.

Other streets identified by stakeholders as alternatives to Heister street for temporary closures include Garner Street and Locust Lane. Garner Street, while a good option for temporary closure in terms of uses and location, is an important connecting street to the University and areas to the south. Therefore, periodic closures would be likely be problematic. Some stakeholders suggested Locust Lane because it is currently closed regularly for the farmers market. However, it lacks the appropriate uses along the edges necessary to activate the space.



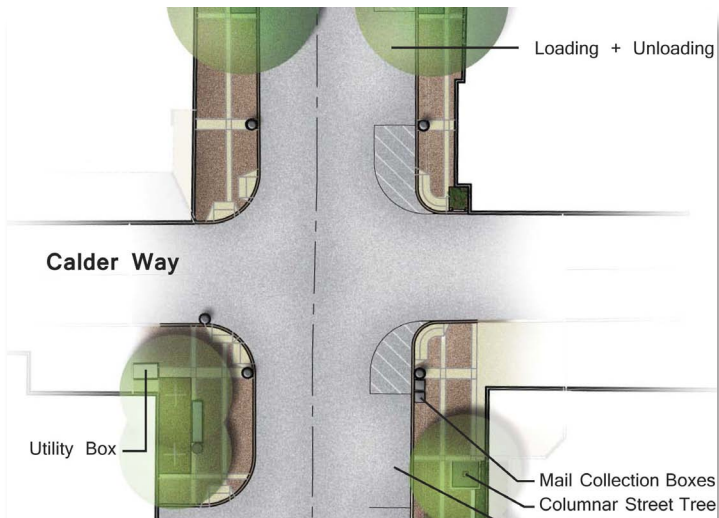
Recommendation 3-K**Pugh Street****(Catalyst Project - All Sections Except Pugh Street Garage Frontage)**

Proceed with the current streetscape design with minor modifications to the paving pattern and implement as part of the Catalyst project.

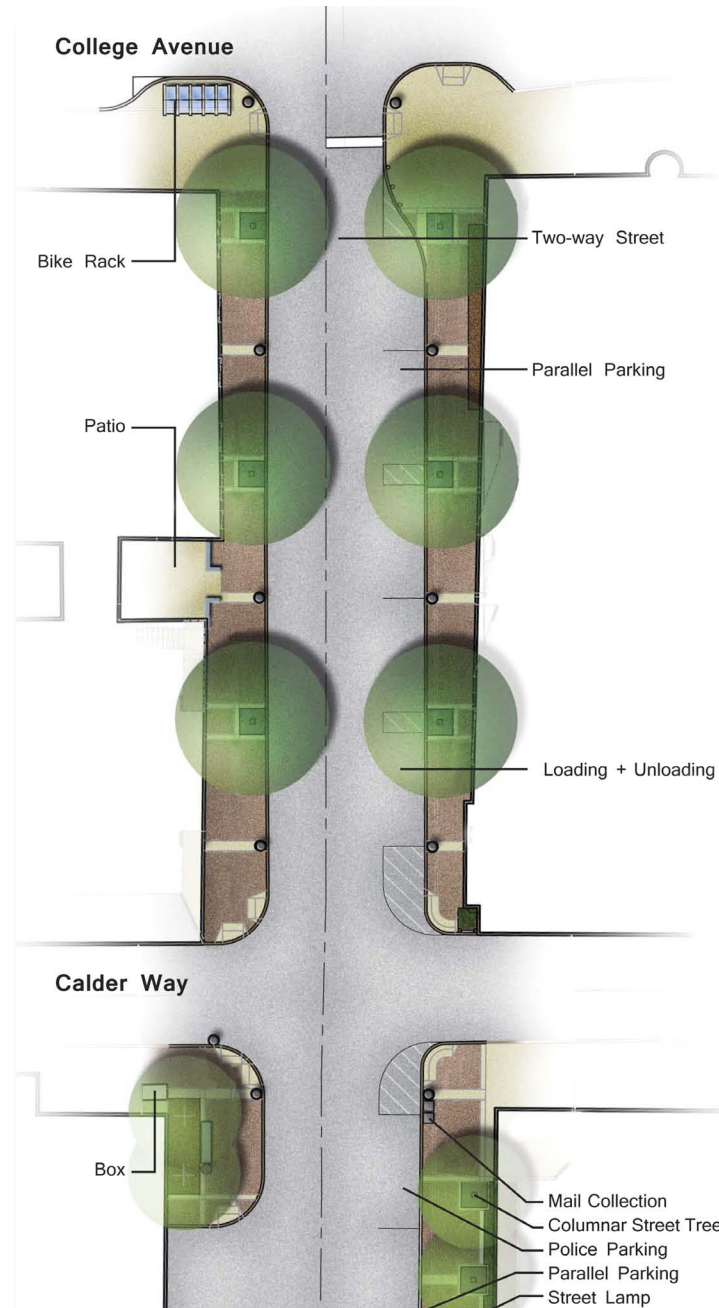
Implementation: Borough of State College

Streetscape Type B - Primary

Concept: Pugh Street functions as the “bookend” to the heart of the downtown core area, with Fraser Street functioning as the other bookend. The current design concept that matches Fraser Street and provides expanded sidewalk areas in some locations is a good one. The materials and design should reflect the Fraser Street streetscape; however, consideration should be given to eliminating the center concrete band that runs the length of the sidewalk area to simplify the pavement pattern. Because the Pugh Street garage will be replaced in the near future, the streetscape improvements might focus on the stretch between College Avenue and Calder Way for both sides and only the east side between Calder Way and Beaver Avenue.



Current Concept (By Others)



Recommendations: Eliminate Linear Concrete Band

Left: The current streetscape design concept for Pugh Street includes concrete banding along the length of the sidewalk.

Far left: It is recommended that the streetscape design concept be slightly modified to eliminate the concrete banding that runs parallel to Pugh Street. The banding running perpendicular to Pugh Street should remain as shown.

3-L: College Avenue (West of Atherton Street)

Provide pedestrian and bicycle enhancements with road diets as part of PennDOT Turnback Program.

Implementation: *Borough of State College, Penn State University, Neighboring Townships*

Streetscape Type C

As described earlier, College Avenue between Atherton and Buckhout Streets is being considered for road diets to reduce to one travel lane. With these lane reductions, consider the addition of parallel parking on one side of the street and a 5' bike lane on the opposite side. As redevelopment occurs along West College Avenue as part of the West Side Revitalization, the parallel parking could support small-scale commercial uses as well as promote a traffic calming effect.

The concept of reducing College Avenue to one lane has sparked much debate within the community. Prior to any detail design, further traffic studies should be conducted as well as providing additional opportunities for community input. Additionally, considerations should be given to "testing" the improvements with temporary pavement markings before making permanent changes.

Design materials for these streets will utilize the downtown standards. Paving will be predominantly concrete with brick accents in key areas, however, brick should be emphasized in the vicinity of Sparks Street and the proposed West Side Square as described below. As detail designs are developed, the design should be coordinated with the Ferguson Township streetscape improvements currently underway for areas west of Buckhout Street to create an appropriate transition.

Coordination: It will be important that the detailed planning and design for College Avenue is a coordinated planning effort among the Borough, University, and College and Ferguson Townships, particularly at gateways

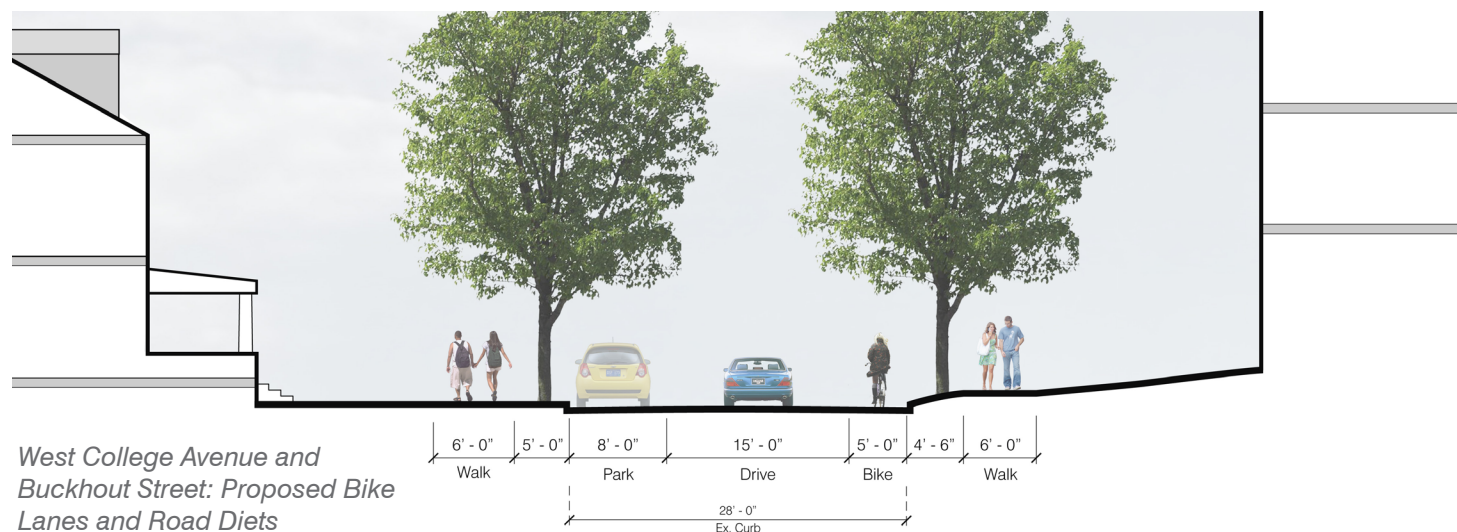
Recommendation 3-M

West Campus Drive and Other West End Streets

Reinforce the town-gown identity between the West End Urban Village and Penn State's West Campus.

Implementation: *Borough of State College, Penn State University*

Streetscape Type A - Secondary



West Campus Drive should be designed similar to College Avenue (west of Garner Street), utilizing the same design standards and creating a pedestrian-friendly urban streetscape. This treatment should extend around the street network that ultimately defines the new West End Commons which will likely include Sparks Street and a segment of West College Avenue.

Recommendation 3-N

Other Streets

Incrementally improve other downtown streets to complete the streetscape network.

Implementation: Borough of State College

Streetscape Type E

Concept: Less significant streets will utilize the same family of materials but not to the same level of intensity as streets described above, particularly as it relates to the use of special paving. The intent is that these streets are enhanced and convey the downtown image but are clearly lower in the hierarchy than College, Allen, Beaver, Fraser, Pugh and Garner Streets, among others.

Specific design criteria is described in Appendix C: Design Guide.

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THEME 4 - LIVING IN THE DISTRICT: ESTABLISHING DOWNTOWN AS A PLACE FOR PROFESSIONALS TO LIVE AND WORK

Overview

Downtown State College enjoys a vibrant pedestrian-oriented environment with numerous restaurants, shopping and cultural venues. However, there is concern that downtown is becoming too student oriented and less attractive to locals. In particular there are few downtown housing options for non-students including young professionals, seniors and the general workforce. Penn State has indicated that it is difficult to sell downtown living to new employees because there are so few opportunities. Additionally, there are limited opportunities for entrepreneurship and places for young professionals to work.

While earlier master plan themes addressed ways to attract locals and young professionals to downtown through marketing and branding, events and improving public space, Theme 4 addresses opportunities for new development that will support and sustain a non-student population. It is important to note, however, that student housing remains an important component of downtown housing, particularly in key areas. When compared with other Big 10 schools, Penn State has the least amount of graduate student housing, presenting a real opportunity for downtown. The recent State College Sustainable Neighborhoods Report indicates that the Borough has for the first time in years, not had a year over year increase in single family conversions to student rentals. Denser student developments closer to campus that also are well designed and amenity rich will attract the type of student (grad students and more mature students) than will the “least common denominator” housing. Providing appropriate student housing in the right locations will also help to protect opportunities for young professionals and families to live in the close-in neighborhoods.

In order to attract the right kind of development, it is important to minimize frustrations on the part of the Borough

and investors and provide clear development criteria and procedures. It will also be important to increase the quality of development to attract people to downtown. This is particularly important as State College loses its tax base to surrounding townships which are rapidly developing. If these townships continue to be successful with retail development and are able to create housing that is appealing to young professionals, State College will be left “holding the bag.”

The Case for Density

Dense development patterns are critical for successful vibrant communities. Communities have historically built density in their cores where there is the hub of government functions, transportation systems, services and major employment, such as PSU. Density is critical to maintain walkable communities where it is easier and preferable to walk rather than drive. Dense communities result in less dependency on the automobile and allow for a significant reduction in vehicle miles traveled; and density enables transit to be cost effective. Yet, the word “density” often creates unease and negative reactions. These negative reactions to density tend not to be directed at density itself, rather they are usually associated with badly executed density.

High quality design is critical for effectively implementing dense development patterns. While the term “high quality” can be interpreted differently by many people, for this instance it refers to development that includes the following characteristics, many of which are already present in downtown State College:

- Buildings that orient to and define the street edge with parking located behind or underneath (or above).
- Articulated first floors with taller ceiling heights, use of overhangs and awnings, uses that activate the sidewalk area with large display windows, entrances and outdoor dining.
- Articulated overall building form with a clear “base”, “middle” and “top”, regardless of the number of floors.

- Changes in the façade elevation to articulate corners, entrances, window areas.
- Façade elements that relate to adjacent architectural context.

In some instances, the current zoning ordinance strives to achieve some of the above elements but in other instances, zoning requirements present barriers to high quality dense development. This is discussed further later in this section of the report.

Opportunity Sites

The overall master plan for downtown integrates the mobility and public realm enhancements described in Themes 2 and 3 with the redevelopment opportunities described in this section. While downtown has a distinct core, the downtown area is much broader and is comprised of five sub-districts within three broader districts. The broader districts include the West End Urban Village, The Traditional Downtown and the East End Collegiate District and are illustrated in *Exhibit 19: Downtown Districts* (page 158). Please note that while the five districts are identified with firmer boundaries, the three broader districts are more “fluid.” This is done deliberately to illustrate that downtown’s character will evolve and overlap as new development and redevelopment takes place. Within downtown, there are numerous sites that, in particular, present opportunities for redevelopment within each of the districts described above. Many of these sites have been identified based on discussions with the property owners while others have been identified based on existing uses that don’t represent the highest and best use for their location. Still others are identified because of their adjacencies to other properties that, if combined and planned in a coordinated manner, could result in a significantly more effective redevelopment than if they were to develop on their own in an uncoordinated manner. This is particularly important given the small lot sizes and narrow lot dimensions of many downtown properties.



Bethesda, MD (top left) and Arlington, VA (bottom left) are excellent examples of a downtown areas that increased density through high quality design.



Some of these sites would likely redevelop earlier than others and some may never redevelop at all. Additionally, there will likely be others that redevelop that are not shown in this master plan. It is important, however, to identify the potential opportunities and to illustrate their potential so that redevelopment can occur in a planned, proactive manner vs. a reactive one. Opportunity sites are identified in *Exhibit 20: Master Plan Framework* (page 159) in conjunction with the public realm enhancements described under Theme 3.

Master Plan Framework

As mentioned on the previous page, State College has several sites that represent key opportunities for redevelopment. These are illustrated in context with the overall downtown and with the public realm enhancements described in Theme #3 in *Exhibit 21: Illustrative Master Plan*. Conceptual site considerations for each of these sites are further detailed under specific recommendations outlined in Theme 4 on the following pages. The recommendations are arranged within the three broad districts mentioned above and illustrate how many of the opportunity sites can be developed using the existing zoning and incentive zoning available in downtown. Several sites require a zoning modification which is described for each of those sites.

Following the site specific recommendations outlined by district, this chapter also includes recommendations that address ways to explore zoning code changes to clarify some regulations, recommend changes to other regulations and provide for added incentives for high quality development. It is important to note that the market potential for all of these sites to develop with the density illustrated here is unlikely (particularly in the short term) and that the bulk and massing illustrations show full build-out potential under current and proposed regulations. These model views and the accompanying sketches provide a tool that the Borough can use on any potential redevelopment site in downtown and can also serve as examples for properties not illustrated in this plan.

This section concludes with some recommendations about facilitating redevelopment in Downtown State College. In the case of downtown development and redevelopment, regardless of location, the best projects are a result of the cooperation of a pro-active local government working with the development community on projects. This proactive approach, quite different from the typical “applicant and regulatory review” process will foster developments that both satisfy key goals of the Borough while providing the developer a marketable product. The result is that development on opportunities sites will add to the tax base while enhancing the quality of life of State College. Both the Borough and Downtown Improvement District can play an important partnering role with the property owners to market the properties, work on conceptual plans when needed, and facilitate input from the community.

Creating a proactive and cooperative process is just the first step in ensuring successful developments and redevelopments. Market inducements even in vibrant communities like State College encourage creative thinking and higher quality projects. This section explores tools such as housing trust funds, employer assisted housing, and employment space such as co-working to create a broader array of uses downtown attractive to permanent residents.

Recommendations

For the recommendations on the following pages, the primary implementation partners (the organizations that takes the lead in implementation) are bolded and other potential supporting partners appear unbolded.

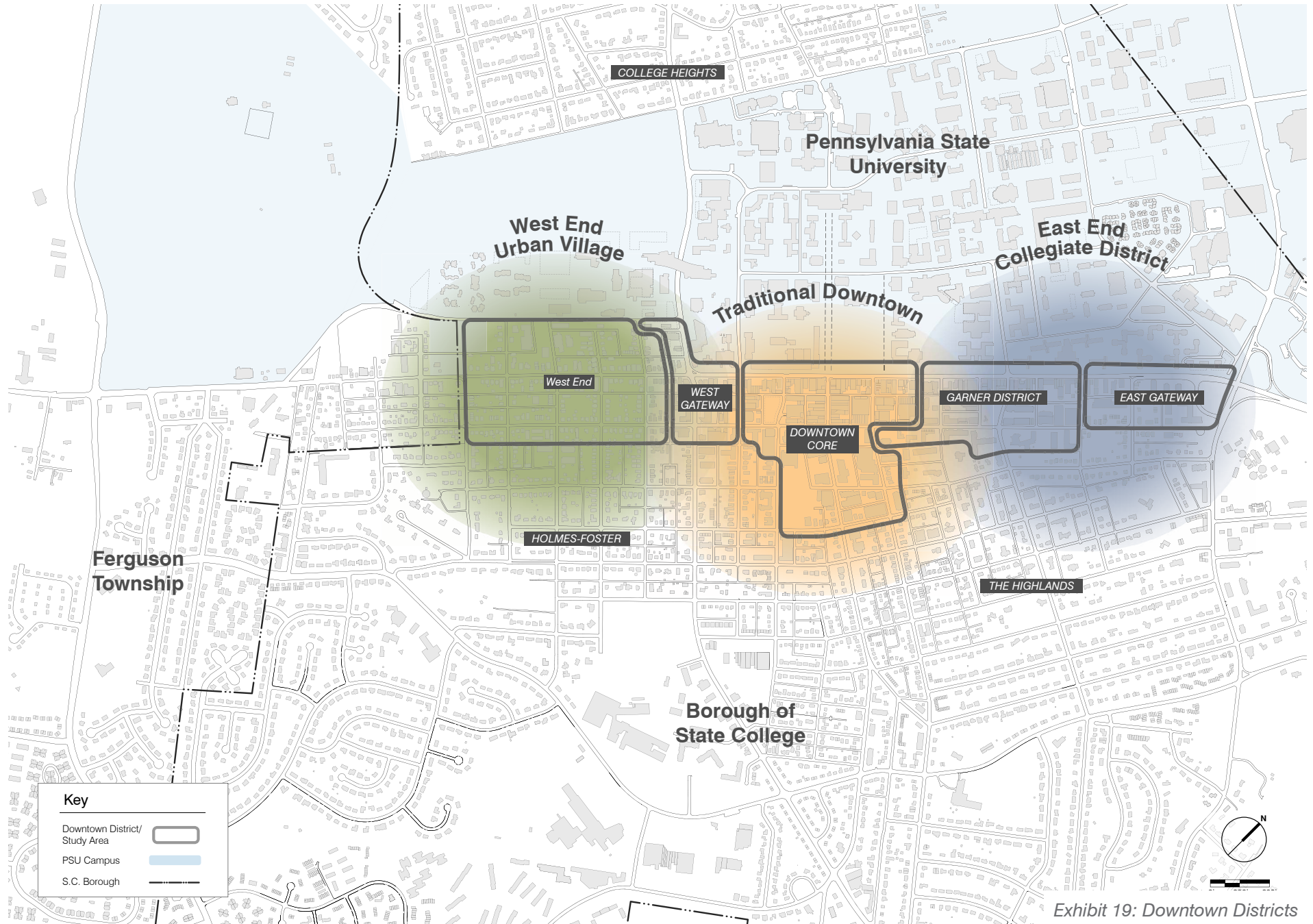


Exhibit 19: Downtown Districts

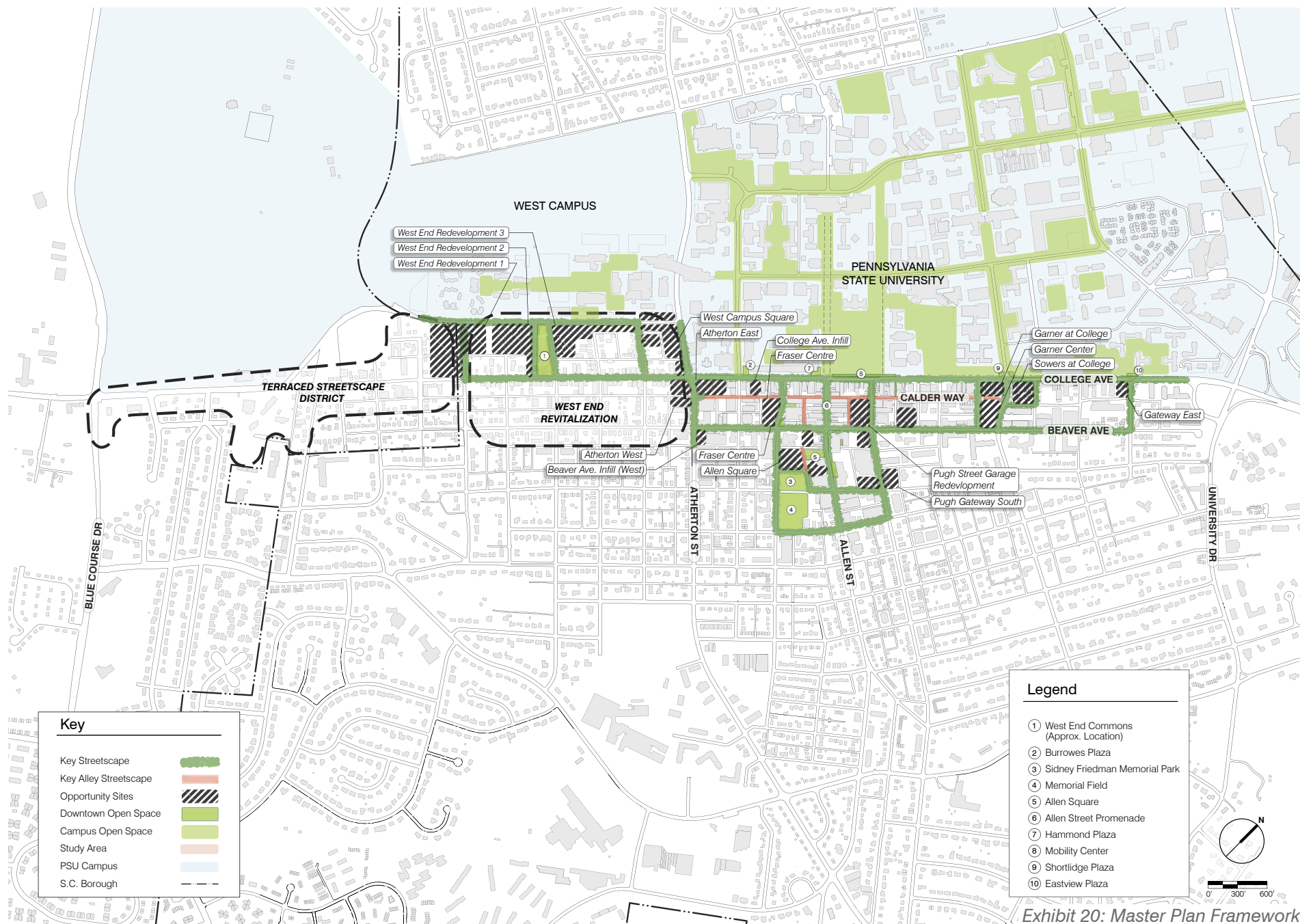
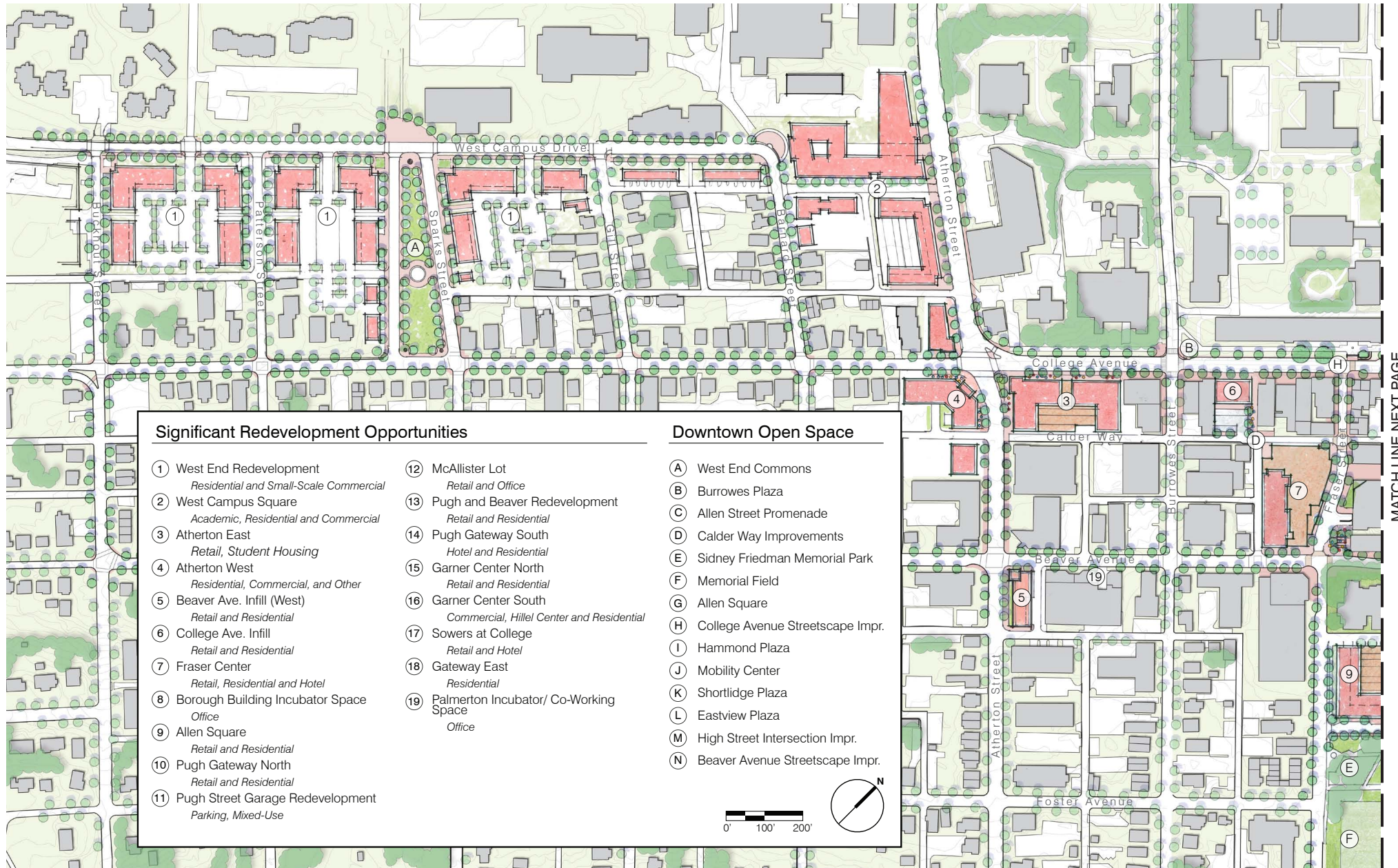
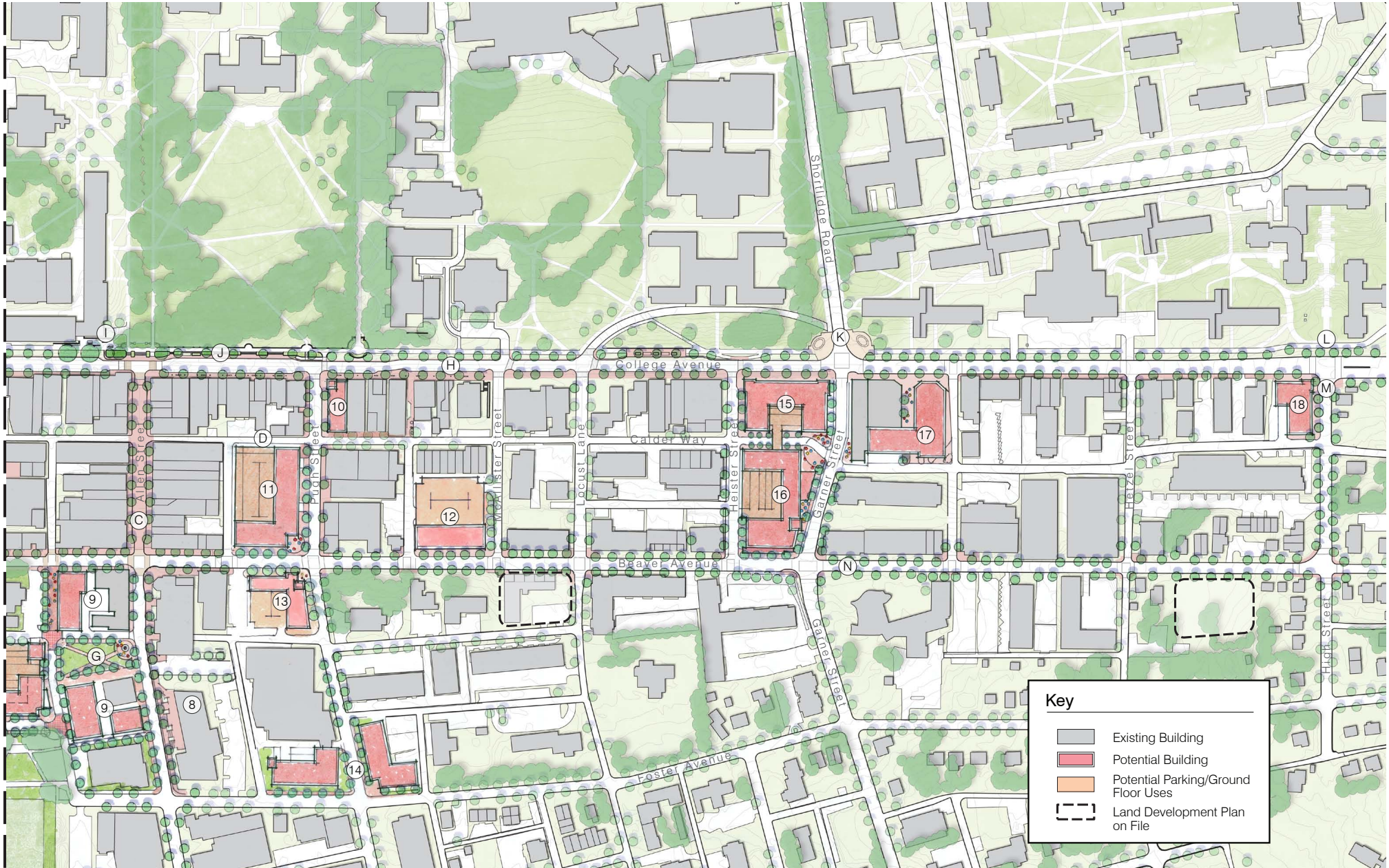


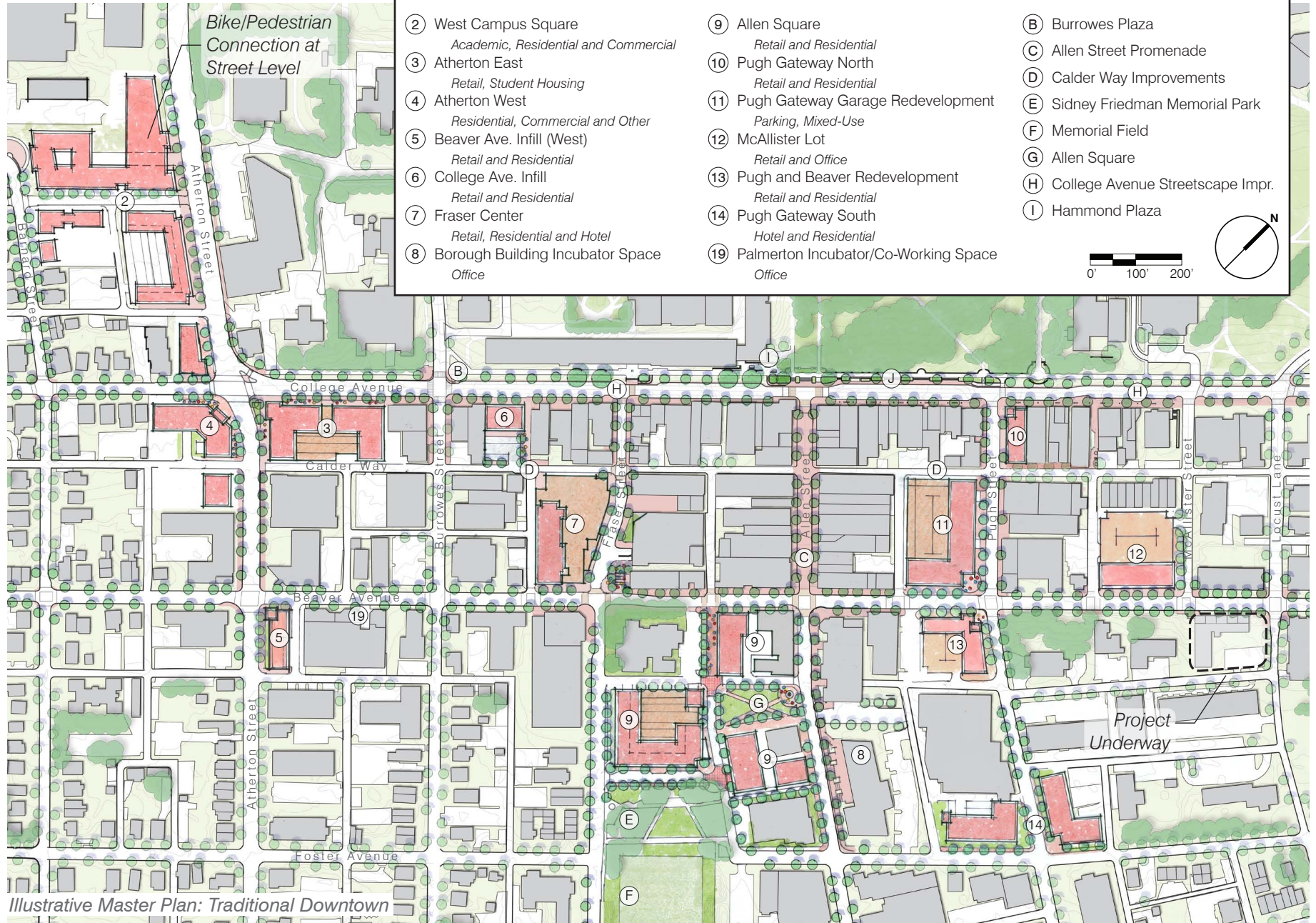
Exhibit 20: Master Plan Framework

State College Downtown Master Plan



MATCH LINE NEXT PAGE





Traditional Downtown

4-A: “Traditional Downtown”



The Borough should target the core area of downtown and area centered on the College/Atherton intersection, and emphasize a mix of uses that reinforces a traditional downtown, including non-student housing, hotel, office, incubator space, co-working/flex space, gallery space and additional retail.

Implementation: Borough of State College, Downtown Improvement District, Downtown Businesses, Property Owners, Local Housing Organizations, Developers, Redevelopment Authority, Neighborhood Associations, Planning Commission

The downtown core or “Traditional Downtown” is a unique and varied district. At its center is Allen Street and the blocks adjacent to it that define the most traditional historic feel of downtown. Moving out from this area, zoning allows for denser development that has happened in some places and not in others. The “Traditional Downtown” is characterized by the following traits that should be fundamental to any development happening in the area:

- The Allen Street area and adjacent blocks along College Avenue (indicated in the zoning plan) should be areas that remain as true to the historic development patterns of State College as possible. This means ground floor retail and restaurant space, two to four story buildings and a diverse array of offerings for all ages within the local community.
- The broader downtown core has opportunities for denser development as allowed in the existing zoning code and as recommended by this plan. However, preserving the “traditional” feel of downtown can be accomplished in this area provided denser developments pay particular attention to how buildings interact with the street as described earlier. Development should include ground floor retail, restaurant, and service uses that are geared to the downtown local consumer.

Right: Artists rendering of West Campus Square Streetscape (looking North on Atherton Street)

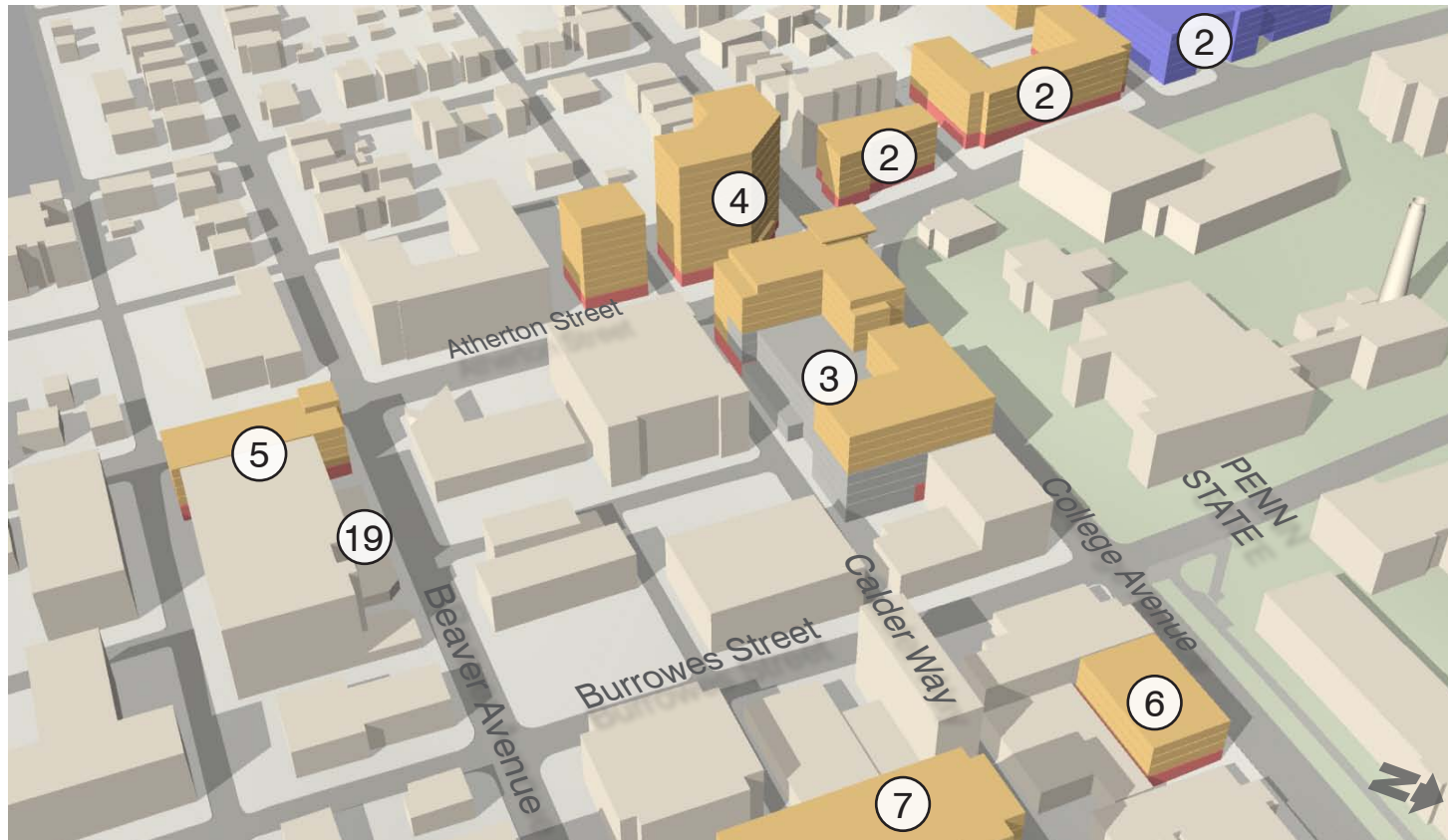
- Upper floors can combine a variety of uses including employment, residential (with an emphasis on non-student housing), hotel, family related and cultural uses and public services.
- Ultimately the downtown core should continue to evolve as a walk-able area rich in a variety of ground floor uses appealing to first to local residents as well as students, visitors, and alumni.

These tenets are expanded in descriptions of the following opportunity sites in the downtown core. All of these are identified on *Exhibit 21: Illustrative Master Plan* (page 160) while some are further illustrated in more detail on the following pages. The number that follows each project title references its location on the Illustrative Master Plan.

West Campus Square ②

This site is comprised of properties owned by Penn State as well as other property owners. Several years ago, Penn State





developed conceptual plans for the site showing how an academic and mixed-use building could be developed along the Atherton Street frontage. This approach is still relevant and should consider the following:

- Incorporate active ground level uses along the Atherton Street frontage, particularly in the mixed-use building south of Railroad Avenue.
- Design the academic building to allow for a pedestrian/bike linkage that connects Atherton Street with West Campus Drive. This could be a continuation of a shared use path along West Campus Drive.
- Use the mixed-use building to “wrap” a parking structure along the Atherton Street and Railroad Avenue frontages.

- Coordinate with property owner at corner of Atherton and West College Avenue to include that parcel in the overall redevelopment. This would allow a prominent building to be constructed on the corner with parking accommodated in the structure developed as part of the mixed-use building.

Atherton East ③

This site is comprised of multiple properties along College Avenue, just east of Atherton Street. While these properties are currently occupied by viable uses, they present a long-term opportunity for coordinated mixed-use development of a “signature” project at this important intersection. While these properties could be developed individually,

Far right: Model views showing potential redevelopment scenarios of "Atherton East":

Top: Using base CID district criteria

Middle: CID district with bonuses

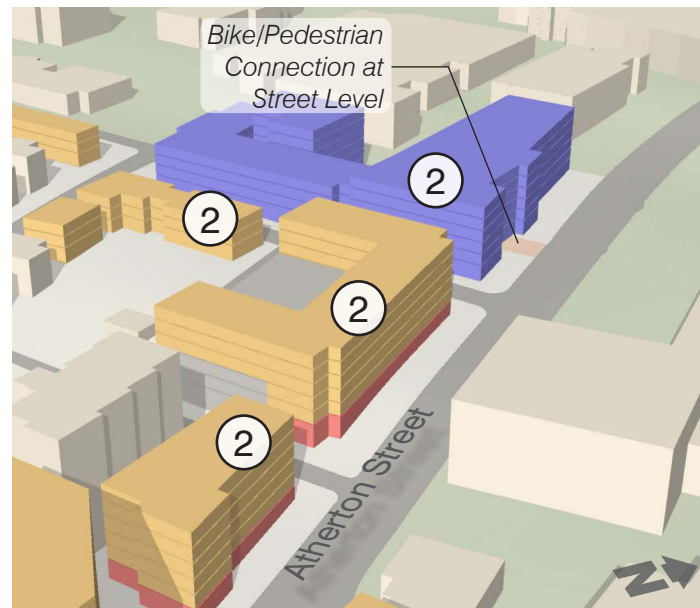
Bottom: Using existing signature development criteria

Bottom right: West Campus Square model view

this is one of the few sites downtown where coordinated development would allow for the integration of multiple levels of parking above first floor retail uses. Potential for the property includes graduate student housing, non-student housing, PSU faculty and employee housing, retail uses and office space (should there be a market). The model views show various scenarios of how the site could develop under existing zoning classifications including the CID district (student housing at 2.0 residential FAR), CID district (non-student housing at 3.0 residential FAR) and "Signature Development" overlay with a site FAR of 8.0 (and 3.0 residential FAR). The site could also be developed with less intensive development that is 2-4 stories in height. Regardless of the development intensity, an appropriately-scaled first floor is critical to activate College Avenue and reinforce connections across Atherton Street to the West End.

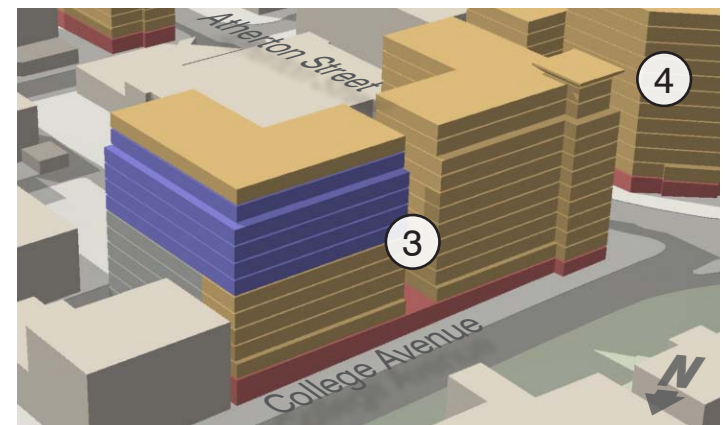
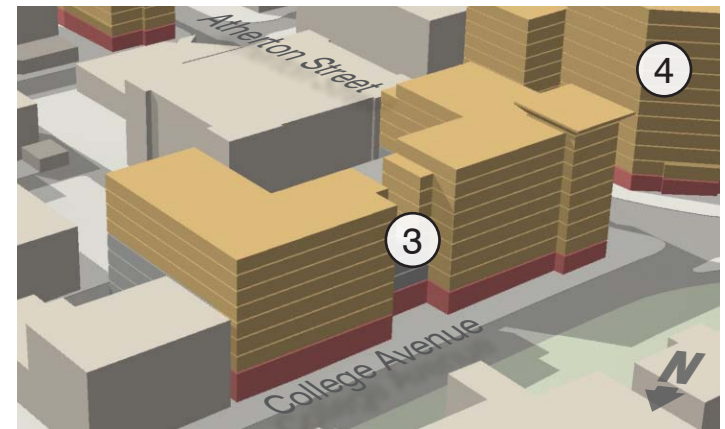
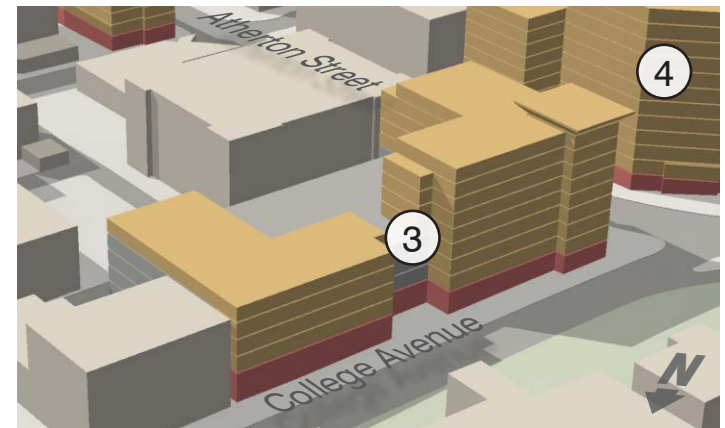
Atherton West ④

This site is located on the southwest corner of College Avenue and Atherton Street and represents an opportunity for non-student housing (such as PSU faculty and employee



Building Use

- Commercial
- Residential
- Office
- Hotel



housing) or graduate student housing over ground floor retail uses. The site is small so parking would need to be accommodated below grade. Because of the prominent location of the site and prominent sight lines (particularly from the north and east), this site is well-suited for a “signature” development. Regardless of the architectural style of any new building, the building should be articulated in a way that responds to the intersection. A small plaza and/or gathering space should also be provided at the corner to provide expanded pedestrian areas at this busy intersection.

Ideally, this redevelopment would incorporate the property to the south (existing motel) if there is interest from the property owners to coordinate. At such time that the motel property redevelops on its own (if there is no interest in a coordinated approach among property owners); it should be redeveloped with the building oriented to the street edge with parking located behind and/or below. The site is well-suited for ground level retail and upper floor office (if the market exists at the time of redevelopment) or upper floor housing.

Beaver Avenue Infill (West) ⑤

The existing one-story retail use at the corner of Beaver and Atherton is an under-utilization of this prominent corner. At such time the property owner wishes to redevelop this property, the property should be redeveloped with lower level commercial uses and upper level residential or office uses. The building should be oriented to the street edge with parking located to the rear or underneath.

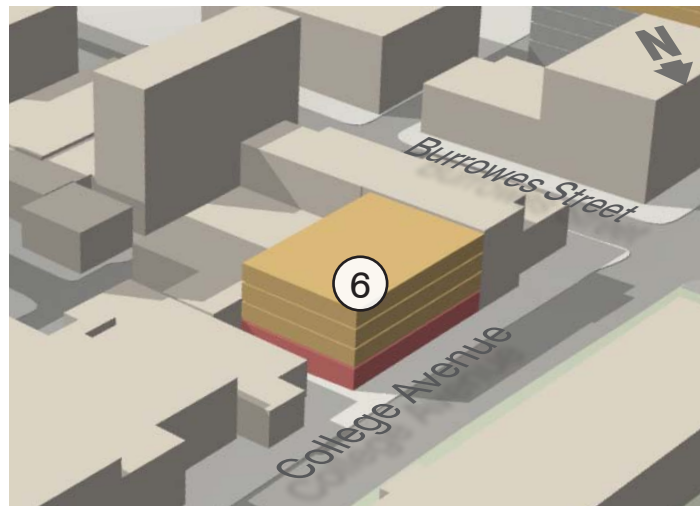
Palmerton Incubator/Co-Working Space ⑱

The Palmerton was developed with ground-level commercial space, the majority of which has been vacant for some time. Because of the property location, the low first floor height and dark glass, the space is not ideal for retail uses. This could be an ideal space to accommodate incubator and co-working space.

College Avenue Infill ⑥

While the retail uses are important for College Avenue, the existing one-story shopping center, between Fraser and Burrowes Streets does not represent the highest and best

use for this site. Should the property owners ever desire to redevelop this property, there is an opportunity to replace the existing retail development with new retail and upper floor uses. The upper floors would be ideal for residential uses or incubator/co-working office space, depending upon when the property would be redeveloped and the need for office space at that time. While residential uses could include student housing, this site would be better served for non-student housing.



Top right: The vacant commercial space at The Palmerton is ideal for use as incubator or co-working space.

Bottom right: College Avenue Infill model view

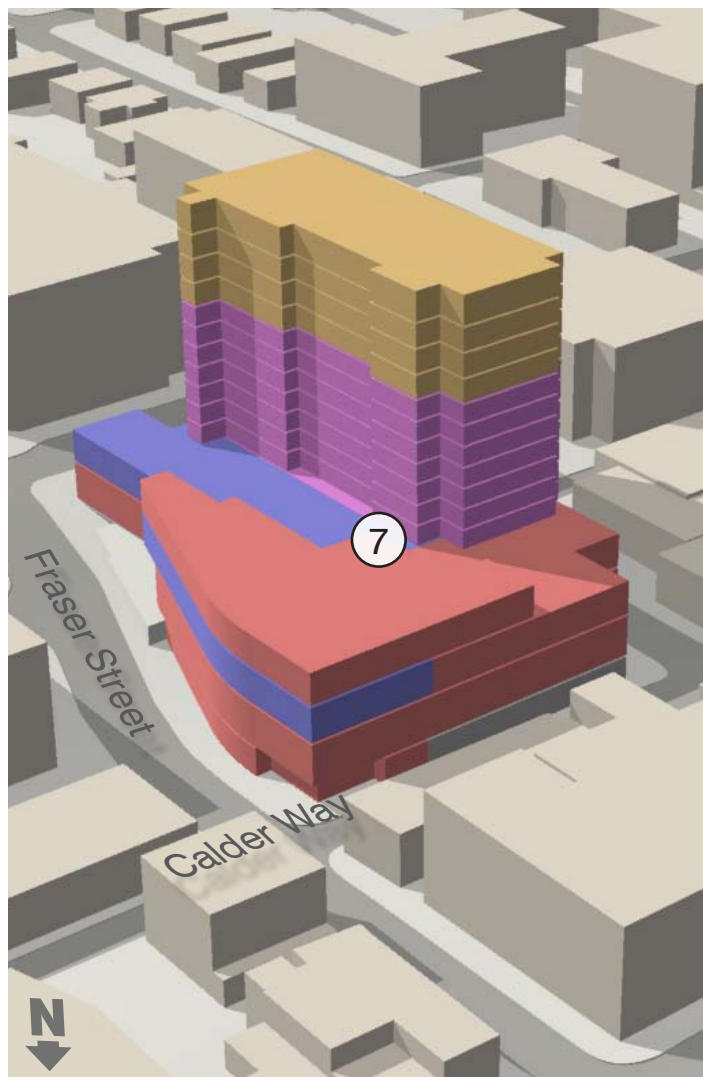
Fraser Centre ⑦

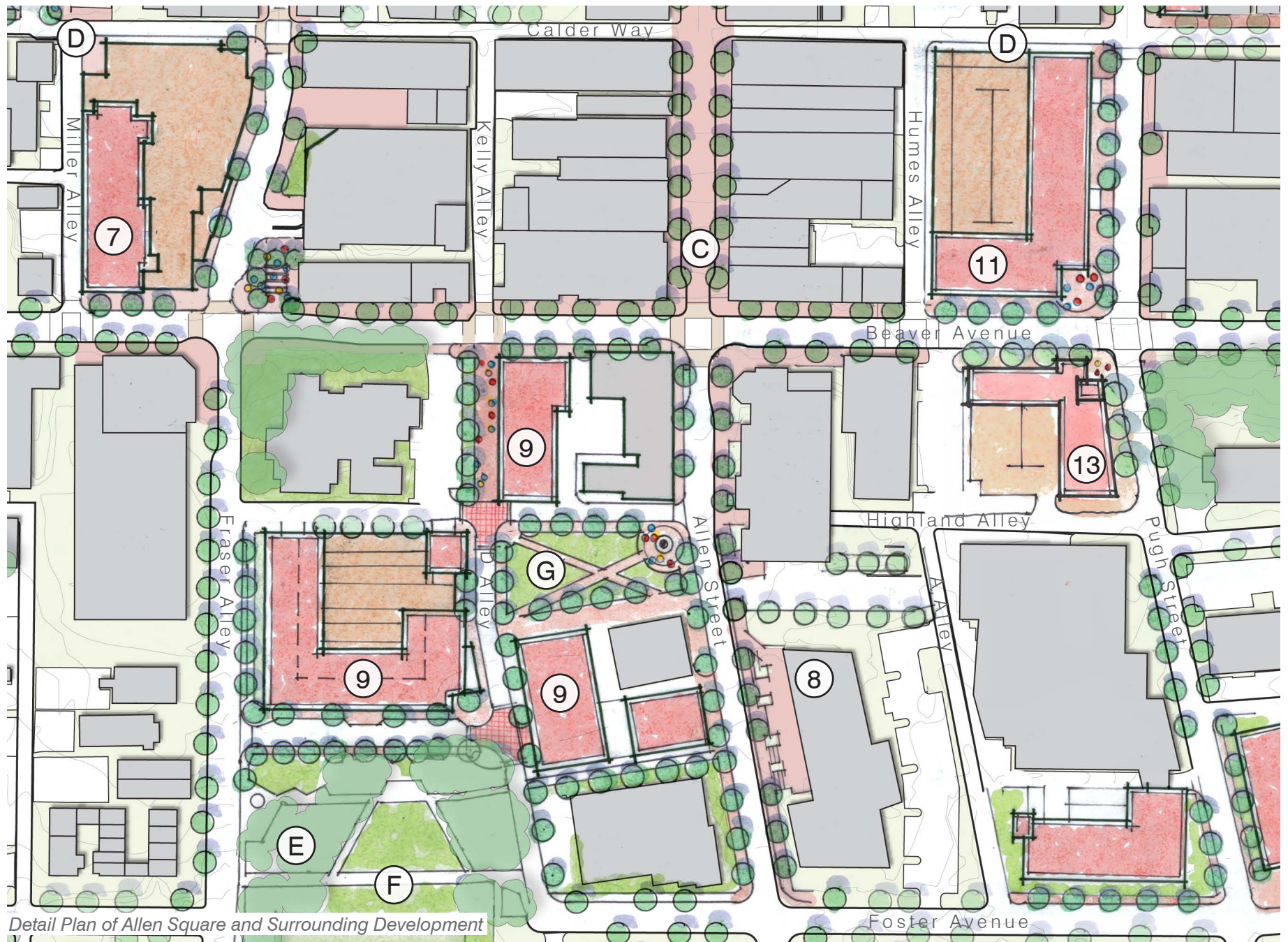
This mixed-use development includes for-sale condominiums, hotel, retail and commercial uses and represents a pivotal project for downtown. Following some delays the project seems to be moving forward and will establish a significant east anchor development for Calder Way and the Downtown Core. The development represents

a good model for downtown re-development in that it is characterized by a high level of design and it includes pedestrian-oriented uses on the ground levels which will activate the frontages of Beaver Avenue, Fraser Street and a portion of Calder Way. Once completed, it will serve as an important west anchor for the immediate downtown core and for Calder Way.

Building Use	
	Commercial
	Residential
	Office
	Hotel

Far right: Site of the proposed Fraser Centre. Coupled with Fraser Street streetscape improvements, this project will create a significant east anchor for Calder Way and the Downtown Core





Detail Plan of Allen Square and Surrounding Development

Allen Square ⑨

The area bounded by Beaver Avenue, Allen Street, Foster Avenue and Fraser Street represents one of the most significant redevelopment opportunities for downtown State College. If well done and coordinated among a partnership of multiple property owners, including the Borough, redevelopment could achieve many positive results including:

- Expand the family/local-oriented downtown core.
- Minimize the barrier effect of the ridge that separates the downtown core from areas south of Highland Avenue.
- Leverage the value of open space frontage for future redevelopment of the post office site while activating the park with new active uses around its perimeter.
- Provide additional opportunities for family-related uses such as expansion of the Discovery Space.
- Provide clear and attractive connections among the Borough Building, library, park, Memorial Field, Discovery Space and Calder Way (via Kelly and “D” Alleys).

Redevelopment of this area should consider the following:

- Creation of a focal point “Allen Square” at the corner of Allen Street and Highland Alley. As described earlier in the master plan report, this location is one of the few sites in downtown where a new open space could work. It is on the ridge so it is still visually connected to College Avenue. It is located at a bend in Allen Street, increasing the prominence of the site and it is adjacent to many family and local oriented attractions and businesses which could activate it. It could provide an additional venue for outdoor events or expanded venue as part of the Allen Street Promenade. Additionally it could also accommodate bicycle activities given it’s location along the Allen Street bike route.
- The creation of a connecting street, “Foster Lane”, which would provide frontage for the park and new development on the post office site.
- Pedestrian connection through the surface parking lots

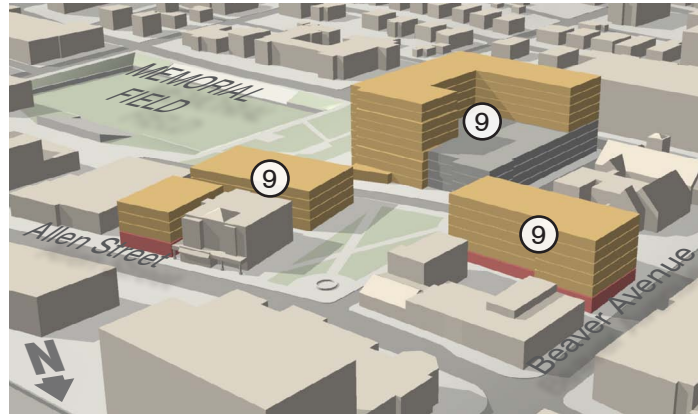
Top right: Photo of University Plaza in Hagerstown, MD shows use of flexible common area for programming.

Bottom right: Bond Street Wharf in Baltimore shows how development fronts onto open space and activates open space.



(Borough and church owned) linking Kelly Alley with D Alley (and better connecting the site to Calder Way).

- Redevelopment of the post office site as non-student housing. This housing could be high density (illustrated) wrapping a parking structure or lower density with surface parking. The important aspect is that it be oriented to several important edges: the park (and the new Foster Lane described above), Fraser Street and "D" Alley/Allen Square.
- Incorporation of post office into the redevelopment. Consideration should be given to incorporating a post office convenience center or use into the lower level of the housing and parking if the larger facility is ever relocated.



Building Use

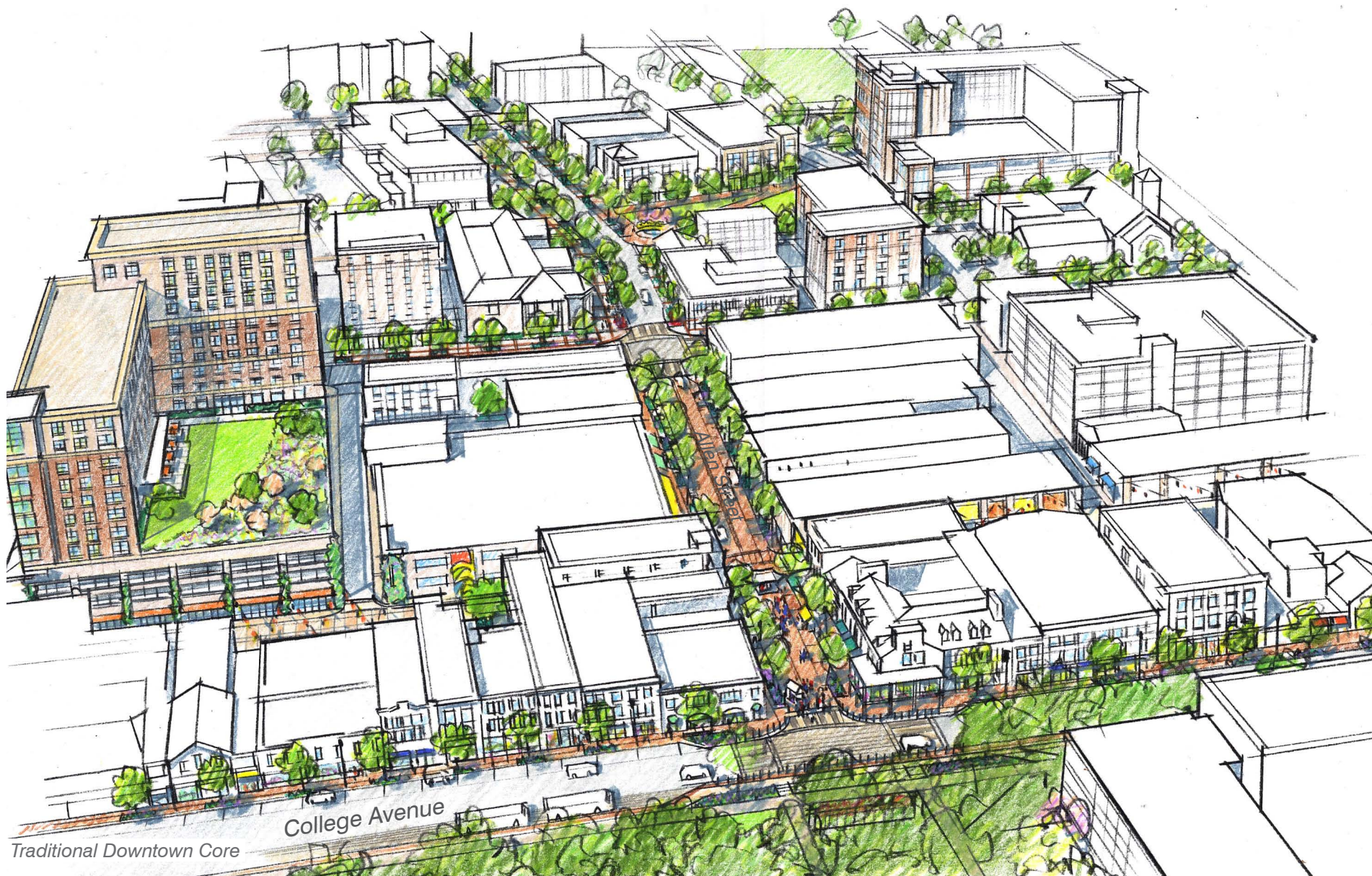
	Commercial
	Residential
	Office
	Hotel



Allen Square

Model view (left) and sketch (bottom left) illustrate how effective coordinated development of multiple projects can define a great place while linking other downtown districts and assets.

Opposite page: Sketch of the traditional downtown core showing Allen Square in relationship to Allen Street Promenade, the enhanced College Avenue-Allen Street intersection and the Pugh Street Garage redevelopment project.



Traditional Downtown Core

- The proposed residential building on the post office site could also incorporate a new senior center (in place of that located in the Fraser Street garage).
- Infill development on the Beaver Avenue surface parking lot with active uses along the new pedestrian connection, Beaver Avenue frontage and frontage on the proposed Allen Square.
- Infill residential (or expansion) behind the new residential building on Allen Street and within the surface parking lot. This development will be challenging as it should front onto and/or activate Allen Street, Allen Square, the existing park and the pedestrian connection to the south of the existing surface lot.
- This could also be an ideal location for incubator/co-working space along the garage frontage on "D" Alley and/or Highland Avenue.

The success of Allen Square is dependent of coordinated development. The Borough could provide additional incentives to the property owner if they work toward a coordinated effort. Property owners should be engaged early on to build enthusiasm for the project.

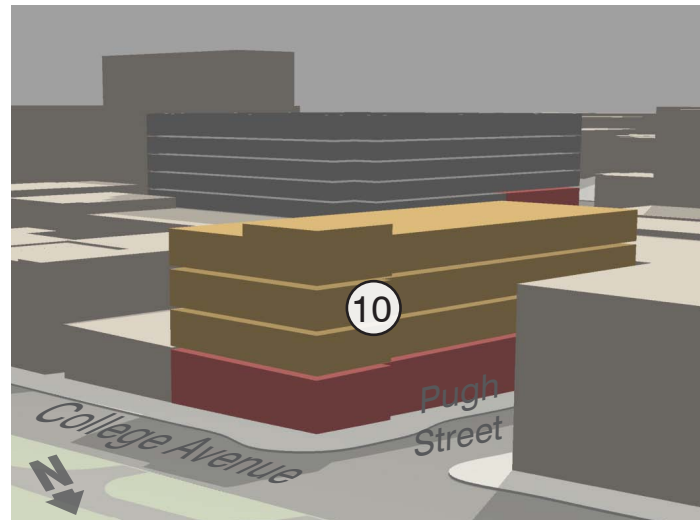
Borough Building Incubator/Co-Working Space ⑧

The existing Borough Building has approximately 3,500 SF of vacant space on the third floor which could be used as office incubator/co-working space until such time that space can be developed as part of a new development project.

Pugh Gateway North ⑩

The property at the southeast corner of College Avenue and Pugh Street is a highly visible corner within the downtown core and enjoys a prominent location along College Avenue at the foot of the Henderson Mall. Currently the site is developed with a one-story building; however, the site offers greater potential for a higher density development. The property should be considered for ground level retail uses and upper floor residential. The residential would be appropriate for non-student or student markets. Important considerations include the following:

- Maximize window display areas on both the College Avenue and Pugh Street frontages.
- Consider articulating the corner architecturally.



Illustrations show how small one-story properties along College Avenue, such as this one as the corner of Pugh and College (existing conditions top left, model view bottom left, sketch opposite), can be redeveloped with higher and better uses while respecting the scale of historic development. The sketch also illustrates College Avenue streetscape enhancements.

Building Use

- Commercial
- Residential
- Office
- Hotel



Pugh Gateway North

Pugh Street Garage Redevelopment ⑪

The Borough is currently exploring alternative locations for the replacement of the Pugh Street Garage as part of the overall parking study. While replacing the garage in its current location is an option, this is not desirable as it would take 491 parking spaces off line until the new structure is completed. Ideally, the replacement would be developed in another nearby location and this site could be redeveloped with other uses including some component of parking.

Because this is a Borough-owned parcel, it represents a significant opportunity for important downtown uses that would not otherwise be developed without incentives. Potential uses include meeting space, incubator space, workforce housing, housing for young professionals and retirees, hotel, retail and some supporting parking. The site is centrally located to the core of downtown and offers magnificent views of Old Main and the campus from upper floors. Following are considerations for development:

General Considerations: Regardless of the uses developed for this site, the following should be incorporated into the planning and design:

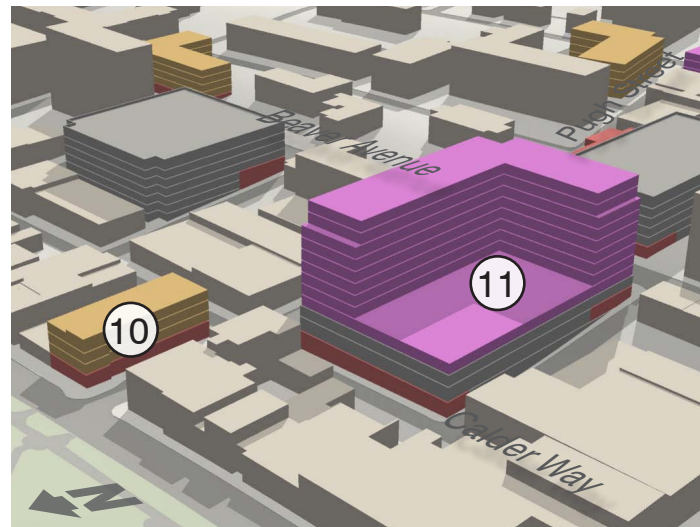
- Include active ground floor uses along Calder Way, Beaver Avenue and Pugh Street frontages.
- Include gallery/exhibit space in ground floor.
- Include small plaza/gathering space at corner of Pugh and Beaver and/or Calder and Pugh. A location on Calder Way could help activate this important pedestrian link. A location on Beaver would take advantage of southern exposure.
- Incorporate façade treatment, special lighting, along Calder Way that reinforces the artsy/funky nature of the alley, particularly on lower levels of the building.
- Coordinate with the adjacent property owner to maximize the development of the entire block defined by Beaver, Pugh, Calder and Humes.

Option 1—Pugh Street Garage Replacement: Should it be determined that the Pugh Street garage does need

to be redeveloped in this location, the following should be incorporated into the planning and design:

- Public restrooms.
- Bike storage/ Bike Commuter Parking.
- Consideration for upper floor incubator space
- Consideration for partnering with a developer to include above the parking
- Use of “green walls” particularly along Calder Way

Option 2—Pugh Street Garage Relocated: Should the public parking garage be reconstructed on another site, this site should be developed with high density mixed-use development. The site is well suited for a hotel with associated meeting space and/or non-student housing if a hotel is most feasible. The views to Old Main from upper floors could be quite attractive to alumni, visitors to the region, young professionals and retirees. The Inn at the Colonnade adjacent to Johns Hopkins University in Baltimore is a good model that includes 6-7 floors of condominiums over 3 floors of hotel. While the demand for downtown hotel space is limited at this time, if the market changes at the time of the garage replacement, this concept should be



Building Use

- Commercial
- Residential
- Office
- Hotel

considered. Otherwise, the site could be used primarily for non-student housing. The following could be considered for the planning and design of a mixed-use development in this location.

- Include a parking component to supplement parking provided in Pugh Street Garage replacement and to support some of the uses in the building.
- Consider hotel and meeting space (non-residential uses) on lower levels.
- Consider green roof/outdoor space on roof of lower level space (parking/meeting space/commercial space).
- Consider housing on upper levels (or for the majority of the building if a hotel is not feasible).
- Consider a component of incubator space on lower levels.

Examples of creative mixed-use development that could serve as models for the Pugh Street garage site.

Top far right: Colonnade Hotel and Condominium adjacent to Johns Hopkins University, Baltimore.

Bottom far right: Hotel, residential, mixed-use, arts incubator, public parking in Greenville, SC

Right: Arts incubator space lining parking structure. Greenville, SC



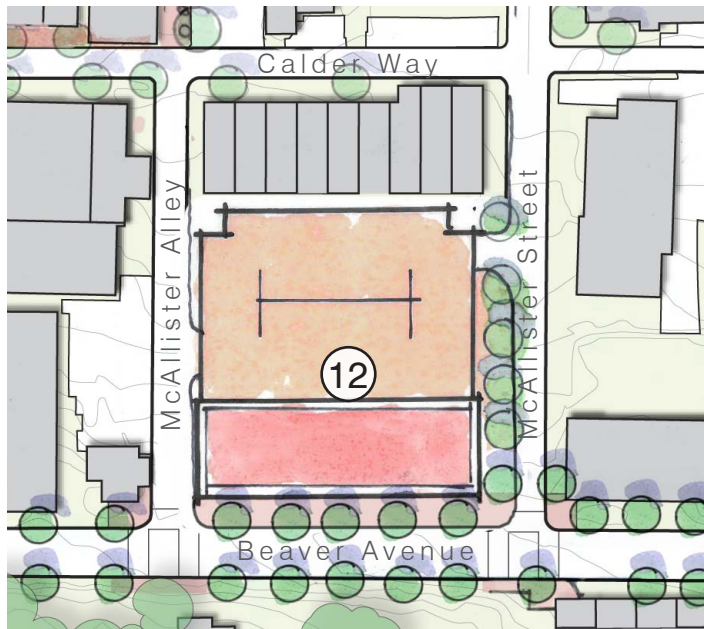
McAllister Lot 12

The existing site bounded by Beaver, Calder, McAllister Street and McAllister Alley is owned by multiple property owners, including the Borough. The southern portion that includes the parking deck and existing small footprint buildings along Beaver Avenue could be redeveloped to better utilize this site. The site could be intensified to provide additional public parking it or it could be redeveloped with a mix of uses, along with some parking component. The following should be considered for the planning and design of this parcel:

General:

Regardless of the uses developed for this site, the following should be incorporated into the planning and design:

- Consider incorporating a plaza space or increased setback area at either (or both) corners along Beaver Avenue to provide some expanded areas to accommodate high volumes of pedestrians.
- Activate the Beaver Avenue frontage with ground level commercial uses including incubator/co-working space.



- It is not feasible to activate McAllister Street and Alley with retail uses, but these facades should have high level of design.
- Consider use of “green walls” as part of parking deck facades, particularly along McAllister Street and McAllister Alley.

Option 1 - Additional Public Parking Amenities:

While the dimensions of this site are tight for an efficient parking structure, the site could be developed as a significant public parking resource if the property owners are willing to partner. In addition to ground level retail uses, some upper floor office/incubator space could also be incorporated into the parking structure. In addition, public restrooms and bike storage should also be incorporated into the ground level.

Option 2 - Mixed Use Development:

Another alternative for this site is mixed-use development. In addition to ground level retail uses along Beaver Avenue, mixed-use development might consider upper floor residential. This site is close enough to the downtown core that it could be appropriate for workforce non-student housing, however, student housing would likely be most appropriate given the site's proximity to the “East End Collegiate District.” The design of any housing should consider a north/south orientation or “U” configuration facing Beaver Avenue to avoid reinforcing the continuous “wall” of buildings.

Pugh and Beaver Redevelopment 13

Property at the southwest corner of Beaver and Pugh could be a significant redevelopment parcel if considered in conjunction with a portion of Highland Avenue and the property to the south (the one-story commercial space connected to the Days Inn). While it is not typically desirable to eliminate a street connection, the library development already truncated Highland Avenue. Therefore, this is one block in downtown where consideration might be given to eliminating the remainder of the street to allow for a larger contiguous development parcel. This would require interest in a partnership among the property owners.

General: Regardless of the uses developed for this site, the following should be incorporated into the planning and design:

- Active ground-level commercial uses along Beaver Avenue and portions of Pugh Street frontage.
- Architectural articulation to take advantage of bend in Pugh Street which results in strong visual connection between College Avenue and this corner.

Option - Mixed-Use Development: This site is suitable for mixed-use development. Specifically, the location is part of the downtown core and would be well-suited for non-student housing and/or hotel expansion with lower level retail uses and structured parking. Because of the grade change from south to north, two levels of parking could be provided without the need for internal ramping. Mixed-use development could work on the corner site at Pugh and Beaver or a combined site as described above. If the properties are combined, provision should be made for a pedestrian connection to the Borough Building, library and proposed Allen Square, between the existing hotel and new development.

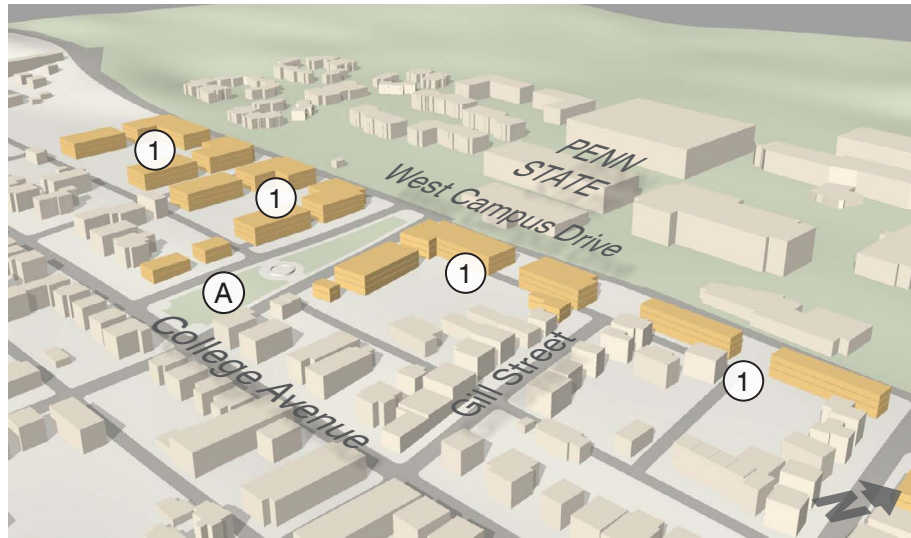
Pugh Gateway South ⑭

This opportunity includes the properties on each side of Pugh Street at Foster Avenue. The west property currently includes two levels of parking, serving the existing hotel and the east property includes 4 single homes that have been converted to rental properties. Because of the location of these properties near the southern edge of the downtown core, higher density and better utilization of the property is appropriate. Redevelopment should consider the following:

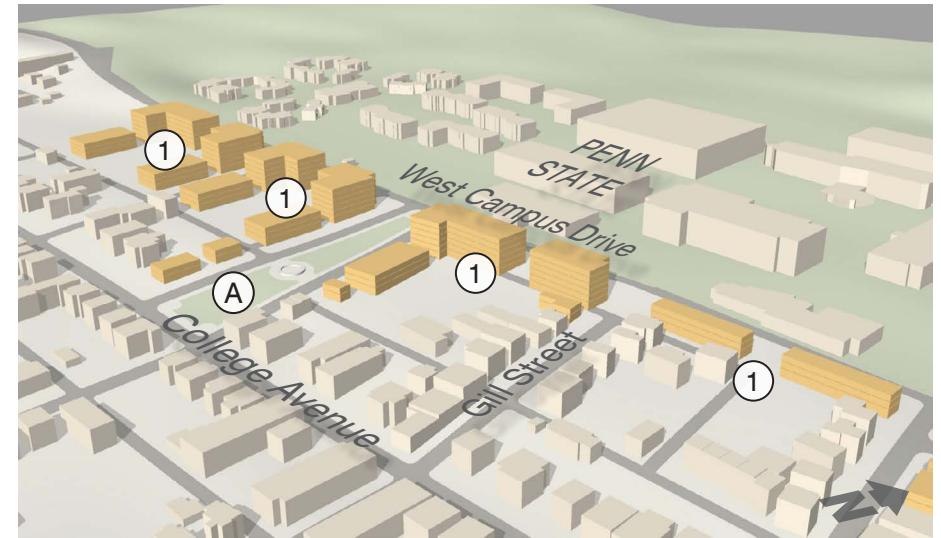
- Possible hotel expansion (illustrated) for the existing hotel on the east side of Pugh Street, with a building that addresses both the Pugh and Foster frontages.
- If hotel expansion is not feasible, a multi-level parking deck could be developed here, provided there would be a high quality architectural design and streetscape treatment provided along the street frontages. While

ground level active uses would be desirable, they would likely not be feasible this far outside of the core, with the exception of potential incubator space or expanded attraction space such as Discovery Place.

- The west side of Pugh Street should be reserved for residential development and could be appropriate for non-student or student housing.



West End Urban Village - Three Story Development



West End Urban Village - Three to Six Story Development

West End Urban Village

4-B: West End Revitalization Plan Implementation

The Borough should advance the West End Revitalization Plan, establishing the West End's identity as an "Urban Village" and coordinate with Penn State University to stimulate preservation and revitalization of existing uses while encouraging investment and new infill development.

Implementation: Borough of State College, Downtown Improvement District., Downtown Businesses, Property Owners, Local Housing Organizations, Developers, Redevelopment Authority, Neighborhood Associations, Planning Commission

The West End Revitalization Plan was thorough and has merit. In particular the following components of the plan should be strongly considered in this plan:

- The West End Revitalization Plan focused protection of neighborhood character and reinforcing the existing single-family nature of the area. Much of the plan is dedicated to this goal.
- However, the plan recognizes that new infill development, particularly along the north side of the district adjacent to Penn State's West Campus would be beneficial to the neighborhood, the borough, and the university as this boundary between the campus and Borough has long functioned as "back door" space for both entities.
- Penn State's master plan identifies building and open space development for the West Campus to create more of a cohesive campus environment. This presents the opportunity to redevelop the adjacent West End to reinforce a positive town/gown relationship.
- As mentioned before, providing newer, attractive housing options close to campus will help relieve the pressure to continue converting homes within the neighborhood to rental housing and this "boundary" area is ideally suited for graduate and married student housing, faculty, employees, and workforce housing.

- In addition to the housing outlined above, a limited mix of commercial uses are described in the Urban Village ordinance (cafes, neighborhood support retail, etc.).





The Borough developed a well-intentioned Urban Village District in the zoning ordinance to accommodate revitalization of the West End; however, the ordinance is too restrictive and not realistic as it relates to new infill development. The current caps of 3000-4500 GSF for any one building preclude the ability to develop significant infill development that is appropriate along the campus boundary. While the ordinance does allow building heights of up to 65' for a distance of 75' back from the northern district boundary, this limit does not reconcile with the building size limits (a 4500 SF building over 6 floors would result in a building footprint of 750 SF or 15' x 30'). Incentives tied to superior design should be developed that allow for larger building footprints and taller building heights that transition up from Clay Lane to the north.

Additionally, planned development will allow for consolidated and well-designed parking resources that can be located behind buildings, as well as for consolidated and well-designed open spaces.

The State College Borough Sustainable Neighborhood Report 2012 identifies advancing the West End Redevelopment Plan as one of Council's objectives for 2012-2013. It is important to note that with the development of Ferguson Township's Terraced Streetscape District, there is the potential that State College could lose important redevelopment opportunities if the West End Redevelopment Plan is not pursued.

Important components of the West End Revitalization Plan are illustrated in the West End Urban Village plan enlargement (previous page) and described below.

Building Use

	Commercial
	Residential
	Office
	Hotel

West Campus Drive Shared Use Path

Develop a shared-use path for bikes and pedestrians along West Campus Drive. At a minimum, West Campus Drive should be designated as a bike route as shown in the Bicycle Network (see *Exhibit 14: Proposed Bicycle Network*, page 82). However, a dedicated shared use path separate from the road on either the north or south side is desirable.

West End Commons (A)

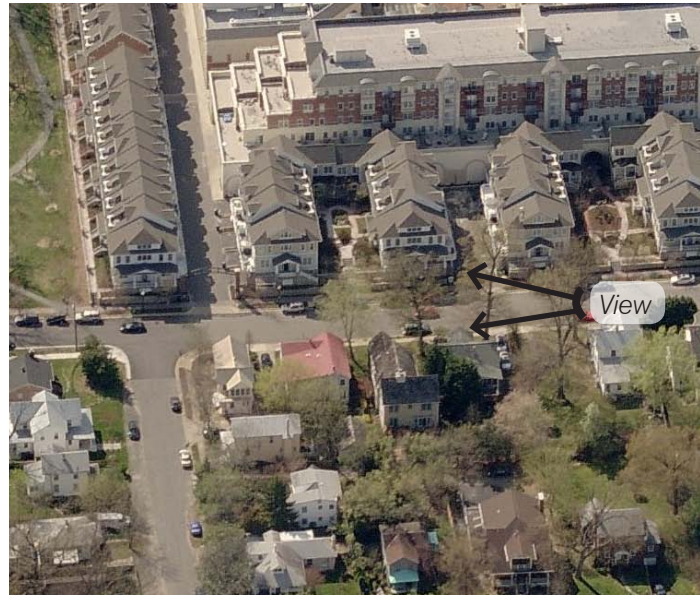
The original master plan for the West End revitalization identified several options for the creation of a commons, connecting West College Avenue with West Campus Drive and the Penn State campus. While one option is illustrated as part of this plan, it can be incorporated in many ways as illustrated in the West End Revitalization Plan. The concept has merit in creating a neighborhood focal point, particularly since downtown State College has limited public spaces.

West End Redevelopment (1)

The master plan illustrates how new infill development can reinforce street edges, define the new West End Commons and strengthen the town gown relationship. The plan illus-

trated very much mirrors what was illustrated in the West End Revitalization Plan but is not possible under the current Urban Village ordinance because of the maximum building size limitations. Specifically, the following should be advanced for the West End:

- Use design incentives to allow larger building sizes and increased densities for the areas identified as redevelopment in the West End Revitalization Plan (primarily north of Clay street). Increased density, provided that it is well designed, is important for economic viability, the proximity to the West Campus and the proximity to and potential competition from Ferguson Township's Terraced Streetscape District. Design goals should focus on articulating larger buildings in a manner compatible with the existing smaller scale buildings to be preserved closer to College Avenue.
- Use design incentives to allow up to six story building heights along the northern property line (as currently allowed by zoning) and transition to four stories and then three stories for the remainder of the district as shown in the massing models.



An example of well-designed density transitions from single family to mixed-use development in Arlington, VA.

Far left: The street view shows ends of townhouse groups designed to appear as single family detached housing to match the pre-existing development across the street.

Left: Aerial view showing the context of these townhouses and how they aid in transitioning to denser development.

- Continue to encourage consolidation of parking into larger lots located behind buildings and allow for low scale structured parking (2-3 levels) provided it is located behind buildings (or below grade).
- Continue to limit the size of commercial establishments as currently identified in the Urban Village District zoning and allow for the same commercial uses as prescribed.
- Use redevelopment to the north to reinforce the existing street network and to define a central open space that links to College Avenue.
- Utilize streetscape improvements to reinforce the existing character of the tree-lined streets and link preservation areas, redevelopment areas and the West Campus and define a walkable neighborhood.

Neighborhood Stabilization and Preservation

Implement recommendations of West End Revitalization Plan to stabilize and preserve existing structures with the goal of converting rental properties back into home ownership; improving the diversity and quality of rental opportunities to attract a broader range of residents; and supplementing the neighborhood with small scale commercial uses.

Photographs of existing development within the West End.

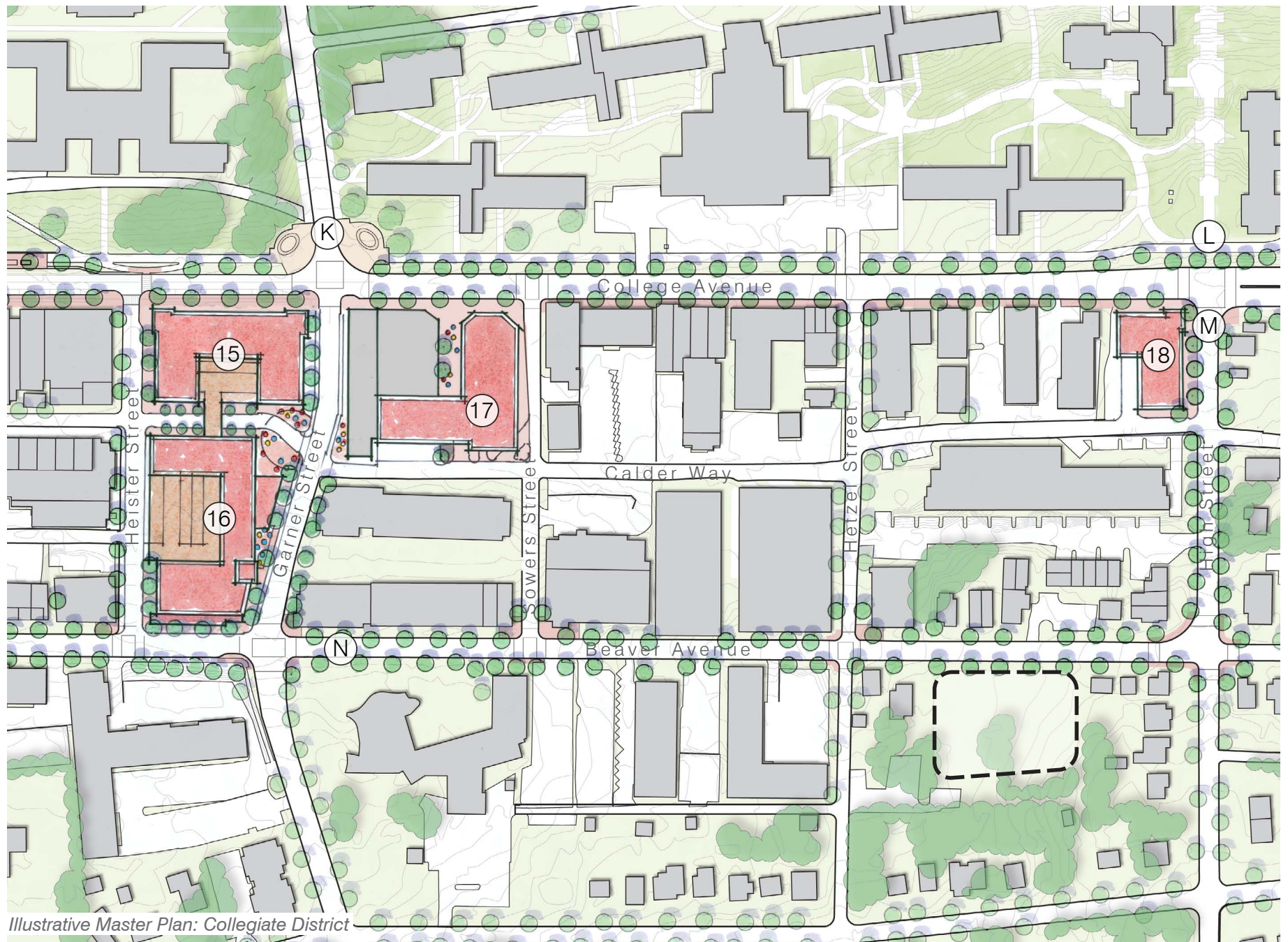
Bottom right: Properties along the northern part of the West End represent important redevelopment opportunities within the West End.

Far right top: Additional small scale commercial uses such as those that currently exist should be encouraged for ground floors.

Far right middle: Many of the existing homes have been converted into apartments. West End Revitalization Plan goals to stabilize these structures and convert many back into home ownership remain important goals.

Far right bottom: View looking East along College Avenue shows the residential scale/ small-scale commercial character which should be preserved south of Clay Lane.





Illustrative Master Plan: Collegiate District

Collegiate District

4-C: East End “Collegiate District”

The Borough and Neighborhood Coalition should support and encourage additional downtown student housing, particularly in the East End, and allow for increased density/ FAR in targeted areas, in exchange for high quality design and other incentives.

Implementation: *Borough of State College, Downtown Improvement District, Downtown Businesses, Property Owners, Local Housing Organizations, Developers, Redevelopment Authority, Neighborhood Associations, Planning Commission*

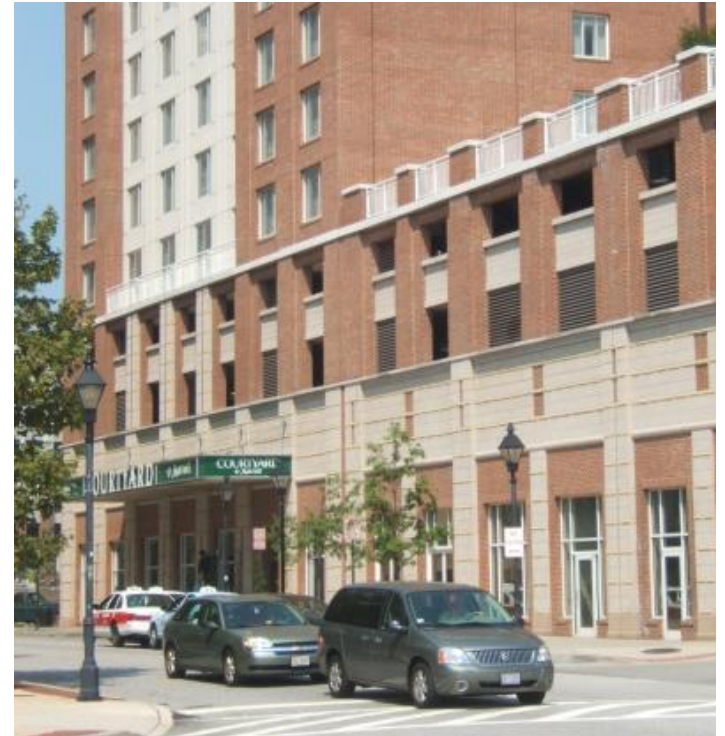
The East End “Collegiate District” is notable because of its concentration of mid-rise, densely developed student housing that, by the nature of its construction, is likely to remain in place for many years to come. This area is also adjacent to significant on-campus student housing at South Halls and Eastview Terrace. However, the University and this area do not interact well and the influence of dense student housing spills over into adjacent neighborhoods.

The State College Borough Sustainable Neighborhood Report 2012 identified as one of Council’s Objectives to “develop more student housing in downtown.” This recommendation has merit in that it will help to take pressure of rental conversions within the neighborhoods and provide more living options close to campus. The Collegiate District at the east end of downtown makes the most sense for student housing as this location is not desirable for non-student housing.

The area does not have to develop exclusively for student housing however. There are institutional uses including Churches, the proposed PSU Hillel Center and the proposed LDS Worship/ Gospel Study Center planned for the area, existing restaurants and cafes, and a small but important selection of retail. Perhaps most uniquely, the area is indeed home to a handful of owner-occupied residents. As is the

Examples of how active ground floor uses can be maintained with parking developed above.

*Top: Baltimore, MD
Bottom: Arlington, VA*



case with the rest of downtown, a mixture of uses should be considered within the following parameters:

- New student housing development should strive to incorporate retail space when applicable or, at a minimum focus student amenities such as gathering areas, workout facilities, and meeting areas on the ground floors facing major streets.
- Mixed-use development including potential hotel space could work in this district as the market continues to evolve.
- The area has a chance to “reclaim” some of the streetscape and connect uses within the district as new developments replace existing surface parking lots.
- While new single family detached housing is unlikely within the area, the edges of this area should be developed in a way that adjacent single family housing is preserved and new development transitions accordingly.

Some of the specific opportunity sites are described below.

Garner Center South 15

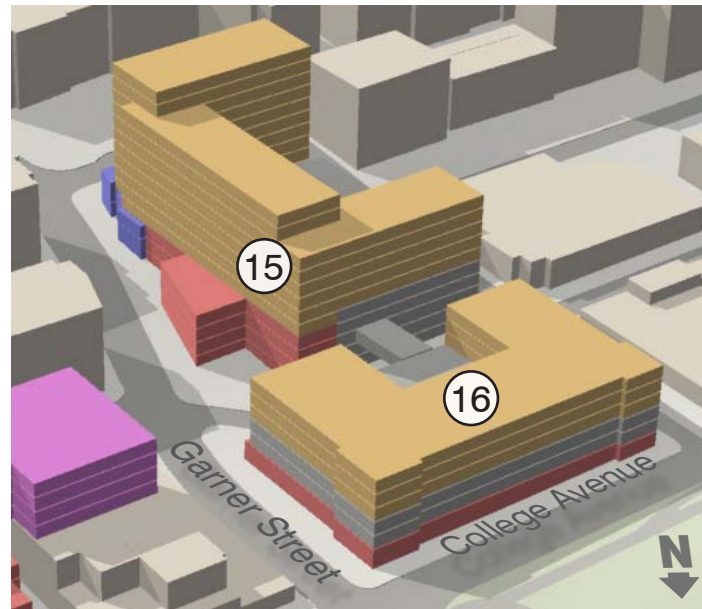
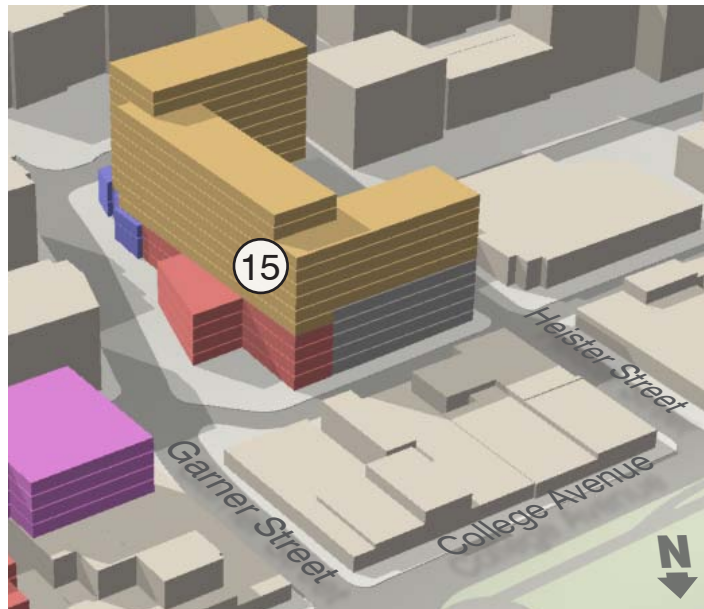
This site is one of the most significant mixed-use development opportunities in downtown and is comprised of three separate properties. The property facing Beaver Avenue is being developed as the Hillel Student Center and will provide a variety of student functions. There is an opportunity to plan and integrate this center into a larger development project that includes the adjacent properties (existing surface parking lots). Planned and designed carefully, this could allow for the development of the air rights over the Hillel facility while still distinguishing Hillel's identity. The Center could also function as a “book end” to the Fraser Center, several blocks to the west.

Because of the site's location in the East End Collegiate District, non-student housing would likely not be feasible, however, this would be an appropriate location for additional student housing. Important considerations for this site include:

Far Left: Model view illustrates redevelopment potential for “Garner Street South” that incorporates the PSU Hillel Center into a coordinated development.

Left: Model view illustrates long-term redevelopment of the one-story buildings along College Avenue into a mixed use development (“Garner Street North”) that should be coordinated with Garner Street South.

Opposite Page: Perspective sketch showing how these two developments at the corner of College and Garner Streets. Incentives should be considered to allow for greater setbacks and the addition of bike lanes along Garner Street.



Building Use

- Commercial
- Residential
- Office
- Hotel



Garner Center South

- Consider working with the Borough to provide some public parking as part of the mixed-use project rather than just providing for parking that only meets the needs of the uses on site. With coordinated development, an efficient parking deck layout can be achieved.
- Provide retail/active uses along Garner Street and Calder Way frontages, in addition to that being provided by the Hillel Center. For frontages that may be difficult to accommodate retail, consider incubator/co-working space.
- Take advantage of the prominent site and architecturally address the corner of Beaver and Garner, the corner of Calder Way and Garner and the corner of Calder Way and Heister.
- Provide an open plaza area at Calder Way to create a gathering area and reinforce an east gateway for Calder Way.
- Consider providing additional development incentives if expanded setback is provided to allow for expansion of Garner Street and addition of bike lanes to extend the existing bike lanes to Calder Way. This will need to be evaluated with the program of the development and required site dimensions. A minimum of 10' would be needed to allow for a 5' bike lane in each direction along Garner Street.
- Consider options for utilizing green walls and green roofs.

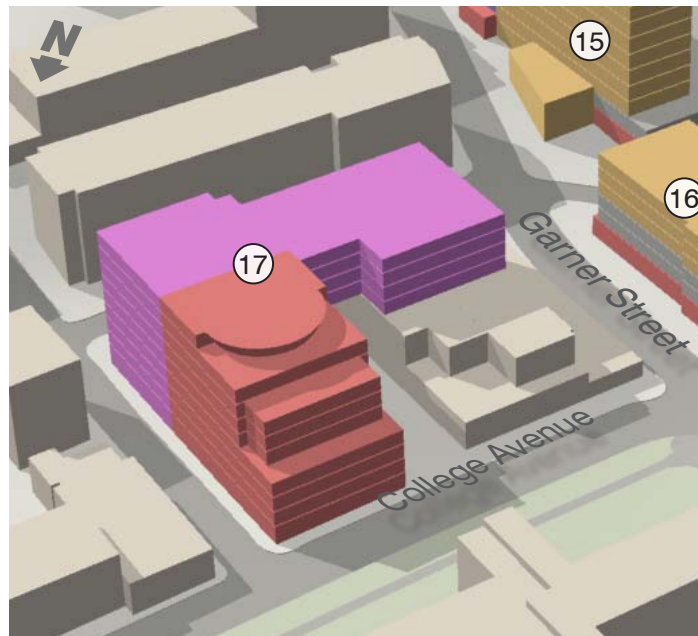
Garner Center North 16

This site includes the properties between Garner and Heister Streets and between College Avenue and Calder Way. These properties are all under the same ownership and, when considered together, provide appropriate dimensions for structured parking. While the properties are currently occupied by viable businesses, the buildings are all one-story and do not represent the highest and best use for the site in the long-term. Should the property owner wish to redevelop, there is a tremendous opportunity to develop a significant mixed-use building at this prominent intersection. Important considerations for the site include:

- Even if developed at a separate time from Garner Center (described above), consideration should be given to how



Left: Model views showing long-term development potential in the vicinity of Garner Street at College and Beaver Avenues.



Building Use

■	Commercial
■	Residential
■	Office
■	Hotel

the two sites might be coordinated. From a functional standpoint, there may be the opportunity to connect upper floor parking with parking in Garner Center to avoid ramping at the retail level. This may require (and encourage) undergrounding the Calder Way utilities in this section.

- This block of Calder Way is activated by a variety of uses and any new development should incorporate uses that activate both Calder Way (particularly at the corners with Heister and Garner) and College Avenue as well as the Garner and Heister Street frontages.
- Similar to Garner Center, consider providing additional development incentives if an expanded setback is provided to allow for the expansion of Garner Street and continuation of bike lanes to College Avenue and the Bike Route along Shortlidge Drive.

Sowers at College 17

This site is located between Garner and Sowers Street and presents an additional opportunity for significant mixed-use development along College Avenue with retail uses and student housing. The property owner has conceptual plans developed for the property.

Gateway East 18

The existing property at the southwest corner of High Street and College Avenue is a highly visible site at the eastern gateway to downtown along College Avenue. While currently occupied by a viable business, the site is developed with a one-story building setback behind surface parking. A multi-floor building oriented to the street edge would be a higher and better use for this site. Additionally, new development oriented to the street would reinforce the pedestrian environment along High Street and new crossing of College Avenue as described in Theme 3.

In the short-term, streetscape enhancements should be considered as part of the High Street intersection improvement that would include a low hedge or ornamental fence to define the edge of the surface parking lot, until redevelopment occurs.

This site could be developed as a potential partnership between the Borough, Penn State and the property owner. At a minimum, the Borough and Penn State should partner on the intersection and streetscape improvements described earlier.

4-D: Bulk Regulation Flexibility

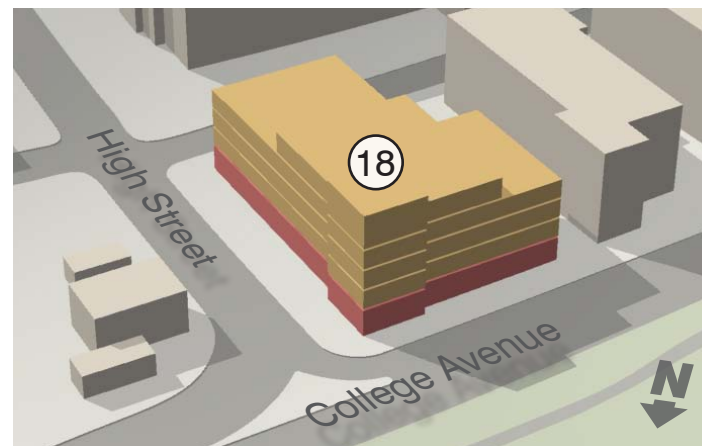
Consider more flexibility in bulk regulations to allow for appropriately-scaled first floor retail space, higher quality architectural design and more functional parking.

Implementation: *Borough of State College, Planning Commission, Design Review Board*

Building Heights

Building heights are not consistently described in the ordinance. In some instances they are described in terms of “stories”, in others in terms of “feet” and others in terms of both. It will be important to identify maximum number of floors to discourage construction of “low” first floors to allow “squeezing in” an upper floor.

While it is important to provide a limit on the number of floors, there should be limits on number of feet, however, with more flexibility in the actual height to allow for specific design treatments with appropriately scaled floors (particularly the first level which should be 14-20’ floor to floor) and to allow



Right: Model view showing long-term potential for infill development at the corner of High Street and College Avenue, showing potential for this important gateway site currently occupied by a one-story building with parking in front.

for parapet walls. A well designed 6 story building that is technically taller than a poorly designed 6 story building will make a more positive contribution to the downtown.

General Changes to Consider

Define height maximums in terms of “floors.” Also define in terms of “feet” but allow for some variance in the number of feet depending upon use and design. Specifically, consider the following:

- First Floor/Commercial Use Floor Height: 14' minimum to 20' to allow for appropriately scaled retail and commercial level and comfortable scale to visually “support” upper floors.
- Upper Floor Residential Heights: 10'-11'
- Roof Articulation (non-inhabitable): 10'-20' additional depending upon architectural treatment.

In relationship to maximum number of floors and assuming one level of retail uses with a 20' height, the above measurements would translate to:

- 4 Floors: 44'-53' (plus roof articulation)
- 7 Floors: 74'-86' (plus roof articulation)
- 9 Floors: 94'-108' (plus roof articulation)
- 12 Floors: 124'-141' (plus roof articulation)
- 14 Floors: 144'-163' (plus roof articulation)

Some taller buildings may have multiple levels of commercial programming in which case allowances should be made to accommodate the additional number of feet in height for those commercial floors.

Potential Changes by District

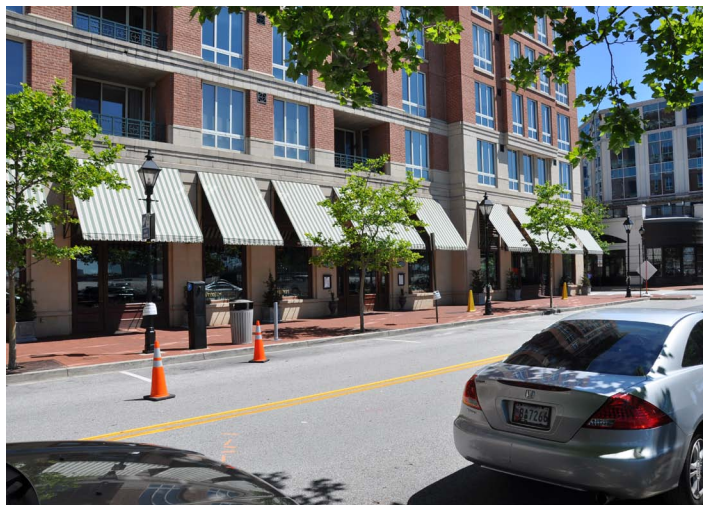
C District: 4 floors where currently identified as 45'. This will maintain the smaller, historic character of the central downtown core along the 100 block of Allen Street and along the core frontage of College Avenue. An exception to consider is the College Avenue block between Heister and Garner which should be allowed to increase to 7 floors with design incentives.



Existing buildings in downtown State College:

Top left: Lower building heights and lower densities do not guarantee good design. This 4-story building awkwardly addresses the street.

Middle and bottom left: With no floor limits, it is possible to “squeeze” 7 floors into a 65' height limit, resulting in uncomfortably short first floors.



Top right: Existing building in Baltimore, MD shows a well-proportioned first floor.



Bottom right: 14-floor building in Baltimore illustrates how design incentives can be used to articulate taller buildings.

CID District: 7 floors where currently identified as 65' and 9 floors where currently identified as 95' (allowable with incentives). For the Signature Development Area, Increase up to 12 floors with incentives with the ability to increase to 14 floors with additional incentives.

Urban Village District: 3 floors south of Clay Lane; 4 floors north of Clay Lane (with incentives) and 7 floors in areas currently identified as 65'.

Refer to *Exhibit 22: Potential Maximum Building Heights* (page 192).

Increased Building Height Incentives

In order to increase building heights as described above, the following incentives should be considered (the appropriate incentive mix and number of incentives will need to be determined as part of the zoning update):

- Additional design consideration including use of higher quality materials such as brick and excluding lower quality materials such as Dryvit; articulation of the architecture where it corresponds to parapet height of adjacent buildings; articulated building corners and use of tower elements; articulated rooflines, etc.
- Additional setback area along sidewalk, provided the general "build-to" plane is maintained for the street or an appropriate transition is accommodated.
- Increased window area and percentage of windows/display areas on first floor.
- Enhanced streetscape amenities along frontage.
- Clear and creative articulation of building "base", "middle" and "top" through materials, colors, increased setbacks, etc.
- Incorporation of green roofs, green walls, and other green technologies.

Lot Size for Signature Development

Signature Development is restricted to minimum lot sizes of 30,000 SF. There should be more flexibility to allow

for signature development on smaller lots if the bulk requirements can be adequately addressed and incentives provided. Incentives could be design related similar to those described for building heights.

Density

Residential Density
Commercial Density

Residential FAR's and Percentages for Key Locations

The practice of limiting residential FAR's is a good one to encourage more mixed-use density within the downtown and to encourage more owner occupied housing. These limitations are not always realistic, however, and discourage higher density development in some parts of downtown where significant amounts of other uses are not feasible. The Borough should consider more flexibility in increasing residential FAR's for both rental and owner occupied projects if tied to design incentives.

Potential FAR Changes by District

Maintain the residential FAR limits as they currently exist, however, use design incentives to allow for increased residential FAR's as described below:

C District: Increase to 3.0 with incentives in areas currently designated as 2.0 and 2.5 FAR; Increase to 3.5 with incentives in areas currently designated as 3.0 FAR.

CID District: Increase to 3.0 with incentives. For the Signature Development Area, increase to 4.0 with incentives and up to 6.0 with additional incentives. Additionally, reduce requirements that Signature Development must maintain 40% non-residential uses to a minimum of 20% for projects with an FAR up to 4.0. Increase the non-residential requirement incrementally (up to 40%) for projects with residential densities between 4.0 and 6.0.

Urban Village District: Establish residential FAR of 2.0 for the district with increases up to 3.0 with incentives for areas north of Clay Lane.

Increased Residential Incentives

In order to increase residential densities as described above, the following incentives should be considered (the appropriate incentive mix and number of incentives will need to be determined as part of the zoning update):

- Provisions for owner-occupied housing.
- Provisions for/contributions toward workforce housing.
- Provisions for/contributions toward shared parking resources.
- Provisions for/contributions toward public realm improvements within the downtown area.
- Design incentives as described for increased building heights.

Refer to *Exhibit 23: Potential Residential Development Densities* (page 193).

Parking Requirements

The Borough is considering a reduction of on-site parking requirements for downtown housing to 1 space/800 SF. Further reduction or elimination of on-site parking requirements for both residential and commercial development should be considered, provided that the parking can be accommodated elsewhere in downtown using the techniques recommended for the parking study as described under Theme 2. Reduction of the on-site requirement is important, particularly considering the small block sizes and narrow parcel configurations which don't always allow for on-site parking.

4-E: Zoning Code Update

Perform a stakeholder-based update to the existing zoning code to provide for incentive-based design, to better accommodate appropriate redevelopment and to provide for a more user-friendly document.

Implementation: *Borough of State College, Planning Commission, Design Review Board*

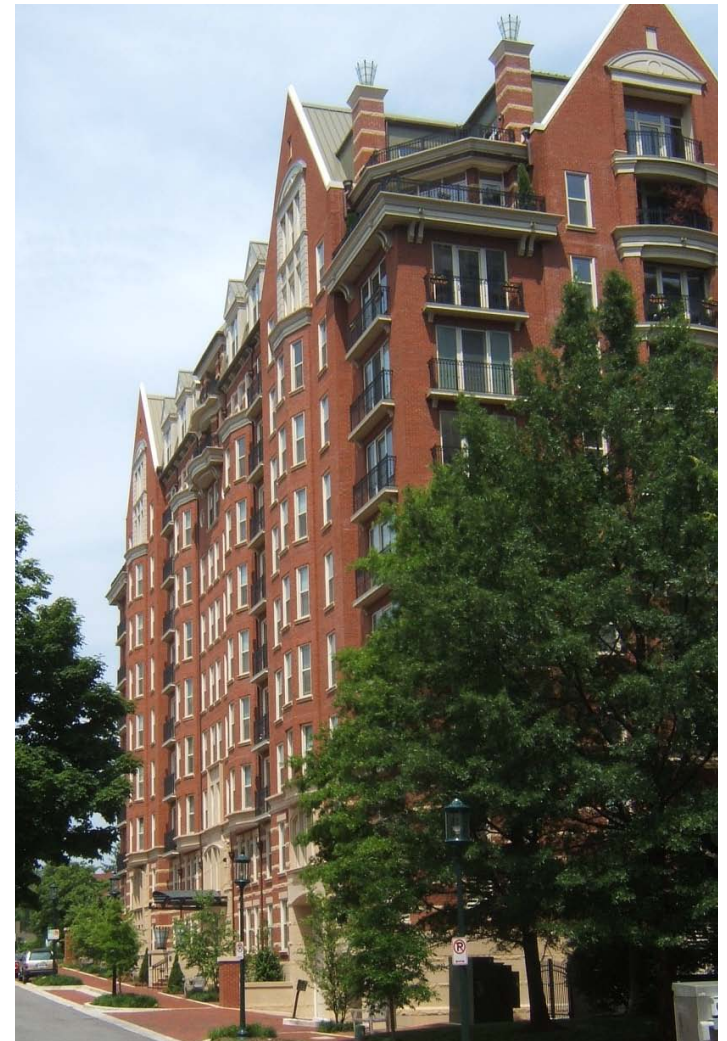
Over-all, the requirements of the zoning code are appropriate for downtown districts with the exception of bulk regulations that make high quality development difficult, some ground floor use requirements and conflicting language (as a result of numerous modifications) that creates confusion. Using a stake-holder based process, the Borough should update the existing zoning code to allow for higher quality and economically viable development while eliminating language

conflicts and making the ordinance more user-friendly. Specifically, the update should include:

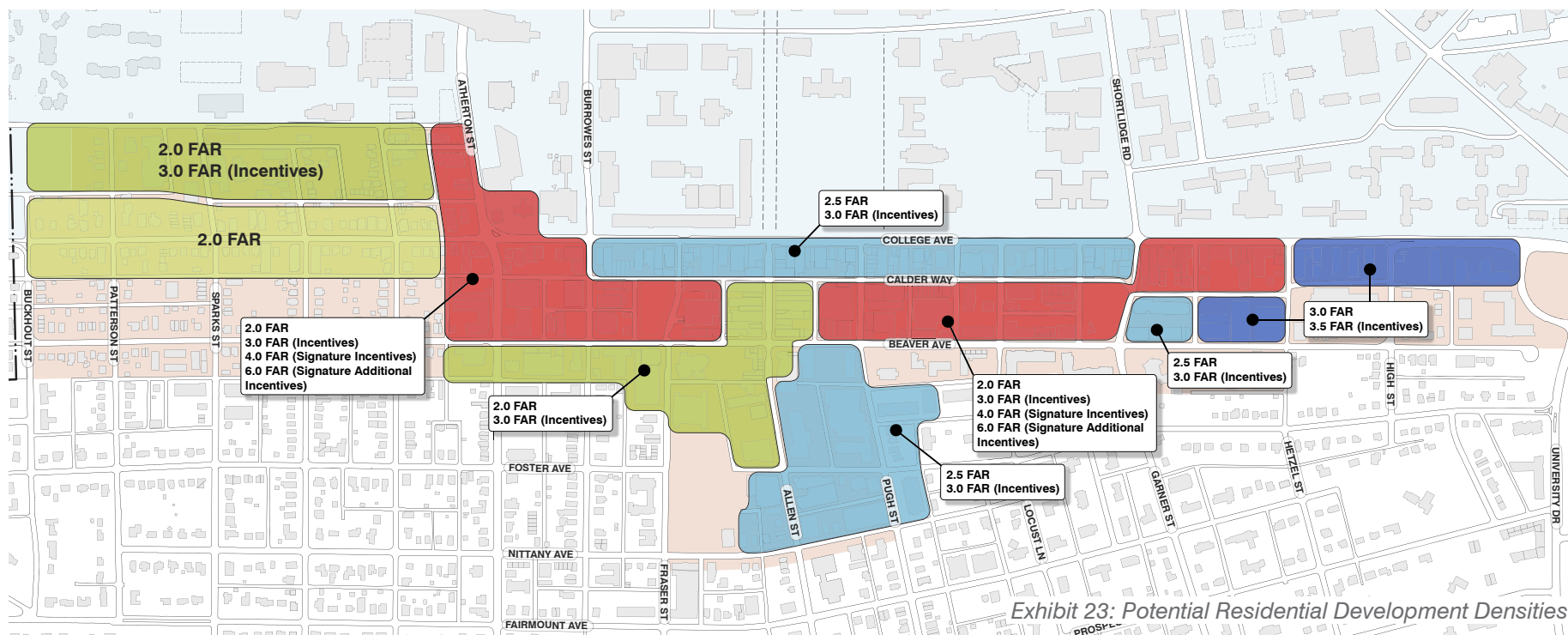
- Changes in bulk regulations as described under 4-D.
- Modifications to ground-floor use restrictions for some block faces. The intention to get non-residential and non-parking uses on ground floors is appropriate for most areas within the downtown core. However, the



Right: Good examples of high density residential development in Bethesda, Maryland showing façade and roof articulation and accommodations for ground-floor commercial uses.







requirement as it exists may be too restrictive for some street frontages, particularly for shallow depth blocks where it may be necessary for structured parking to face a portion of that edge. Similarly, while entire block lengths need not all be restricted, restricting the corners to non-residential and non-parking uses (particularly at Calder Way) could enhance the pedestrian environment along this important corridor as well as for streets where it is not necessary to restrict the entire frontage. Refer to *Exhibit: 24 Proposed Ground Level Use Requirements* (page 195).

- Update to all sections of the ordinance to provide consistency in language.
- Update to all sections to minimize cross references.
- The type of ordinance to be developed (Form-Based Code, Conventional Zoning Ordinance or hybrid) should be determined as part of the zoning code update.

4-F: Incentive-Based Design

Develop density bonuses for quality designed student housing and mixed-use development and update the design guidelines to be used by the Design Review Board.

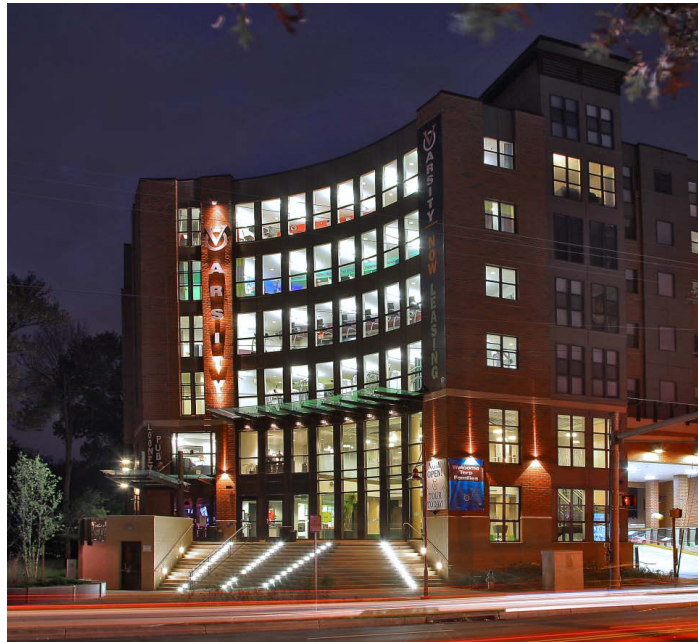
Implementation: Borough of State College, Planning Commission, Design Review Board

Update design guideline documents to include incentive based design guidelines that promote a higher degree of design quality. More and more mixed use-student residence projects are being developed in College and University towns throughout the US. These projects are being developed by the colleges themselves via public/private partnerships when the land is owned by the college, and via private developments. The most successful projects, no matter what the ownership, are those which are actively attentive to the goals and priorities of both the college and the town; and those that contribute to the quality of the streetscape and thusly to the vitality of the town. Such results can be achieved with building design approaches, features, systems and materials that are cost effective, market competitive and minimally proscriptive. In fact, for downtown student housing to be competitive with suburban “resort-like” complexes



Top left: Well-designed building in State College with active ground floor uses and well-proportioned window openings.

Bottom left: New student housing with active ground floor uses and well-proportioned first floor in College Park, Maryland.



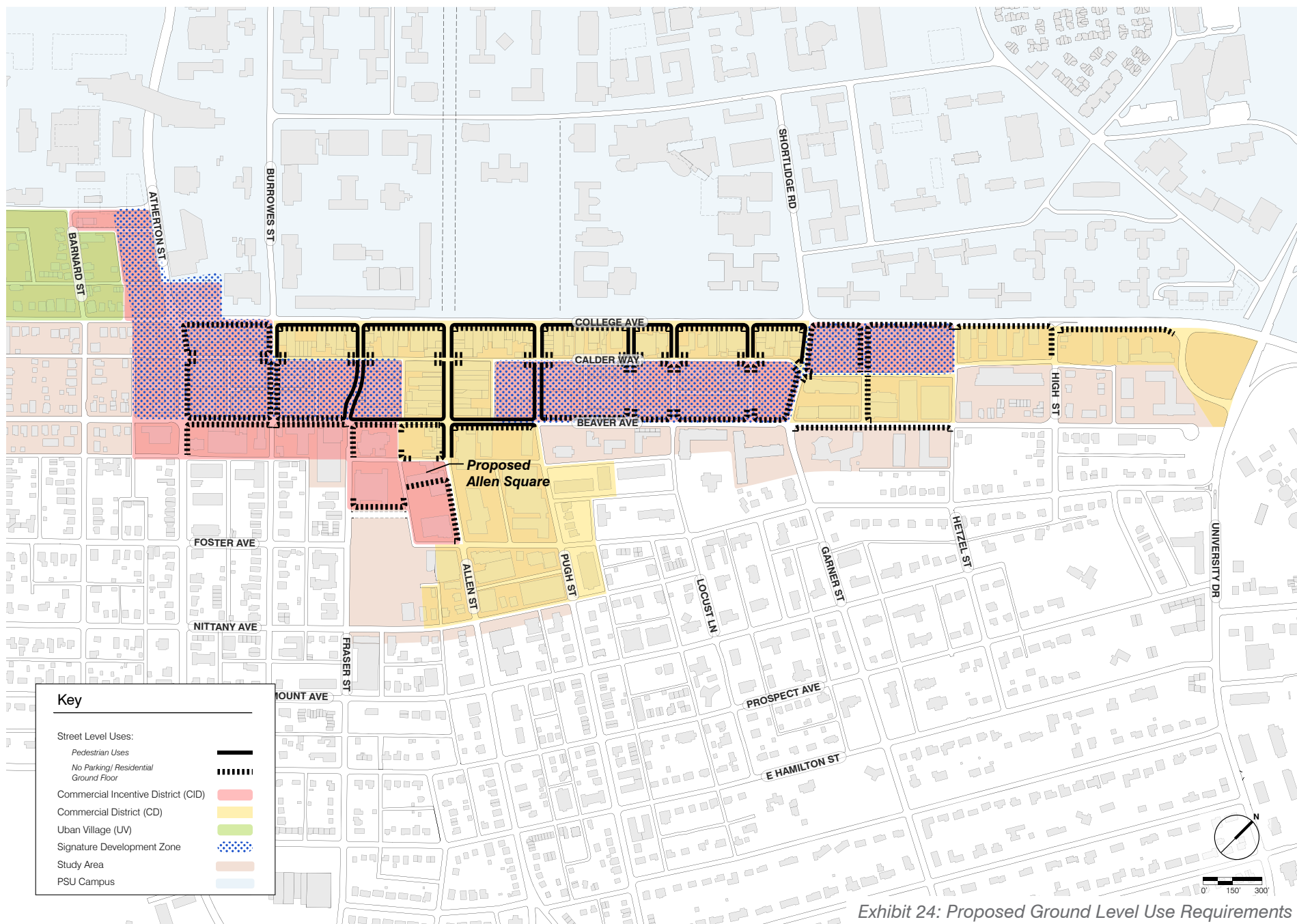


Exhibit 24: Proposed Ground Level Use Requirements



Top and bottom far left: Examples of student housing illustrating sound urban design practices that could serve as a model for State College.

Bottom left: Consideration should also be given for enhancing facades of traditional buildings in downtown's historic core.



(plenty of parking, swimming pool, clubhouse and other recreational amenities), it will need to offer amenities and quality spaces. Quality student housing downtown is imperative for the ongoing success of downtown. In Pennsylvania, design review is not allowed unless it is under an incentive based program.

Additionally, consideration should be given to encouraging higher quality of architectural design and incorporation of “green” technologies in downtown for building renovation in addition to new construction. Incentives should also be considered in exchange for façade improvements.

Downtown State College has a varied mix of downtown commercial buildings including Queen Anne era structures, traditional early twentieth century commercial buildings, Art Deco structures, and contemporary buildings from the 1950’s to the present. While attention is often focused on historic buildings for façade improvements, some of the contemporary buildings offer great possibilities for creative façade treatments. Indeed, several successful examples exist already in State College including the Urban Outfitters and the Chipotle and Gingerbread Man on Heister Street. Calder Way offers the potential to be creative with rear facades. Consider a façade improvement program that encourages and/or provides incentives to business and property owners to enhance their facades.

Specific elements of the design guidelines are outlined in Appendix C: Design Guide.

4-G: Create a Housing Trust Fund

Create a Housing Trust Fund to help encourage additional work-force and non-student housing downtown.

Implementation: Borough of State College, Local Housing Organizations

According to the Center for Community Change in Washington, DC, “Housing trust funds are the single most impressive advance in the affordable housing field in the United States in the last several decades.” Nationally, housing trust funds have experienced phenomenal growth

with less than 50 in 1965 to over 600 in existence now. Forty states have communities with housing trust funds and the Commonwealth of Pennsylvania has had trust fund legislation on the books since the early 1990s.

Local housing trust funds follow a similar overall pattern but are extremely flexible in their goals. Some focus exclusively on providing housing to very low-income families while others delve into workforce housing, public private partnerships and even creative financing for market rate developments.

One of the biggest challenges of any Housing Trust Fund is capitalization. Having a dedicated revenue source stabilizes the fund and makes it feasible. A one-time infusion of capital, grants, or donations will not make for a successful Housing Trust Fund. State College should explore the following suggestions for its Housing Trust Fund:

- Use the funds derived from fee-in-lieu payments on multi-family developments to capitalize the fund. Currently developers in State College Borough are allowed to pay a fee in lieu of providing inclusionary housing product in their development. This money could be specifically allocated to the Housing Trust Fund. Another capitalization option would be through a direct allocation through bonding for a housing trust fund.
- Gather technical assistance from the Center for Community Change (<http://housingtrustfundproject.org>) to explore options on creating a housing trust fund for State College.
- Contemplate working on a partnership between the Community Land Trust and the State College Coalition of Neighborhoods.

The Borough is already taking an important step toward implementing a Housing Trust Fund through a proposed Homestead Investment Program. The program would be established through a \$5 million bond issue in the Borough’s 2014-2018 Capital Improvements Program. \$1 million will be dedicated each year from 2014-2018, with income from homes that are resold coming back into the program. As an

added funding option, the Borough would explore the idea of Neighborhood Incentive Districts, where incremental tax value increase would be placed in neighborhood specific funds to complement the bond issue.

A major goal is to recapture single-family homes that have been converted to rentals, purchase and rehab through program funds, and resell as deed-restricted owner-occupied housing. The focus of the initiative initially will be on the Highlands, Holmes-Foster and the College Heights neighborhoods—the neighborhoods immediately adjacent to Downtown State College and Penn State's Campus.

In the future the Borough could work with a management company to expand the program to rental unit with the same philosophy or reclaiming housing in the Borough to be occupied by non-undergraduates through a rental program.

One important objective for the effort would also be to continue the Borough's policy of supporting affordable housing. Ten to twenty percent of homes could be coordinated through the State College Community Land Trust to be resold through an affordable housing/income qualifying process or a lease-to-own model.

4-H: Employer-Assisted Housing Program

Explore the creation of an Employer-Assisted Housing Program to provide incentives for employees to live near their place of employment.

Implementation: Borough of State College

Employer assisted housing programs provide incentives for employees to live within designated places near their place of employment. There are many benefits to such a program including reducing dependence on automobiles and the commiserate commute times, pollution, and stress; increasing employees loyalty to the locale where they work; and providing a sustainable program to ensure that housing stays stable and affordable.

These programs take many forms but there are two opposite objectives that drive Employer Assisted Programs. The first is the need to invest in neighborhoods where housing demand is weak, the neighborhood is unstable, and where an influx of stable families committed to home ownership will strengthen the market. The opposite end of the spectrum is to expand affordability in neighborhoods that already are strong. This is most common in areas where housing prices are too high to be attractive as starter homes for families.

The latter approach is most appropriate for State College and many Employer Assisted Housing Programs are partnerships with Universities. The University of Kentucky provides up to a \$15,000 forgivable loan for designated areas in nineteen designated neighborhoods in Lexington. Similar programs exist with the University of Chicago, Yale University, and Syracuse. In each case they are used differently. Yale, for example has a very aggressive assistance program designed to stabilize the neighborhoods of New Haven new the school while others use the fund to ensure affordability.

Other partnerships have worked with local businesses, start-ups, and institutions (such as hospitals) to provide some down payment assistance that is matched by the local government or housing trust fund. The Borough could start small with a program like this by engaging many small start-up businesses or middle-sized employers in the area in addition to trying to develop a partnership with Penn State.

4-I: Co-Working Incubator and Flex Space

Develop co-working entrepreneurial incubator and "flex" space in downtown.

Implementation: Borough of State College, Downtown Improvement District, Entrepreneurial Community, Penn State University, Property Owners, Federal/State/Local Programs Grants Funds, Redevelopment Authority, CBICC

Although the terms are sometimes interchanged, there are some distinct differences between co-working space and incubators. Co-working spaces tend to focus on more long term sustainability for small businesses that wish to share

space in order to write down overhead expenses while creating “synergy” among a variety of business types. The classic incubator model is expressly designed to get a start-up business going with the eventual objective of moving the business out of the incubator space.

Classically, the incubator model would locate in a research or industrial park location and encourage manufacturing, technology, or other focused forms of businesses. More recently incubator spaces are including retail and dining as part of the model with a focus on the creative economy, entrepreneurship, and a wide variety of business types. The trend for co-working and incubator spaces is rapidly growing and downtowns are the new location for these facilities. These incubators take many forms including those developed by purely private entities, non-profits established for the sole purpose of creating the spaces, and public private partnerships. Many of these facilities are developed through a partnership with nearby universities who see the value of investing in their local downtowns while fostering innovation and entrepreneurship. 2012 was a banner year for these facilities with expansions and new openings of incubators and co-working spaces across the country. The following institutions of higher education and their adjacent downtowns have partnered to create downtown spaces for business to grow:

- University of Alabama, Downtown Tuscaloosa, The EDGE
<http://www.tuscaloosachamber.com/theedge/>
- University of Louisville, Downtown Louisville, Nucleus
<http://nucleusky.com>
- Northwestern University, Downtown Evanston, INVO
<http://entrepreneur.northwestern.edu/index.php/directory>
- Bucknell University, Downtown Lewisburg, Bucknell University Entrepreneurs Incubator (BUEI)
<http://www.bucknell.edu/BUEI.xml>
- University of Buffalo, Downtown Buffalo, UB Biosciences Incubator
<http://www.buffalo.edu/news/releases/2012/12/011.html>

- Arizona State University, The Alexandria Network
<http://www.asuventurercatalyst.org/p/content/alexandria-network>

Other co-working, accelerator spaces have developed that do not depend on university partnerships to succeed. Some of these are public private partnerships while others are funded primarily by the private sector:

- Springboard, Baton Rouge, Louisiana
<http://springboardbr.com>
- CoCo, Minneapolis, Minnesota
<http://cocomsp.com/locations/minneapolis/>
- NEXT, Greenville, South Carolina
<http://www.greenvillenext.com>

These examples represent just a few of the case studies of downtown incubators as a key way to link local universities with entrepreneurship in downtowns. Many of these centers are seeing unprecedented success. The community should come together to explore a downtown incubator. The University already has experience with similar projects in downtown Altoona. The project could be positioned so as not to compete with the existing CCIDC program at Innovation Park, could cooperate with New Leaf Initiative, and explore partnerships with the Centre Foundation to pursue these efforts. The Borough alone is not likely to be the lead partner in such an initiative but could play a role alongside Penn State University and other community partners (such as the Centre County Community Foundation). Additionally, these partners should consider joining the National Business Incubation Association (<http://www.nbia.org>) to further explore these options. The organization hosts an annual conference and training institute.

Another facet of incubator, co-working, and accelerator space centers more on the arts using shared studio and gallery space as a way to incubate the creative economy. The philosophy is nearly identical to that of co-working spaces for other industries but focuses instead on the arts. State College should research the work of ArtSpace (www.artspace.org).

artspace.org), which is the largest private developer of shared art space in the United States. Another excellent resource would be to participate in training programs offered by National Arts Strategies (www.artsstrategies.org). This organization provides high-level training at affordable prices with nationally renowned experts on the arts.

Whether it is for the arts or for a mixture of businesses, two sites were frequently mentioned as having potential locations for co-working space. The first was the unused space in the Borough Hall building and the second was the ground floor of Palmerton House. It is important to note that should any of these uses be located in the Borough Hall or Palmerton House, it will be done by partnering with people outside of the Borough and the Palmerton House. The uses would not be a function of the Borough nor the ownership/management of the Palmerton House.

The ultimate goal of incubator, co-working and accelerator uses is that it will create a mechanism to grow business in downtown. With other incubators, businesses that get their start in downtown tend to grow to have dedicated office space in downtown. For State College this will diversify the uses downtown and make for a more vibrant community overall.

4-J: Local Investment Strategy

Explore ways for the local community to invest in business start-ups in State College.

Implementation: *Borough of State College, Downtown Improvement District, Entrepreneurial Community, Penn State University, Property Owners, Federal/State/Local Programs Grants Funds, Redevelopment Authority, CBICC*

While Venture Capital funds have been around for a while and several have invested in businesses in State College, these funds are typically “closed loop” investment funds that involve a relatively small group of focused investors. State College has the opportunity to look at an ‘open loop’ way to encourage entrepreneurship, local investing, and local partnerships in downtown. A well-educated, local oriented population already exists in State College that would

be a prime market for such a system. Some community foundations are exploring new investment options and this may present an opportunity for State College to partner with the Centre Foundation on future efforts. At the national level, the Securities and Exchange Commission is still exploring how the rules of these new investment tools might work but there are several specific opportunities the community should explore:

- Business Alliance for Local Living Economies (BALLE) is a national 501(c) 3 organization that promotes local first, do it yourself entrepreneurs, community capital, and community partnerships to create an eco-system for local investing, shopping, and business. Major national organizations are working as partners with BALLE in this endeavor. Meanwhile, local BALLE chapters all over the country are following the BALLE model with innovative results. www.bealocalist.org
- Crowd-funding is a growing national trend with sites such as Kickstarter www.kickstarter.com offering opportunities for entrepreneurs to raise capital. The return on investment for such sites is minimal. A more advanced model that is exploring everything from company investing to real estate is Fundrise that has been working in the District of Columbia www.fundrise.com State College should explore these models.
- Local Stock Exchanges are being promoted as future opportunities for communities especially after the Jumpstart Our Business Startups Act (JOBS Act) was enacted in April of 2012. The state of Hawaii and Lancaster, Pennsylvania have both pursued Local Stock Exchanges and author, economist, and attorney Michael Shuman has written extensively about the possibilities of local investing in communities. His website www.small-mart.org offers a wealth of information on the concept.

Views of the front (top far right)
and rear (bottom far right)
facades of Kent Square in
Blacksburg, VA.

4-K: Public-Private Partnerships Study

Study public-private partnerships in other communities, particularly College and University communities to explore feasibility for application in State College.

Implementation: *Borough of State College, Penn State University, Local Housing Organizations, Developers, Redevelopment Authority, Property Owners, Hamer Center*

State College should explore how public, private, university partnership organizations have developed to address development issues in a community. One of the more successful formal organizations using this structure is the Blacksburg Partnership (<http://stepintoblacksburg.org>). Formed thirteen years ago, the Blacksburg Partnership is a tri-part organization with representatives of the Town, the University, and the business community of Blacksburg. Their chief objectives are to serve as an economic development partner for all organizations, an ombudsman between the development community and the Town, and a promotional organization to tout the quality of life aspects of living, working, and locating a business in Blacksburg. The Downtown Blacksburg Incorporated organization plays a partnership role with the Blacksburg Partnership on many issues. Continued dialogue should occur to explore a similar organization that would unite the same partners in State College.

Regardless of the outcome; public, university, and private partnerships will be particularly important when trying to encourage non-student housing, hotel development and to accommodate structured parking. Some project examples include:

Blacksburg, Virginia: Blacksburg has completed two mixed-use projects and is in the process of a third development in downtown. The first, Kent Square is a mixed-use development where the Town participated in the construction of a 350 space parking deck wrapped by development. The ground and second floors offer 80,000 square feet of office space and the third and fourth floors are condos primarily leased to students but also to residents

and game day visitors. A private developer completed Clay Court across the street with 52 residential units primarily marketed to game day visitors and permanent residents with 9,000 square feet of retail on the ground floor. A third project is underway that will offer a similar mix of residential though it will be exclusively designed and marketed as high end condo residences and not configured for students (the bedroom configurations are more conventional to permanent residents). This project will also have ground floor retail use.

Kent Square:

<http://www.kentsquarecondos.com>

West Lafayette, Indiana: Wabash Landing in West Lafayette, Indiana is a mixed use development that includes 300,000 square feet of retail space, 92 units of residential



(largely student occupied), a 9 screen theatre, and a Hilton Garden Inn hotel. The City of West Lafayette implemented a Tax Increment District to fund the public parking garage to support the project. The project won the Indiana Planning Association: Outstanding Project Award (2002), the Indiana Land Use Consortium: Models of Success Award (2002), and the National League of Cities: James G. Howland Gold Award (2004).

Links:

Apartments

http://property.onesite.realtor.com/templates/template_concept04_sheehan/default.asp?w=wabashlanding&siteid=1486605

Shopping

<http://www.wabashlanding.net>

Hotel

<http://hiltongardeninn3.hilton.com/en/hotels/indiana/hilton-garden-inn-west-lafayette-wabash-landing-LAFWLGI/index.html>

Newark, New Jersey: The New Jersey Institute of Technology has partnered with the City of Newark, the James Street Historic District Association, and St. Michaels Medical center on the redevelopment of land into an \$80 million student housing project that will co-house honors college students with fraternities in a village atmosphere. The project is now under construction and is a major pillar in Newark's downtown redevelopment initiatives.

Article Link:

http://www.nj.com/news/index.ssf/2012/05/njit_breaks_ground_on_housing.html

College Park, Maryland: The University of Maryland, City of College Park and a private developer partnered to develop The Varsity, a 5-story, 258-unit, 900-bed student living development in College Park, MD. The project also includes a 20,100 sq. ft. of ground-level retail to serve the residents. The project serves as a catalyst for revitalization of the Route 1 corridor in College Park. The three partners coordinated to



Left: The Varsity at University of Maryland, College Park, MD.

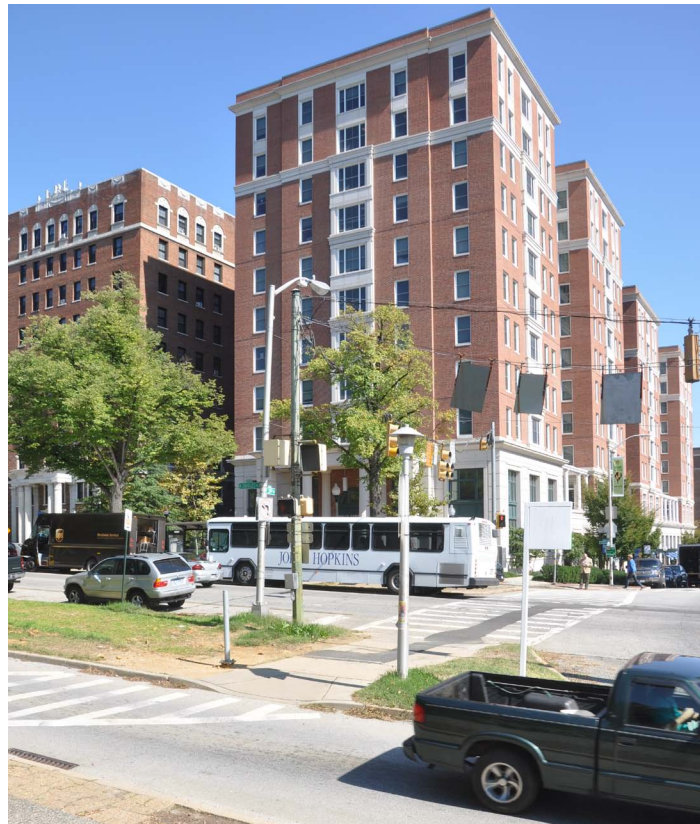
address a complex set of challenges to achieve the project. The project has received numerous awards including Best Place to Live by the National Association of Home Builders and the 2012 Multifamily Pillars of the Industry award.

Link:

www.campussuites.com/communities/the-varsity-at-college-park/

Baltimore, Maryland: Johns Hopkins University and a private developer developed Charles Commons adjacent to its North Baltimore campus. Charles Commons is a residential, dining and retail complex in Charles Village. Opened in 2006, the complex provides suite-style housing for 618 undergraduate students in two towers (10 and 12 stories) connected by a bridge. The project also includes 25,000 SF of living-learning and academic support spaces, a 24,000 SF dining and conference commons, a 23,000 SF Barnes & Noble bookstore, and an additional 3,000 SF of retail space for a Hopkins related credit union. The Charles Commons project has served as a catalyst for revitalization of the Charles Village commercial district. Charles Commons was named the 2007 Student Housing Project of the Year by "Multi-Family Executive Magazine."

Top and bottom right: Charles Commons, adjacent to Johns Hopkins University, in Baltimore, MD.



Link:

<http://www.multifamilyexecutive.com/architecture/charles-commonsjohns-hopkins-university.aspx>

University Research Foundations: University Research Foundations are playing a critical role in the development of mixed-use in college and university towns. Several are worth exploring and comparing to the Penn State Research Foundation www.research.psu.edu/patents/penn-state-research-foundation and include the Purdue Research Foundation www.prf.org and the Virginia Tech Foundation www.vtf.vt.edu to name a few.

Public/private partnerships work best when partner organizations are regularly involved with each other on efforts such as these. The Borough and its partners such as Penn State, the Board of the Downtown Improvement District and RDA should meet regularly, such as an annual “summit”, to discuss the recommendations of this report and determine their roles and capacities towards implementation. Additionally, the DSC might consider exploring the successful model of the National Historic Trust’s Main Street Program to explore application to the DSC and its potential role beyond “clean and green” programs and downtown events.

4-L: Evaluation of Centre Region and Penn State Growth Trends



Regularly evaluate the impact of growth trends in the Centre Region on the downtown housing, retail and office markets and evaluate the impact on the implementation of the marketing and redevelopment strategies for downtown.

Implementation: Borough of State College, Penn State University

State College Borough and Penn State should work with the Centre Region Council of Governments regularly to evaluate the impact of growth trends in the Centre Region and at Penn State on the downtown housing, retail and office markets and evaluate the implementation of marketing/redevelopment strategies in concert with those trends. The market of the region is dynamic with many jurisdictions pursuing their

own initiatives. Downtown plays an important role in the region and will most certainly be affected by regional market dynamics.

4-M: Funding Options

The Borough and all of its partners should explore additional funding options for downtown improvements.

Implementation: Borough of State College, Penn State University, Federal/State/Local Programs, Grants, Funds

The Borough has an excellent track record of creatively using funding to execute projects throughout the community and in downtown including Community Development Block Grants, Enterprise funding, Highway Aid, and the McKinney-Vento Homelessness Act funding.

The Borough and its partners should continue to explore creative funding options for improvements in downtown including the following tools:

- Local Economic Revitalization Tax Assistance (LERTA) – This program is a tax abatement program up to 10 years for eligible projects in Pennsylvania communities. The abatement occurs on improvements made to the property. Many Pennsylvania communities run the LERTA program through their local Redevelopment Authorities.
- Ben Franklin Technology Development Authority – The Authority was created in 2001 to build capacity for Pennsylvania entrepreneurs and companies. The organization works on several creative projects including Keystone Innovation Zones (already used at Innovation Park) and a Venture Investment Program. Keystone Innovations Zones are already in place in the area and there is no reason why downtown might not be an addition Keystone Innovation Zone. Eligible business types in Keystone Innovation zones receive tax credits.
- Marketing to Attract Tourists – Pennsylvania has acknowledged a need to develop assets to help increase visitor length of stays. The Marketing to Attract Tourists

Program provides direct grants to “support and develop heritage assets, enhance outdoor recreation and support the growth or development of various events.” The grants can fund a variety of projects including bricks and mortar development as well as deployment of a marketing strategy. The Downtown Improvement District could use the branding to apply for this grant to deploy the recommendations in this report.

- Transit Revitalization Investment District (TRID) and Tax Increment Financing (TIF) – Both of these programs are available in Pennsylvania as a way to capture the investment made in particular areas and use it directly to pay for public improvements in the district where the TRID or TIF is established. While the TRID program was originally written with a nod toward urban Philadelphia, the criteria may be applicable to State College because of its extensive transit program. Tax Increment Financing can capture additional revenue from a project in a district and allocate that revenue toward public improvements in the TIF district. Both of these programs should be explored in greater detail.

These funding options represent just a sample of the tools available in Pennsylvania. The Borough, Downtown State College, and the Redevelopment Authority should explore all funding options. The best clearinghouse for funding options is the state itself through the Department of Community and Economic Development. Their search page <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder> provides an excellent jumping off point for exploring funding options.

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THEME 5 - MANAGING THE DISTRICT: FOSTERING A SAFE AND APPEALING DOWNTOWN

Overview

The National Citizen Survey completed in 2012 by the National Research Center and the International City/County Management Association indicated that State College scores higher than other communities and peer university communities in terms of a broad spectrum of quality of life issues. While most residents of State College recognize the importance of students in sustaining a vibrant downtown, there is a perception among some that downtown can be unsafe and is overrun by students as a result of several specific incidents. The year 2008/2009 school year was a particularly low point for downtown when there was a significant level of alcohol abuse and related incidents that negatively impacted downtown and resulted in bad publicity. Since that time, the Borough, Penn State University and the Downtown Improvement District. established a partnership (Campus Community Partnership) and worked diligently to address negative issues and perceptions and have undertaken several important efforts to address these issues.

- Following the incidents of 2008/2009, the Borough Manager and Vice President of Student Affairs at PSU met weekly. A committee was formed to address issues but now this committee meets once or twice a year because a lot has been accomplished.
- In 2009, the Responsible Hospitality Institute (RHI) did a study and the process had a good mix of public and private participation. The report has not been widely reviewed, but the recommendations are important to revisit and pursue with additional community stakeholders.
- Penn State is taking a more aggressive approach to alcohol abuse and communicate with students on a regular basis. Certain offenses are subject to more

severe punishment . Penn State reaches out to students and has established a Student Conduct Department.

- The Borough has encouraged Penn State to require a Freshmen seminar on what it means to be part of a community. A decision to do this is up to the faculty senate and they have been reluctant to do so because it takes time away from other instruction.
- The partnership established a Social Norming Campaign through which they work with student groups to talk about student responsibility. They started a “respect campaign” as a joint project during the first 8 weeks of fall semester. It involves police, New Leaf, code enforcement, health, etc.
- The Borough has installed portable restrooms downtown and increased fines to \$600 for public urination, however, they may not have been as effective as hoped.
- The Borough has been addressing the litter problem from late night activity and event weekends. During football weekends the Borough employs nighttime trash collection and work with student groups who volunteer to cleanup downtown with gloves and bags provided by the Borough. Additionally, key late night businesses such as Canyon Pizza have been responsive to cleaning up litter that accumulates at their storefront. Additionally, the Downtown Improvement District has made commendable contributions to the cleanliness of downtown. Additional recommendations related to downtown cleanup are included later in this section of the report.

As a result of the above efforts, the Borough has seen a reduction in incidents, however, it continues to be a concern for stakeholders.

In addition, the Borough has outlined a number of implementation actions in the State College Borough Sustainable Neighborhood Report 2012 under Goal 1: Maintaining Safe, Stable and attractive Neighborhoods. These implementation actions are centered on three concepts: Community building, Regulatory and Marketing.

Recommendations

For the recommendations listed below, the primary implementation partners (the organizations that takes the lead in implementation) are bolded and other potential supporting partners appear unbolded.

5-A: Communication of Initiatives Done to Date

Identify recent and current initiatives undertaken by the Borough, University, Downtown Improvement District and other partners and share with the community.

Implementation: **Borough of State College, Penn State University, Downtown Improvement District**

While ensuring a high quality of life in State College is an on-going effort, many in the community are not aware of all that has been done to address issues since 2008-2009. The Borough and University should publicize efforts and associated successes. In addition, the Borough should also identify initiatives that have not been successful and how they are being modified.

5-B: Downtown “Clean and Green”

Build upon the Borough and the Downtown Improvement Districts successful efforts of keeping downtown clean by including businesses and student groups.

Implementation: **Downtown Improvement District, State College Borough, Penn State University**

Work with downtown businesses to encourage more individual responsibility related to keeping sidewalk areas in front of businesses clean on a regular basis. Additionally, work with student groups to be involved in regular cleanups in addition to those the Borough does related to special events.

5-C: Responsible Hospitality Institute (RHI) Study – Review and Prioritization

Review the RHI report from 2009 and identify those recommendations that are still relevant and prioritize actions.

Implementation: **Borough of State College, Penn State University, Downtown Improvement District, CVB, Student Groups**

The RHI study was made possible through four funding partners: The Visitors Bureau, Downtown Improvement District, Penn State and the Borough. The main premise of the study was to create more diversity and economic activity downtown in the evening hours. There was general agreement among the partners that the report's recommendations were good and several sub-committees were established to implement the recommendations. A clear mission for the sub-committees was not evident, however, and implementation lacked momentum.

The RHI study was comprehensive, had a broad foundation of public and private participation and resulted in many solid recommendations. As the design and planning team reviewed the recommendations of the study, it became evident that many of the RHI study recommendations dovetail with recommendations outlined in this master plan. These include:

- Include highly visible restrooms in the new parking garage.
- Address Pedestrian Load on Sidewalks. As described earlier this report, Pedestrian LOS numbers were analyzed and found several blocks of Beaver and College Avenue to be at levels of service “D” and “F.” The public realm enhancements for College Avenue and Beaver Avenue provide for permanently expanded sidewalks in several areas. In addition, there remains the potential to pursue recommendations of the RHI study to temporarily expand sidewalks at peak pedestrian times by closing off a parking lane and allowing pedestrians to use that area rather than walking in the street. This could be particularly effective along some blocks of Beaver Avenue. It should be noted, however, that this should only be explored if College and Beaver Avenues are transferred to the Borough through the Turnback Program discussed earlier in the report. PennDOT has not been receptive to this concept as long as they retain ownership of the two streets.

- Provide multi-use sidewalks that provide for vitality and pedestrian safety. The RHI study recommended the use of kiosks, outdoor seating, performances to create a pleasant sense of place and comfortable place for people to stay.
- Enhance streetscapes. The Borough has been enhancing the downtown environment with streetscape enhancements to Fraser, Pugh and Atherton Streets. The additional recommendations of this master plan will reinforce a positive image for the downtown core area.
- The RHI study indicated that there was limited awareness about parking availability and validated parking by merchants. The branding and marketing recommendations of this master plan provides the Borough and D.I.D. with tools to implement this recommendation.
- Reduce Pedestrian Load on Beaver and College Avenues by Enhancing Pedestrian Environment of Calder Way. The RHI report recommended the exploration of closing Calder Way to cars, however, this is not feasible as it is an important service street and provides access to parking areas and deliveries. Calder Way will be an enhanced as a pedestrian environment by establishing it as “shared space” and using the community branding and arts to make it a more attractive option for pedestrians as described in Theme #3. Additionally, further exploration can be given to closing Calder Way temporarily during certain evenings or event s. This idea was not well-received by several within the community when the idea was suggested at the time of the RHI study. However, it is worth re-visiting as described under Theme 3 as one of many strategies for Calder Way.
- Use Events to Attract a More Diverse Mix of Ages. The RHI study identified marketing techniques to attract a more diverse age group to downtown. Events are important in marketing the downtown, its businesses and in erasing negative perceptions. The Borough has been expanding events and should continue to do so, focusing on drawing a more diverse crowd, earlier in the evenings. The plans for Allen Street Promenade

described in Theme #3 illustrate how the 100 Block of Allen Street can become a venue for regularly scheduled family-friendly events, both large and small. In addition, the plans for Allen Square as illustrated and described in Theme #4 show how the existing park can be better connected to the downtown core through coordinated development of several properties, including a new square on Allen Street. This network of spaces, close to the library and Discovery Space can also be used for event venues. Depending on the size of the event, they could be used in addition to or in place of Allen Street Promenade.

Additionally, RHI's recommendation to focus on keeping older demographics out between 10PM and midnight are good and regularly scheduled events can help to do this. The recommendation for a new event “Twilight on the Town” as described in Theme 1 reinforces this recommendation.

Communities across the country recognize the importance of events on the downtown economy and downtown's vibrancy. Refer to Recommendation 5-F for background on evaluating the economic impact of events in other communities.

- The RHI study identified concern with negative press. The branding developed as part of this master plan creates a positive message about downtown and demonstrates how downtown can take control of its image rather than the image being defined for it.
- The study indicated the importance of socializing and the need for more alcohol-free venues. Unfortunately, plans for downtown theater went away, and Sozo moved out of downtown. The Positive news is that Hillel Student Center moving to Beaver and Garner will have a significant presence and will provide meeting and gathering spaces in an alcohol-free environment. Additionally, many of the co-working and incubator spaces in downtowns, as proposed in Theme 4 include spots for gathering for workers etc. At the CRC at Virginia Tech there is a café and coffee shop. The cafe can serve as a gathering spot for workers.

- RHI indicated gaps in dining and a need for higher-end establishments, late night venues with ambient music to allow for conversation, high quality vegetarian restaurants, and venues appealing to families and diverse cultural markets. The market for dining will need to be carefully cultivated and is a challenge on many college campuses. One approach is to consider some sort of food hub/demonstration kitchen as part of a development in the future.
- RHI identified wayfinding as an important feature to attract new customers to downtown and make older customers feel more comfortable. The signage developed in Theme#2 responds to this recommendation.

The Visitors Bureau, Downtown Improvement District, Penn State and the Borough have the opportunity to reinforce the importance of the above actions as part of an overall strategy to improve quality-of-life issues.

5-D: State College Borough Sustainable Neighborhood Report 2012 Actions

Continue to use the State College Borough Sustainable Neighborhood Report as a guide for assessing stabilization of the existing neighborhoods surrounding downtown.

Implementation: *Borough of State College, CRBC/Bicycle Advocacy Groups*

The 2012 Sustainable Neighborhoods Report identified several future action suggestions including:

- Implement Good Neighbor Program and launch a pilot for the 2012/2013 academic year.
- Develop strategies to implement a Restorative Justice Program and launch a pilot program for the 2013/14 academic year.
- Improve neighborhood communications.
- Implement a Centre Region Building Safety and Property Maintenance Code (PM Code) Revisions
- Expand First-Time Homebuyer Program
- Prepare Neighborhood Community Asset Maps

All of these recommendations and the overall strategies relate strongly to the health of downtown State College and should be implemented for the neighborhoods in the time frames identified in the plan. In addition to these recommendations, some particular tools are explored in greater detail in the recommendations under Theme 4 of this plan.

5-E: “Traditional Downtown”

Continue to reinforce the downtown core as a “traditional downtown.”

Implementation: *Downtown Improvement District, Borough of State College, CBICC, CVB, Design Review Board*

This is not a new recommendation, rather a repeat of Recommendation 4-A. It warrants referencing here as the projects outlined under Recommendation 4-A are particularly applicable to the premise of Theme 5; to “foster a safe and appealing downtown.”

5-F: Economic Impact of Local Events.

The DID and the Borough of State College should partner with Penn State University to regularly assess the economic impact of special events on Allen Street and throughout downtown.

Implementation: *Borough of State College, Downtown Improvement District, COG, Consultants, Student Groups*

There are several excellent studies that detail the methodology to conduct the direct, indirect, and induced impacts of special events on downtown. Among the best is Steven R. Miller’s Quantifying the Economic Impact of Community Events from Michigan State University. (<http://www.cea.msu.edu/uploads/files/44/event%20impacts.pdf>)

A detailed study of existing and potential events in State College could provide the community several key things. First, it could demonstrate the economic impact of existing events on downtown. Second, it could suggest new events

that might be considered, evaluate capacity for those events, and propose funding options. And finally, it could help the Borough and Downtown Improvement District build capacity for future events.

Studying the economic impact of special events on Allen Street will help quantify the impacts on local businesses and the overall economy. The survey instrument can specifically ask about spending patterns along Allen Street, in downtown State College as well as provide information about the visitor origin. Outlined below is some additional background information on communities that have found events to be important aspects of downtown in terms of economic development and community vitality.

Events as Economic Development Tools

Ocean Springs and Columbus, MS: Many studies have been conducted that evaluate the economic impact of special events on the local economy. One of the most recent is an assessment of the Peter Anderson Arts Festival in Ocean Springs Mississippi. Mississippi State University used statistically valid intercept surveys to determine that the event had a residual impact of \$13 million in 2010 which rose to \$22 million in 2011 after the event got national sponsorship from Blue Moon Brewing which amplified the advertising for the event and resulted in a 13% increase in attendance. The Peter Anderson Arts Festival closes Washington Avenue in the heart of Ocean Springs.

Source: National Trust for Historic Preservation Main Street Center (<http://www.preservationnation.org/main-street/main-street-news/story-of-the-week/2012/120627festivals/measuring-the-economic-impact.html>)

Berlin, MD: Berlin, Maryland has 19 events on the calendar that require street closures and these have been recognized as “economic engines.” Director of Community and Economic Development, Michael Day, indicates that when someone is interested in trying to start a business in Berlin, he tries to get them to come to town during an event. While some of Berlin’s merchants expressed the fact that some events hinder customers coming in and shopping that day, they recognize that the events expose them to hundreds of

potentially new customers. According to Michael, most of the events require street closure of at least two blocks and he has found that the merchants located where the street is not closed now come forward requesting that the street in front of their shop be closed as well.

Frederick, MD: Downtown Frederick Partnership commissioned a study by Davidson-Peterson Associates titled, First Saturday Attendee Profile Study, April 2009 to assess the economic impact of the City’s First Saturday event that occurs monthly. The study indicated that the events are a big draw to downtown, on average they bring in nearly \$450,000 to downtown area businesses during each event; over half of the attendees return to downtown a few days after the event and spend on average \$118. During the event, each attendee spends on average \$133. In addition, the regular occurring event is well-publicized and attendees just know it happens and plan to be downtown.

For more information, contact: Downtown Frederick Partnership (www.downtownfrederick.org)

OVERVIEW

This master plan is a framework to guide growth and enhancements in Downtown State College over the next ten years and beyond. Implementation of the recommendations will occur incrementally by a partnership among many public and private entities and individuals as outlined throughout the report and below. It is important to note that the master plan is intended to be a guiding, yet flexible document. Many of the concepts illustrated will be further refined and vetted as they become real projects. Additionally, it is important to view the master plan as a “menu” of projects, particularly as it relates to redevelopment opportunities. The redevelopment scenarios illustrated and modeled would not all happen, certainly within the next 10 years. However, they serve as a guide should opportunities arise for particular properties. Similarly, opportunities may arise for properties not illustrated in this plan. The concepts of the plan, however, can be applied to these properties.

IMPLEMENTATION PARTNERS

The potential implementation partners vary depending upon the specific project. Most projects will require a partnership among several partners, with one partner having the primary responsibility. Implementation partners for the Downtown State College Master Plan include:

State College Borough

Downtown Improvement District

Penn State University

Arts in Public Places Committee

Business Alliance for Local Living (BALLE) This group does not yet exist.

Business Community

Central Pennsylvania Convention & Visitors Bureau (CPCVB)

Centre Area Transportation Authority (CATA)

Centre Region Bicycle Coalition (CRBC) Development

Chamber of Business and Industry (CBICC)

Council of Governments (COG)

Community

Design Review Board (DRB)

Housing Organizations

Local Banks

New Leaf

Pennsylvania State Department of Transportation (PennDot)

Planning Commission

Property Owners

Redevelopment Authority (RDA)

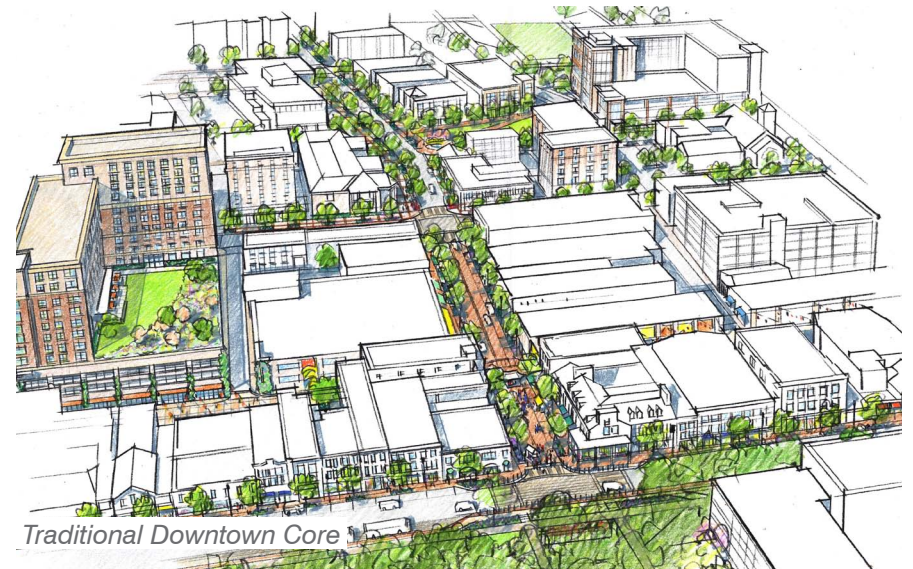
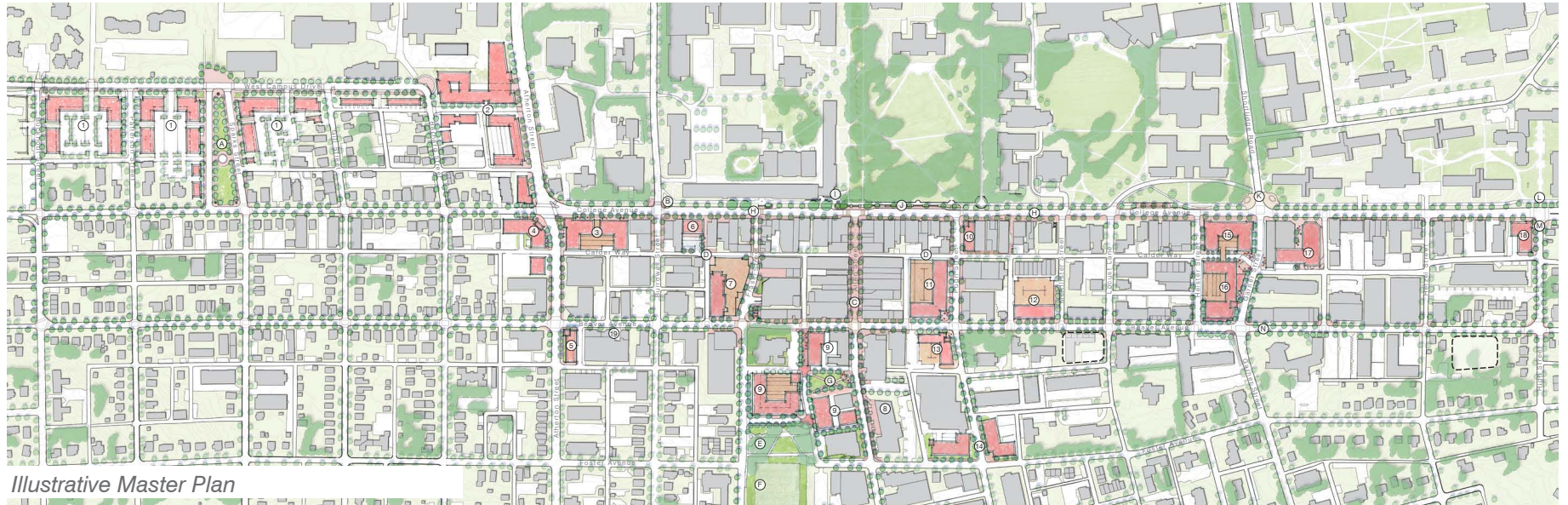
State and Federal Funding Programs

State College Coalition of Neighborhood Associations

State College Community Land Trust

Student Groups

Townships



IMPLEMENTATION STRATEGY BOARD

The Downtown State College Master Plan Implementation Strategy Board, divided among the following two page spreads, is a summary of the recommendations and time frames for implementation. The strategy board is organized by the five themes/strategies of the plan and the goals for each of those strategies. The time frames are divided out by Immediate Actions (2013), First Steps (2014-2015), Next Steps (2015-2017) and Long Term (2017-2025). With this strategy board, it is important to note:

- Recommendations will not be implemented all at once. Rather, they will be implemented in phases over many years.
- The themes are interrelated; therefore, each implementation phase will incorporate recommendations from each of the themes.
- The theme number does not imply an order of importance.

Each action listed in each phase is identified by the recommendation number as it is described in the report. Additionally, an abbreviation is provided after each recommendation, identifying the key implementation partners. Implementation will depend upon numerous partners working together, with key responsibilities lying with different partners, depending upon the project or recommendation.

As the master plan moves through implementation, representatives of the three primary partner groups (State College Borough, Penn State University and Downtown Improvement District) as well as other Steering Committee stakeholder groups will continue to meet on a regular basis to allow for on-going communication and coordination.

As the plan is implemented, a “Successes” column can be added immediately following each of the strategies. As actions are completed, they can be moved into that column. Ideally, this would occur during an “Annual Master Plan Summit” among key partners using this strategy

board as a guide. Some communities effectively use the summit to grade their progress, giving themselves an “A” if they completed the action; a “C” if some progress has been made; and an “F” if no progress has been made. It is important to note that an “F” should not necessarily mean failure. In some cases an action might not be completed because other actions became priorities, or the dynamics of that particular project changed. It is, therefore, important that the strategy board remain a fluid document.

Strategies	Immediate Actions 2013	First Steps 2014-2015
Theme One: Marketing the District	<ul style="list-style-type: none"> Assess capacities of partners/partner organizations charged with implementing Theme 1 recommendations. Convene partners and assemble working groups and committees to be involved in implementing Theme 1 recommendations. 	<ul style="list-style-type: none"> Adopt the Brand Statement/Tagline (1A) Convene a committee to deploy the brand (1B) <i>E</i> Host a brand launch event (1C) Redesign DID letterhead, cards, webpage (1D) Consider a redesign of the Borough's logo (1E) Begin redesigning event logos (1F) Launch new event "Twilight on the Town" (1F, 5C) <i>E</i> Prepare and introduce a Downtown Marketing Program (1G*) <i>E</i> Contemplate licensing rights for merchants to use the downtown brand (1G) <i>E</i> Install banners with the branding identity (1-H, 2-0) <i>I</i>
Theme Two: Navigating the District	<ul style="list-style-type: none"> Assess capacities of partners/partner organizations charged with implementing Theme 2 recommendations. Convene partners and assemble working groups and committees to be involved in implementation. Coordinate how current and on-going transportation initiatives dovetail with recommendations of this master plan. Prepare and release RFP for parking study. 	<ul style="list-style-type: none"> Install advanced stop lines (2A) Develop action plan for intersection safety and examine all pedestrian signal phase options (2C) Continue to accommodate bikes, expand network and enforce regulations (2E, 2F, 2G) <i>D</i> Explore valet parking as part of parking study (2H) Explore variety of parking strategies and new structures as part of parking study (2H*) <i>2, 3</i> Launch parking marketing pieces (2J) <i>3</i> Continue to explore application of reduced transit fare options (2K) <i>A, B</i> Work with CATA to determine transit priorities (2K – 2N) <i>B</i> Deploy initial part of wayfinding plan (2P), <i>3</i>
Theme Three: Connecting the District	<ul style="list-style-type: none"> Assess capacities of partners/partner organizations charged with implementing Theme 3 recommendations. Convene partners and assemble working groups and committees to be involved in implementation. Coordinate how current Atherton streetscape project in context with master plan. Refine Pugh Street design based on recommendations of this plan and complete construction drawings. Develop RFP for Allen Street Promenade. 	<ul style="list-style-type: none"> Construct Atherton Street project (N/A) Dev. Public Art MP using PSU plan as model (3A) <i>E, I</i> Explore feasibility of Allen Square (3B, 4A) <i>G</i> Adopt cohesive streetscape design (3C, 3D) <i>E, G</i> Experiment with pop-up cafes on Allen St.(3E*) <i>I, E</i> Initiate Catalyst Project design with priority on Allen Street Promenade detail design (3E) <i>3, G</i> Implement initial Pugh Street - Catalyst (3K) Further study recommendations for West College Ave. and coordinate with Ferguson Twp. (3L) <i>2, H</i> Explore funding options for streetscapes(5G) Begin discussion with PennDot and municipalities for College Ave. corridor master plan and turn-back (3L)

Next Steps 2015-2017	Long Term 2017-2025	Goal
<ul style="list-style-type: none"> Cont. implementing brand extension for events (1C) Cont. introducing new events and apply brand (1F) Continue Downtown Marketing Plan (1G) <i>E</i> Roll-out additional collateral material for brand (1H) <i>E</i> 	<ul style="list-style-type: none"> Refine and expand downtown marketing plan (1G) <i>E</i> Re-evaluate and update brand (1-I) 	<p>State College will cultivate downtown's identity to residents, visitors, and investors through a comprehensive marketing initiative.</p>
<ul style="list-style-type: none"> Implement intersection safety for key intersections identified in the plan (2C) Continue to expand bike network (2E) <i>D</i> Deploy branding as it relates to transit (2M) Work with CATA to make bus routes attractive to commuters (2N) <i>B, D</i> Implement transit stop enhancements (coordinated with other projects) (2N) <i>B</i> Continue to implement wayfinding and expand system (2P) Initiate High Street intersection design (3F) <i>2, C</i> 	<ul style="list-style-type: none"> Employ road diets. College Avenue as pilot project (2B, 3F) Employ road diets on other streets (2B) Update intersection safety study (2C) Implement High Street intersection improvements (2C, 3F) Implement adaptive traffic control for next signal timing project (2D) Continue to implement transit stop enhancements (coordinated with other projects) (2N) 	<p>Downtown State College will continue to evolve as a pedestrian friendly, multi-modal district.</p>
<ul style="list-style-type: none"> Continue to develop Public Art MP (3A) Construct Allen Street Prom. and College Avenue intersection as part of catalyst project (3E*) PSU sidewalk enhancements along College Ave. coordinated with Health/Human Development Building(3F) Negotiate PennDOT turn-back for College and Beaver (3G) <i>C</i> Plan and design changes to Calder Way including branding as part of Catalyst Project (3H) <i>F, I</i> Construct changes to portions of Beaver as part of Catalyst Project (3I) <i>F</i> Implement changes to West College Ave. in conjunction with turn-back program (3L) 	<ul style="list-style-type: none"> Continue implementing Public Art MP (3A) Implement College Avenue streetscape (Borough portions) (3F) Construct Calder Way improvements (3H) Continue Beaver Ave. improvements (3I) Implement Hiester Promenade (3J) <i>F, J, K</i> Complete Pugh Street enhancements with garage redevelopment (3K) Implement other streetscapes throughout downtown as funding becomes available(3N) PSU explores College Ave. improvements coordinate with dev. Projects when feasible (3F) 	<p>Downtown State College will be a comfortable, cohesive, and attractive district.</p>

Strategies	Immediate Actions 2013	First Steps 2014-2015
Theme Four: Living in the District	<ul style="list-style-type: none"> Assess capacities of partners/partner organizations charged with implementing Theme 4 recommendations. Convene partners and assemble working groups and committees to be involved in implementation. Develop RFP for zoning code update 	<ul style="list-style-type: none"> Continue to coord. redev. projects (4A, 4B, 4C*) <i>G</i> Identify/work with key prop. owners (4A, 4B, 4C) <i>3, E, G, P, Q</i> Update zoning code and explore more flexibility in bulk regulations (4D, 4E) <i>S</i> Explore ways to incent higher quality design and incorporate into DRB process (4D, 4E, 4F) <i>F, G, S</i> Create a housing trust fund (4G) <i>O</i> Employer-Assisted Housing Program (4H) Implement co-working/accel./flex space (4I) <i>3, 2, T, G, N, Q, W</i> Study public/private partnerships in other communities (4K*) <i>O, P, Q, G, R</i> Cont. to evaluate Centre Region growth (4L) <i>2</i> Explore funding options (4M) <i>N</i>
Theme Five: Managing the District	<ul style="list-style-type: none"> Assess capacities of partners/partner organizations charged with implementing Theme 5 recommendations. Convene partners and assemble working groups and committees to be involved in implementation. Identify venues/format to share and promote successes in recent years. 	<ul style="list-style-type: none"> Communicate and promote successes in recent years (5A*) <i>2, 3</i> Increase awareness of RHI study, make available and continue to implement recommendations (5A, 5C) <i>2</i> Continue to implement Sustainable Neighborhood report recommendations (5D) <i>V</i> Market the downtown core as a "Traditional Downtown" (5E, 4A, 1G) <i>I, W, X</i> Maintain physical character of the Traditional Downtown (historic character) (5E, 4A) <i>F</i>
<p>Key: (5E, 4A) - Indicates recommendation number as it occurs in the report</p> <p>1, 2, C, F etc. – Indicates Potential Partners to Engage in Implementation</p>		
<p>Implementation Partners:</p> <p>1. Borough of State College 2. Penn State University 3. Downtown Improvement District</p>	<p>Other Organizations/Partners</p> <p>A. COG B. CATA C. PennDOT D. CRBC/Bicycle Advocacy Groups E. Downtown Businesses F. Design Review Board G. Property Owners H. Neighboring Townships I. Art in Public Places Committee J. PSU Landscape Architect K. Consultants L. Arts Fest M. Centre Foundation N. Federal/State/Local Programs, Grants, Funds</p>	

Next Steps 2015-2017	Long Term 2017-2025	Goal
<ul style="list-style-type: none"> Replace Pugh Street Garage as part of a mixed-use development in accordance to parking study (4A, 2H) <i>O, P, Q</i> Advance key development project (4A, 4B, 4C) <i>O</i> Undertake an update of the zoning code (4E) Explore a local investment strategy (4J) <i>3, 2, T, G, N, Q, W</i> Continue to evaluate Centre Region and PSU growth trends (4L) <i>2</i> Continue to explore funding options (4M) <i>N</i> 	<ul style="list-style-type: none"> Continue to advance additional development/redevelopment concepts with property owners (4A, 4B, 4C) <i>V</i> Implement additional development / redevelopments of key properties (4A, 4B, 4C) <i>G, Q, S</i> Work with accelerator to leverage additional office space (4-I) <i>2, G, N, Q, W</i> Continue to evaluate Centre Region and PSU growth trends (4L) <i>2</i> Continue to explore funding options (4M) <i>N</i> 	<p>Downtown State College will emerge as a place where professionals will live and work.</p>
<ul style="list-style-type: none"> Explore more alcohol free venues in downtown (5C) <i>I, X, Y</i> Continue implementation and recommendations of RHI study (5C) <i>2</i> Continue implementation of Sustainable Neighborhood Report recommendations (5D) <i>V</i> Assess economic impact of events (5F) <i>3, A, K, Y</i> 	<ul style="list-style-type: none"> Continue implementation and recommendations of RHI study (5C) <i>2</i> Continue implementation of Sustainable Neighborhood Report recommendations (5D) Continue to assess economic impact of events (5F) <i>3, A, K, Y</i> 	<p>Downtown State College will thrive as a safe and appealing destination.</p>

* - Indicates Steering Committee priority

O. Local Housing Organizations
P. Developers
Q. Redevelopment Authority
R. Hamer Center
S. Planning Commission

T. Entrepreneurial Community
U. Local Banks
V. Neighborhood Associations
W. CBICC
X. CVB

Y. Student Groups

5

Appendices

APPENDIX A: SUMMARY OF STAKEHOLDER INPUT

During the August 20-24, 2012 and November 5-8, 2012 work sessions in State College, the planning and design team met with numerous stakeholders to garner input on downtown – its assets, challenges and opportunities. The team augmented this input with reconnaissance and professional observations. Stakeholders continued to provide additional input via the Borough's website following both work sessions. Below is a list of stakeholder participants (not already identified in the Introduction section of this report) followed by a summary of reoccurring themes regarding downtown State College. The list of participants does not include all attendees to public meetings, open houses, or Council/Planning Commission meetings.

Stakeholder Participants

Catherine Alloway
Greg Anderson
George Arnold
Joe Barron
Christian Baum
R. Thomas Berner
Eric Bernier
Christy Black
Pernille Boving
Phillip Briddell
Cathy Brown
Geoff Brugler
Rick Bryant
Rich Button

Conal Carr
Michael J. Chmela
Maurine Claver
Rob Cooper
Mimi Coppersmith
Heather Counsil
Pat Daugherty
Teresa Davis
Charlie DeBow
Mike Desmond
Marie Doll
Tom Flynn
D. Richard Francke
Ed Friedman

John Friedman
Serena Fulton
Elizabeth Hanley
Jody Harrington
Art Heim
Ed Helns
Rodney Hendricks
Chuck Herlocher
Sharon Herlocher
Donna Holmes
Betsey Howell
Peg Janowiak
Al Jones
Bernie Keisling
Amy Kerner
Ara Kervandjian
Patrick Kolivoski
Jess Kropeznski
Anthony Lyons
Karen Magnuson
Spud Marshall
Ted McDowell
Jonathan McVerry
Hugh Mose
Jan Muhlert
Heidi Nicholas
Matt Patterson
Rob Peeler
Keiko Ratcliffe Pilato
Robert Poole
Ben Pugh
Christy Rambeau
Dave Richards
Joy Rodgers-Mernin

Henry Sahakian
Alan Sam
Mike Shamalla
Will Snyder
Dolores Taricani
Jane Taylor
Terry Tenn
Rachel Thor
Ted Trostle
George Trudeau
Gordon Turow
Amy Dupain Vashaw
Deryn Verity
Pat Vernon
Steven Watson
Justin Wheeler
Ronald J. Woodhead
George Woskob
Kathryn Yahner
Jared Yarnall-Schane
Andy Zangrilli
Tom Zilla

Process

1. Make sure this master plan coordinates with other initiatives
2. Need to articulate benefit to tax payers of vibrant downtown
3. Need to coordinate with Ferguson Twp. efforts on streetscape and mixed use
4. Need to change perceptions about density... East Beaver Avenue development is not a good example of density

General

While it is agreed that there is student behavior that results in many undesirable activities, keeping many local residents from using downtown on a regular basis, many of the stakeholders agree that students often get a bad rap and that they are critical to the economy and vibrancy of downtown State College.

Uses and Activities

While stakeholders have identified many positive uses and activities in downtown, there is a general desire to have a greater variety of uses and events that appeal to a broad range of people including young professionals, families and seniors in addition to the student population. Specifically:

1. Discovery Space has been a great addition to downtown and offers great appeal to families. There is a desire for additional uses such as this.
2. The community is very proud of Schlow Library and it was referenced positively throughout the interviews and touted as a success of previous downtown master planning efforts. It was described as downtown's "living room" and recognized for its multi-functional aspects in addition to the traditional use that appeal to seniors, families and students – meeting spot, use of internet facilities, gallery space, community meeting space and the exterior as a place of public discourse. Its prominent location along Allen Street and adjacency to other family-friendly businesses, Discovery Space and Sid Friedman Park, make it a hub for family and local resident activities.
3. The post office attracts many residents downtown to conduct daily business. There is an opportunity to reach out to this audience and keep them downtown longer.
4. Downtown is recognized for having numerous, bright and creative merchants; however, there is the opportunity for them to work together more and participate in collaborative efforts for downtown.
5. Memorial Field and Sid Friedman Park are assets to downtown, particularly considering their relationship to other family-friendly uses. Long term plans need to preserve these resources.
6. The senior center located in the Fraser Street Garage is a huge asset for downtown; however, some seniors find it difficult to access. The question has been raised as to whether or not this resource should be moved outside of downtown where there is parking and access to CATA service.
7. Generally, downtown offers many positives for seniors with access to restaurants and its overall safety and comforts. Conversely, downtown businesses are not geared toward seniors and there are no longer affordable groceries available downtown. Successful events include Outdoor Movie Night, the Annual Halloween Costume Parade, Polar Express, 4th of July children's parade, First Night and the arts festival. Stakeholders were particularly positive about events that attracted families and children.
8. While there was positive input regarding existing events, the planning team heard a desire to have a comprehensive calendar of events and the need to "get the word out" regarding events. In addition, there is a desire for many to have additional events downtown, particularly in the summer that are attractive to young professionals and families. It was noted that a "First Thursdays" event was tried for two years but was not successful; there was some interest expressed to try this again or to at least have a coordinated evening during the week that shops remain open in the evening.
9. The State Theater and the Penn State Downtown Theater are important downtown assets. Eisenhower and

Schwab Auditoriums are important venues for the region and there is the opportunity for cross-promotion between local restaurants and on-campus performances.

10. Many expressed the need for public restroom facilities throughout downtown. The Borough has provided several temporary restroom facilities in the parking garages; however, it is not clear whether many people are aware of this.
11. Many stakeholders expressed the concern that most of the hotels were outside of downtown and there is a desire for an additional one located downtown.
12. There is a desire for downtown art gallery space in addition to what is provided in the library. There is an opportunity to utilize empty storefronts and space in parking garages for gallery space in addition to encouraging an art gallery in downtown. As plans for a new parking garage are developed, there is an opportunity to plan for gallery space in the project.
13. Sozo was a popular alcohol free performance venue hosting numerous concerts and events but has since moved out of downtown to North Atherton Street.

Organizations

There are numerous organizations working in downtown State College, however, it isn't always clear how they work together and their roles. Common themes include:

1. Downtown Improvement District has the potential to do a lot for downtown, however, there is a concern that people do not know what the organization does or is responsible for.
2. Overall, stakeholders are pleased with the work that the Borough is doing with regard to providing services, however, there is concern that regarding downtown development, the Borough is playing defense rather than offense and there is a real opportunity to change that with this master plan. In particular, there is excitement expressed regarding the plan, but the concern has been voiced, "But what happens when it gets to Council?"
3. While there is an Art Alliance that secures visual art

display space downtown, there is a lack of a general arts council and arts residency program

4. Penn State University is a critical component of downtown. As one stakeholder shared, "State College and Penn State are isolated – they depend upon one another to be successful."

Development and Community Sustainability

While stakeholders recognize that Penn State University is the economic engine for State College, the Borough is 70% students and downtown is very appealing for visitors and returning alumni who have fond memories of the community, there is a strong desire to balance downtown with a variety of housing and businesses that would attract young professionals, seniors and the local visitors. Specific comments include:

1. North Atherton Street in Patton Township is booming with new retail and "big box" development. Similarly, Ferguson Township has created a new mixed-use planned district along West College Avenue. While no new mixed use development has occurred along this part of West College Avenue, the zoning and incentive-based design guidelines are in place to attract development. Many stakeholders are concerned that downtown will continue to lose opportunities. This supports a trend in other Pennsylvania communities where investment is occurring in the surrounding townships, not in the downtowns.
2. There are opportunities for a mixed-use village west of Atherton Street and north of College Avenue (the area include in the West Side Revitalization Plan) to connect with and complement the development that will occur in Ferguson Township.
3. While downtown includes many businesses that are appealing to the local community, there is a desire for fewer "t shirt shops" and a more diverse retail mix including shoe stores, women's clothing stores, home furnishings and purveyors of local foods.
4. There is a desire to attract more young professionals and creative people to downtown (to live and/or visit).

Challenges include the fact that many feel State College is too isolated and there are not enough things that appeal to them in terms of jobs, culture and events. For Penn State University, a vibrant and attractive downtown is important for enrollment and for attracting faculty and staff. The University has lost many good staff and faculty, particularly women and international people, who had trouble connecting in the community. Another challenge for University staff and faculty is that so many of them work with students, they do not want to mix with them socially.

5. State College is a great place to raise children with its quality schools and safe community. The concern is that the kids that are raised here leave when they become adults.
6. The tree-lined streets and historic residential communities that border downtown are tremendous assets to the Borough and, given their close proximity, to downtown as well. There is concern that with home ownership decreasing, particularly in the Highlands, that the quality of life and appeal of these neighborhoods is eroding. It is important to preserve them. Challenges include an increasing number of absentee landlords, the “football house” phenomenon and homes trending toward rental. While the Borough has a strong property maintenance code and process of utilizing a point system for problem properties, there are varying sentiments as to whether the codes are too basic or too restrictive.
7. There is also concern related to the lack of housing options in and near downtown, particularly as it relates to market-rate housing for young professionals and empty nesters and affordable workforce and senior housing. Most senior housing developments currently have a waiting list so there appears to be demand, however, seniors can’t compete with students as a target market.
8. While there has been a general recognition that the students are great and important to the vibrancy of downtown. The behavior associated with alcohol abuse is a real impediment to people wanting to live downtown

and/or visit downtown. While most of the problems occur after 9:00 PM on Thursday, Friday and Saturday evenings, it shapes many peoples’ perceptions of downtown, regardless of the time of day. There is also concern regarding the amount of services students consume.

9. Stakeholders are concerned with maintaining a downtown business community and daytime employment uses beyond retail, as there is no Class A office space downtown, most of which is located in the office park. There is also a desire to develop incubator space downtown.
10. A concern of the broader community is that many property owners are not interested in making improvements to their properties. They are enjoying sufficient cash-flow and have no interest in redeveloping or improving their properties because of the limited return on investment.
11. Several property owners shared that some development requirements are impediments to redevelopment, particularly as they relate to unrealistic on-site parking requirements for downtown development. Additional impediments include the difficulty in assembling multiple small properties, the difficulty in getting variances, a cumbersome and inconsistent review process.
12. Borough staff indicated that some local codes leave some “gray area” in their requirements to allow tweaking on a project by project basis. The intent is to accommodate unique circumstances but this often results in frustration.
13. It should be noted that there is an on-going conflict between many in the community who feel the codes require the bare minimum and others who feel they are too restrictive.
14. Many are particularly concerned that new development is primarily in the form of student housing. The challenge is that the highest and best use for developers is student housing. The proximity of downtown to the University will keep demand high, especially for new product. Land costs demand \$2000/month rent for a 12,000-13,000

SF unit, however, the State College market will only bear market rates of approximately \$900-1,100/month rent for a two bedroom unit (except for student housing). The market for condominiums is approximately \$250,000-\$400,000 per unit.

15. Others recognize that student housing in and of itself is not the problem, rather the quality and design of the student housing and its relationship to the street. They are concerned with attitudes of “no more student housing in downtown” and feel this response is not appropriate. The proximity of student housing to the campus is important, particularly when considering a larger downtown goal of minimizing the need for automobile trips downtown. A consequence of developing student housing out further in the surrounding townships is that this will result in increased automobile trips to downtown and increased need for parking.
16. The University does not intend to house all students on campus and feel this expectation by some is not realistic.
17. The graduate student population needs housing more than other students and it was indicated that compared with other Big 10 schools, Penn State has least amount of downtown graduate student housing.
18. The University does not see public/private partnership housing happening here because of complications of partnerships and the fact that the State College market works so well.
19. Many indicated the need for incentives to property owners and developers if there is a desire to develop market-rate and affordable housing and a higher quality product.
20. When asked about design guidelines, many developers and property owners were receptive to them as long as they are straightforward and feel they are worthwhile in protecting property values.
21. The University is recognized as the economic engine for the community and stakeholders appreciate the working

relationship the University has with the Borough. Several stakeholders expressed concern, however, with the University pulling out of the Fraser Centre project.

22. While there are no indications that the post office is moving, many indicated that this property is a critical redevelopment opportunity if the post office ever does leave. The property is an important link between downtown businesses and the only downtown park space.
23. Additionally, the Pugh Street garage site is an important development opportunity, whether for parking or mixed use development. If it is developed as parking, it is important to incorporate retail development in the ground floor, particularly along Beaver, Pugh and Calder Way frontages.

Design and Placemaking

There was a significant amount of discussion with stakeholders regarding the downtown State College with regard to design and placemaking. Overall impressions of downtown are generally positive, however, stakeholders have indicated many opportunities for improvement to make it a “great place” and that these improvements are critical if there is a desire for downtown to appeal to a diverse population, not just students. There are many concerns with the quality of architecture, particularly related to student housing and the need for better design guidelines. College Avenue, the 100 block of Allen Street and Calder Way were identified as the streets with the most potential for enhancements.

1. Some stakeholder input identified the lack of great architecture downtown, particularly compared with the high level of architectural character of new campus development. They identified that there are few historic or traditional early twentieth century commercial buildings downtown and that many have worn storefronts. In addition, it was noted that the few great buildings that exist are not always visible because of trees. To the contrary, the extensive tree cover seems to contribute to people’s positive image of downtown as the trees tend to “neutralize” unappealing architecture. In referencing many of the one-story storefronts

along College Avenue, one stakeholder indicated that downtown resembles Atlantic City and that it is important the we think of quality and the community aesthetics for future generations.

2. Many in the community feel the architecture of most of the student housing being developed downtown is uninspiring. One stakeholder felt that State College is “settling” for mediocre rather than striving for architecture that is stellar.
3. There were many comments related to the lack of downtown green space, however, very differing opinions on what type of green space is needed. Most recognize that the campus provides large green spaces for downtown, particularly the Pattee Mall and Old Main Lawn and that the need is for multiple small permanent gathering spaces such as those constructed along Fraser Street and Beaver Avenue with the recent streetscape improvements. A challenge with the campus spaces, however, is that while they are beautiful open and passive landscapes, none near downtown really function as gathering areas like one would find in a traditional town square. Many felt, however, that larger gathering spaces could be accommodated through spaces that function as open space on a temporary basis.
4. Discussions for temporary open space included the 100 block of South Allen Street and Calder Way, as both of these have been discussed in previous master planning and strategic planning efforts. No stakeholders favored permanently closing either of these streets to traffic on a permanent basis, rather most were in favor of closing them on a temporary basis for events and festivals. It was identified, however, that it will be important to maintain emergency access through these spaces when they are closed. One stakeholder identified the potential for the 200 block of South Allen to be treated in the same way as closing it off during certain time periods may be easier because of its adjacency to the Municipal Building and the lack of retailers in this stretch. For any streets closed temporarily, consideration will need to be given to crowd control.
5. One stakeholder commented via the Borough’s website that perhaps we should be thinking of closing a street temporarily to create a gathering space closer to the high concentration of student housing. The suggestion was made to consider the 100 block of Garner.
6. Many business owners are concerned with the idea of limiting access and parking on Allen Street. They identify Reading, PA and Ithaca, NY as examples of communities where this has not worked.
7. The police are in early stages of looking at plans to build out the public camera infrastructure around “hot spots” where behavioral problems occur on a regular basis.
8. Regarding Calder Way, most feel that maintaining this as a service street is critical, particularly with the restrictions placed on service and loading along College Avenue. However, many feel that it could be designed as “shared space” that emphasizes pedestrian and bicycle use while accommodating service and vehicular access. There were conflicting thoughts related to burying utilities under Calder Way.
9. Many stakeholders expressed a desire to enhance College Avenue, but there were several different ideas as to how to do this. Some would like to preserve and emphasize the differences between the downtown side (“town feel”) and the campus side (“broad lawns”). Others feel it is important to provide a unified image along the streetscape in terms of lighting, site furnishings and other materials. Most agree that vegetation and the fence/hedge block important views into the campus from College Avenue and that the edge should be more porous.
10. There are mixed feelings regarding the hedge/fence barrier along the north side of College Avenue that channels pedestrian traffic to intersections. Some feel that it is not necessary while others are very concerned about the additional mid-block crossings that would occur if it were to be removed and not replaced with an effective barrier. Any solution must take into consideration pedestrian safety as well as aesthetics and the University’s desire not to appear walled off.

11. There is a desire to provide transit shelters at the bus stops along College Avenue; however, there is concern on the part of the University that they be located in a manner that they do not block important views to Old Main. Concerns have also been expressed with the proliferation of newspaper boxes that seem to appear at bus stops on both the campus and in downtown and the negative appearance that results.
12. Ideas were expressed to remove the parking on the north side of College Avenue since a sidewalk does not exist along the curb, forcing passengers to exit their cars and cross mid-block. Removal of the parking on the north side would allow options to expand the sidewalk on the south side and/or to enhance the transit lane. Some also expressed an interest in a bike lane.
13. Many expressed the need for additional green space that offers environmental benefit such as the planter bulb-outs installed on Allen Street adjacent to Schlow Library.
14. State College tree cover is appreciated as are Borough efforts to maintain a strong tree canopy. Many desire additional tree cover downtown but recognize that narrow sidewalks often prohibit this. In addition, there is an opportunity to target tree placement so that it frames, rather than blocks, significant architectural landmarks.
15. Numerous stakeholders indicated a desire for more public art throughout the downtown to enliven public spaces and streetscapes. It will be important to build "placeholders" in to the master plan for additional public art.
16. Downtown State College is very clean; however, some business and property owners are frustrated that many property owners do not see the importance of keeping downtown clean and how important this is to resident and visitors, including parents of potential students.
17. In addition to a desire for unified furnishings and materials along College Avenue, there is a desire to have coordinated street furniture, lighting and materials throughout downtown State College. The brick and concrete paving palette used recently on Fraser Street

and Beaver Avenue is well received. While the paving pattern does not need to be duplicated on other streets, the materials palette of brick and concrete should be maintained. Borough staff recognize that brick sidewalks are often easier to repair than concrete and that there are few maintenance problems provided they are installed properly.

Mobility

Downtown State College continues to emerge as a multi-modal community where transportation needs are by way of car, bus, bicycle and pedestrian modes of travel. In particular, the quintessential town-gown relationship between the University and downtown results in a community with high levels of pedestrian activity on the streets. Generally, stakeholders see this as an asset and something many downtowns strive for but it is also as a constraint when considering narrow sidewalks, limited gathering areas and potential for pedestrian vehicular conflicts. The Borough desires to trend toward a "park once" downtown where workers and visitors park in the garages then travel by foot to accommodate most of their downtown business. As with many communities, there are perceptions (on the part of local residents rather than visitors) that downtown does not have adequate parking.

1. There is a broad desire to continue to develop and enhance safe pedestrian, bus and bicycle routes throughout downtown and there is a big push on the part of the Borough to get people in garages and on the streets (on foot).
2. PennDot is anxious to get rid of roads through their Turn Back Program. The Borough has seriously explored working with PennDot on this approach for Route 26 but have not moved forward because it is not economically feasible. The cost of long-term maintenance far exceeds the funds PennDot is able to provide at the beginning of the turn back program. With the planned streetscape improvements planned for West College Avenue in Ferguson Township, there may be a desire to re-explore this opportunity.

3. While there is excellent bus service provided by CATA, teens in the area are very car oriented.
4. Many stakeholders have been positive regarding the signal timing improvements along College Avenue, the restricted loading zones and times on College Avenue and the addition of chicanes and traffic calming measures on Beaver Avenue. The Borough has seen a marked reduction in complaints regarding congestion. There is a desire by many to apply many of the strategies used on Beaver Avenue to other downtown streets.
5. Many have expressed negative views toward one-way traffic on Beaver and College Avenues, particularly the negative effect on businesses and on speeding traffic. Traffic volumes appear to be too great, however, to return them to two-way streets.
6. It is important to recognize and maintain Calder Way as a service corridor; however, it does not need to be exclusively for service.
7. If any streets are closed temporarily for events, it is important to maintain emergency access through these streets. Similarly, there are mixed feelings regarding bulb-outs or curb extensions at intersections. Some have expressed concern with the operation of emergency vehicles.
8. Construction creates difficulty for maintaining access to businesses. As future streetscape projects are implemented, it will be important to address this.
9. There are many perceptions that parking is limited or difficult downtown, however, stakeholders who use downtown on a regular basis and visitors do not seem to see this problem. Others recognize that parking garages have plenty of parking spaces but they are perceived to be unsafe. Understandably, many seniors experience anxiety with regard to parking. Many do not live near a CATA service area and must drive downtown to such uses as the Senior Center located in the Fraser Street Garage.
10. Excessive parking requirements for new downtown development result in property owners leasing the spaces to downtown employees, resulting in competition for the public garages.
11. Many expressed that there are misconceptions that students living downtown will have a car. One independent study undertaken by a property owner indicates that this is not true.
12. A challenge with parking garage utilization is that on-street parking is free in the evenings while parking in the garages is not. Consequently there is no incentive to use the garages which have plenty of available spaces but downtown customers are frustrated that they can't find a space on the street.
13. Some suggested that it is important to get Borough staff and downtown employees parking on the upper levels of the garages, leaving premium spaces available for customers.
14. Some suggested the idea of downtown valet stations for parking which many downtowns utilize.
15. There can be a problem with taxis as they take up on-street parking spaces when they stop. While they provide a valuable service they do not have enough business.
16. In addition to the numerous public parking facilities downtown, a portion of Schlow Library's parking is available for downtown customers when the library is closed.
17. CATA is well regarded as having quality service. For seniors, in particular, who live within the service area, downtown bus service is excellent.
18. CATA is currently doing a study looking at Universal Transit Access (no-fare transit). They are working with the University and Borough to explore its feasibility.
19. Transit stops along College Avenue (at Heister, Allen and Burrowes) need to be upgraded. Transit shelters need to be provided and the stops need to be ADA accessible. In particular, the stop at Heister Street is not deep enough and results in buses extending into the travel lanes, creating congestion.

20. Community and University stakeholders expressed the importance that transit shelters be attractive and that bus stops are more visually apparent to motorists and pedestrians.
21. CATA is doing signal testing on North Atherton Street to determine if transit signal priority is feasible.
22. There has been on-going discussions regarding the potential to locate a bus terminal/transportation center hub on Penn State's West Campus, however, no plans are determined and this project has not been a priority for the University.
23. Generally, there is concern with the narrow sidewalks throughout downtown and the desire to provide wider sidewalks or wider gathering areas where feasible. Many referenced the improvements to Fraser Street as a very positive direction in creating "real space." The tight sidewalks along Beaver Avenue, in particular, were identified as problems because of the high concentration of students and very little gathering space.
24. Concerns were expressed with sidewalks along College Avenue and the fact that none exist adjacent to the curb on the north side, with the exception of the bus drop-off areas.
25. The biggest pedestrian issue that Borough officials have relate to mid-block crossings and the resulting pedestrian/vehicular conflicts.
26. The lack of a pedestrian crossing across College Avenue at High Street is a real problem, particularly since the closest crossing is at University Drive to the east and Hetzel Street to the west.
27. The Borough has been making an effort to eliminate crosswalks on the west side of College Avenue intersections to minimize conflicts between pedestrians and vehicles turning westbound on to College Avenue. Several intersections continue to have crossings on the west side, such as McAllister, Locust and Sowers, because that is where pedestrians are directed with the campus walkway network.
28. While the bicycle master plan continues to be

implemented, east-west connectivity downtown is a problem. Some have raised the question as to whether or not Calder Way should allow for two-way bicycle traffic (currently, bicyclists are ticketed if they travel the opposite direction on a one-way street).

29. For the average biker, downtown is a "no-go" zone.
30. There is demand for covered bike parking and the Borough is installing covered bike parking at Schlow Library as an initial project.
31. Penn State applied in July, 2012 for designation as a bike-friendly university.
32. The only way-finding signage downtown is that which identifies parking structures. A comprehensive way finding sign program is needed for motorists, bicyclists and pedestrians. Bike parking in garages, for example, can be better advertised.

Branding

Many stakeholders have identified that there is a need for a strong downtown brand; one that celebrates the quintessential "town gown" college town environment but also expands to appeal to local residents, connect downtown to the surrounding community and dispel misperceptions about downtown. Downtown State College is a destination that Penn State can use to market its appeal to prospective students, faculty and alumni. There is also an opportunity for the branding and marketing to demonstrate that Downtown Improvement District is a vital steward of the district and the downtown is a relevant and important part of the community as a whole.

1. Downtown is a great built environment that offers great experiences.
2. Downtown offers many things to do but is often "pigeon holed" simply as a destination for nightlife.
3. A stronger brand will help illustrate who all Downtown is for through a clear strong downtown identity system.
4. There are perceptions of State College from some within Centre County that it is elitist (not all agree).

5. Within region, State College as a place for special night out...it's an event to shop, dine and enjoy the Borough and downtown.
6. Perceptions from far away is that State College is an "oasis of prosperity" in a largely rural region.
7. The image of State College has changed drastically with Sandusky scandal, many wonder how the community can deal with this.
8. A major selling point for State College is that it is the quintessential "town gown" relationship. Few college communities can boast such a distinctive connection between the downtown district and the university itself.
9. Having said the above, there is a need to recognize important relationship between downtown and Penn State but also need to distinguish downtown from the University – young professionals often not treated with respect as they are mistaken for students.
10. The brand should keep the region in mind....a lot of natural amenities to roll into the identity.
11. Any successful messaging for downtown must address unfavorable stereotypes regarding drinking, nightlife and rowdy behavior.
12. Downtown probably isn't "sold" very well from University perspective and an identity system for downtown would help the University do a better job of it.
13. There is an opportunity to better market downtown to conference attendees at Penn State.
14. Former students represent the largest base of tourism and the messaging should be appropriate for them as well. There is a great opportunity to play to alumni who love the positive traditions associated with downtown. These Alumni have fond memories that the branding system should tap into.
15. The corner in front of library is important meeting spot and place for locals. The idea of "meet me at Schlow" has been cultivated by a very high quality space at this corner.
16. Meanwhile, the Corner of College Avenue and Allen Street is a symbolic "heart" of downtown.
17. Downtown has a completely different pace and mindset during the summer.
18. Downtown Improvement District needs to market itself better as the organization responsible for keeping downtown clean and safe. The organization needs to continue to improve marketing for events and festivals including the need to use social media more and needs an improved website. Overall, there is a need to show that DID and Downtown is vital part of the whole community.
19. The identity system should create a culture where businesses want to help make downtown better.

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APPENDIX B: BACKGROUND MATERIALS

Borough Council Documents

- **Borough Council Strategic Plan:** October 2009. Includes a community-wide SWOT analysis, goals, review of operations and an appendix describing how the Council came to their goals.
- **2009 Strategic Plan Goals Summary:** Two page document summarizing Borough Council Mission and a chart of the goals from the plan.
- **2011 Annual Report:** Summarizing Borough actions from 2011
- **2013-2017 CIP:** Adopted by Borough Council June 2012
- **TIF Policy and Procedure Manual:** 2008 by the State College Redevelopment Authority. Establishes procedures for establishing a TIF and agreements as well as a project application.

Centre Region Documents

- **2000 Centre Region Comprehensive Plan:** Centre Region Planning Agency is currently in the process of updating this plan.
- **2012 Regional Development Capacity Report:** Future development potential within the Regional Growth Boundary (RGB) and Sewer Service Area (SSA)/ sewer capacity of the water treatment plant. Also discusses beneficial reuse at UAJA and new residential, commercial, etc. growth potential within the RGB.
- **Centre County Long Range Transportation Plan**
- **COG_EDA Final Report 06/11:** Economic Development Assessment for the Centre Region. Recommendations and implementation actions to define a cohesive regional economic development policy for the 6 Centre Region municipalities. Includes stakeholder interview summaries, Target Market Analysis and many other appendices.
- **State College Land Area Plan:** Most recent draft of the policy document for the Future land use patterns for

State College.

- **SCLAP Draft Map May 2012:** Map that accompanies SCLAP document. Adopted by Borough Council May 2012 with the following exceptions for future study: Pugh St. Corridor, properties along N. Atherton with the College Heights neighborhood, former College Heights school property.

Downtown Plans

- **1990 Downtown Economic Development and Urban Design Plan**
- **2002 Downtown Vision and Strategic Plan:** recommended downtown sub areas and priorities for them.

West End_Urban Village

- **West End Final Plan:** Completed in 2007. Includes map indicating West End Area, a vision and planning strategies for the area. References the ERA Market Analysis study below.
- **2005 Urban Village Market Assessment:** Completed 2005. Looks at impact of student spending in the study area as well as many other potential retail and other opportunities for the West End of downtown.
- **West End Subdivision Ordinance:** Draft: Establishing the Traditional Neighborhood Development and Design requirements for the West End area.
- **West End Zoning Ordinance:** Draft: Establishing the Urban Village Zoning District and applying height, setback and density allowances for various streets within the district.

Design Guidelines

- **1992 Design Guide**
- **2008 Design Guidelines:** Prepared by the State College Design Review Board
- **1998 State College, Managing the Future:** Discusses

ways of viewing State College, an inventory of assets and articulation of problems and threats to the vitality of the Borough at the time of the document. Also includes recommendations.

Other Plans & Docs

- **1994 Highlands Area Plan:** The Highlands neighborhood is the neighborhood immediately adjacent to downtown to the south. Report discusses issues of high density student housing and the conversion of single family owner occupied to rentals trickling into the neighborhood, impact of through traffic and parking on the neighborhood and the need for zoning changes to promote reinvestment in historic structures. Planning Commission is in the process of updating this plan.
- **2007 Municipal Tree Plan**
- **Bench Spec:** For the Borough (PSU ones are in the Penn State Docs folder)
- **Bid Tabs_Example Cost Estimate:** Example cost estimate for W.Beaver/Fraser St. project
- **Funding Sources List:** List of funding sources that have recently been utilized for Borough projects.
- **Downtown Parking Review:** Study that was shared with the Borough, completed by a property owner in Downtown regarding reduced parking in order to accommodate redevelopment opportunities for his site.
- **Arts Fest 2012 Survey Results:** Data collected during the community engagement activity that the Borough held on Kid's Day of Arts Fest 2012 regarding visiting downtown State College. Note: There were 60 respondents; the chart does not include any analysis/synthesis, just the data entered from the survey sheets.
- **Green Planning Guide:** Established in 2011 as a guide for municipal decision making and outlining future goals for environmental sustainability Borough-wide.
- **Resolution 944 Tasks & Updates:** These goals were established by the Borough's Sustainability Committee following the adoption of Resolution 944. The Sustainability Committee is currently in the process of

preparing a 5 year update, which is investigating the progress made on these goals and revising for the next 5 years. These should be completed by late fall of 2012.

- **Climate Protection Progress Report (and Progress Report 2011):** Information regarding State College's commitment to being a Climate Protection Community, including opportunities for reducing negative impacts, recommendations and updates on achievements.
- **Soul of the Community Report:** Knight Foundation study regarding people's perceptions of living in State College and opportunities for leveraging strengths of the community.
- **2012 National Citizen's Survey:** Survey of households in the Borough (data by neighborhood breakdown) regarding quality of life issues as well as ratings of public services and community/cultural amenities.
- **State College Coalition of Neighborhood Associations, October 9, 2012**
- **State College Borough Sustainable Neighborhood Report 2012**
- **"10 Solutions – Dangerous Drinking Crisis"**

Traffic & Transportation Documents

- **2008 Comprehensive Pedestrian & Bike Program:** Completed by Stahl Scheaffer. Crash analysis and inventory of areas of concern.
- **Comprehensive Pedestrian & Bike Program Part II:** Completed by Stahl Scheaffer. Policies and priorities.
- **Vehicle Counts Data 2012-2015:** Traffic Counts for streets broken down by neighborhood
- **Vehicle Traffic Counts 2012:** Recently updated document from the above listed document. Please see Column A and view numbers 83-155 for 2012 data, again broken down by neighborhood.
- **2008 Traffic Calming Guidebook:** Street classifications and designated routes, development of a traffic mitigation plan and tools for implementation.

- *2012 Centre Region Bike Facilities Map*: Indicating, paths, streets and other routes in the Centre Region.
- *Penn State Bike Facilities Map*
- *CATA Bus Route Map*
- *State College Area Universal Access Study, Interim Report #2*

Streetscape Plans

- *Pugh Street Streetscape*: Conceptual ideas for enhancements to 100 block Pugh St. Includes a PDF plan and two documents estimating construction costs.
- *Fraser Street Design Concepts*: Work by Dan Jones representing conceptual ideas for Fraser St/Beaver Ave corner. Represents feedback from two community input sessions. Alan Sam will provide any additional documents or plans for this project as they come about.
- *Atherton Street Pedestrian Fences and Streetscape Design*: Presentation given by Aaron Fayish at the Transportation Commission Meeting in July 2012. (Notes added by staff that were in attendance.) Alan Sam can provide updates and progress reports as the project progresses through various ABC's and into construction.
- *West College Ave Streetscape Case Study*: Ferguson Township is preparing a streetscape master plan depicting implementation of the new Terraced Streetscape Zoning District for W. College Ave. This document is a case study that consultant T&M Associates prepared as an example for the first open house. Alan Sam and Meagan Tuttle participate in the Steering Committee and can share information as it becomes available.

Penn State Documents

- *Bicycle Master Plan*
- *2007 Campus Master Plan*
- *Land Development Plans along College Ave*: ongoing campus projects adjacent to downtown/College Ave.
 - HUB Lawn

- Henderson S. Building
- South Halls Renovations
- Shortlidge Rd Updates
- Burrowes St. Updates

- College Avenue Streetscape Inventory: produced by Office of Physical Plant, with photos of various materials and fixtures utilized on Campus and in Downtown State College. (Note: document not intended to be prescriptive; analysis only.)
- Campus furniture Specs
 - Ash Urn
 - Bench
 - Bike Rack
- Marketing Standards
 - http://ur.psu.edu/stylemanual/graphic_identity/grothersymbol.html
 - <http://www.licensing.psu.edu/graphicartsheet.pdf>
- Way finding and signage manual is something that the Office of the Physical Plant can share at a later time.
- Atherton/College Gas Line project is evolving and details can be discussed with the Office of the Physical Plant as they become available.

Downtown Improvement District Documents

- DID Member Retail Survey: PowerPoint presentation summarizing the conclusions that DSC gathered from speaking with representatives of the downtown businesses
- DID Downtown Parking Survey: DSC will be able to provide reports for a downtown parking survey that they maintain on their website. They have collected around 500 responses regarding downtown parking from people in the area and continue to solicit responses through that survey on their site.

APPENDIX C: DESIGN GUIDE

Overview

This design guide provides additional design criteria relevant to the recommendations of this master plan. It is not intended to be a complete design guideline document, rather an identification of additional elements to be incorporated into the Borough's Design Guide.

Design specifics are provided for streetscapes (materials and furnishings palette and recommendations by street typology), architecture and community branding. In addition, there is a section on sustainable practices which describes best practices in sustainable development. Considerations for sustainability are also incorporated into specifics as they relate to streetscapes.

Branding Style Guide

The brand style guide includes guidance on proper usage of the identity system, color specifications in RGB, CMYK and Pantone, a copyright release allowing the Borough and Downtown Improvement District to modify and use the system as needs evolve and a simple licensing agreement should Downtown Improvement District wish to allow products with the logo to be developed and sold. In addition, a complete electronic file system with all logos, ad templates, typefaces and support graphics has been provided.

Streetscape Materials and Furnishings Palette

Following is a summary of standard streetscape elements that should be used throughout downtown. All elements will not be included on every streetscape. The streetscape typologies described following this section identify the elements that are associated with each street type. The outline below represents general descriptions; refer to Borough specifications for detailed specifications.

Ornamental Street Light Options (Existing Borough Standard)

Union Metal Corporation Nostalgia Lighting Poles

- Octaflute tapered streetlight pole (23')
- Bracket arm (6' long at 23 foot mounting height)
- Outlet mounted 6" below Luminaire arm
- Banner arm
- Black

King Luminaire

- 165 watt QL induction luminaire
- Black

Approved Equals

Ornamental Pedestrian Light Options (Existing Borough Standard)

Holophane Lighting

- Fluted straight pole (14'-5")
- Parking meter arm
- Banner arm
- Pedestrian control box provision
- 85 watt QL induction luminaire
- Post top finial
- Black

Approved Equals

Sidewalk Paving Options

Brick on concrete base with concrete banding (existing standard)

- Brick to be selected as part of Allen Street Promenade Project.
- Vehicular Thickness
- Consider matching specification used on campus (pavers by Whitacre-Greer)

Brick on concrete base with no concrete banding (proposed standard for some applications)

- Same manufacturers as above

Permeable pavers (limited applications only)

- Varies and should be determined by specific situation

Scored concrete

- Standard 5' saw cut/scoring (existing standard)
- Special scoring (proposed option for limited applications)

Alley Paving Options***Asphalt (existing standard)******Stamped concrete (proposed option for limited applications)***

- Varies and should be determined by specific design situation

Concrete Unit Pavers

- Key areas, private parking pads adjacent to alley

Crosswalk Options***“Piano Key” white thermoplastic markings (existing standard)******Color stamped concrete (proposed standard for limited applications)***

- “Cobble/stone effect,” gray color range
- Imitation brick look/color to be avoided

Tree Pits (Existing and Proposed Standards)***Tree Grate***

- 60” square “Boulevard” by Neenah Foundry (existing standard)
- 60” x 84” rectangular “Boulevard” by Neenah Foundry (proposed option)
- Cornell Structural Soil

Tree Guard

- Existing Standard (6' Ht., 16" Opening)

Planter Pots

- To be selected as part of first streetscape project
- Custom designs (select areas)

Street Furniture***Bench***

- Model 119-60, 6' by DuMor (Borough Standard)

- Black (proposed standard)
- Scarborough by Landscape Forms, Inc. (Campus side of College Avenue)
- Black

Trash Receptacles

- Concourse Series FC-12 by Victor Stanley (Borough)
- Midtown 32 by Keystone Ridge Designs, Inc.
- Black (proposed standard)

Recycle Receptacles

- Model FC-12 by Victor Stanley
- Black

BigBelly Solar Waste/recycling

- Black/Gray

Newspaper Corral

- To be selected as part of first streetscape project
- Black

Bike Facilities***Bike Racks***

- Model custom design by Spicer Welding & Fabrication
- Black
- Custom design (special locations)

Bike Hitch

- Bike Hitch by Dero, A Playcore Company
- Black
- Select locations
- Custom design (special locations)

Covered Bike Parking

- “Apex” by Duo-Gard
- Black
- Custom design (special locations)

Transit Shelter

- Penn State standard, custom design by Enseicom
- Black

Retaining and Seat Walls

- Limestone to match historic campus wall
- Brick to match campus brick, east of Garner

- Custom (to be identified during time of streetscape design)

Ornamental Pedestrian Channelization Fence

- Custom design to use Penn State post and chain post detail
- Black

Hoop Fence

- Custom design by Brooks Welding - Pleasant Gap, PA (Borough Standard)
- Black

Streetscape Typologies

Following is an outline of design specifics as they relate to each street typology. Many design specifics are determined as part of this master plan, however, some will be determined as each street is being designed.

Type-A Primary

These streets are the most important in terms of establishing the downtown public realm image and framework and receive the highest level of design treatment, going above and beyond what has already been completed downtown.

Locations

Allen Street Promenade (College to Beaver)

College Avenue Core (Atherton to Garner)

Heister Street (College to Beaver-Potential Future, similar to Allen Street Promenade)

Signal Mast Arms

Borough standard all signalized intersections

Street and Pedestrian Lighting

Borough Standard

Pavement

Brick/concrete base: South side College Avenue sidewalks and paved areas adjacent to transit stops and curb areas on north side. Allen Street, building face to building face, including crosswalks

Concrete: Shared Use path/upper walk on campus/north side

Permeable pavers: (where necessary to provide for drainage/amenity strip on south side of College Avenue)

Stamped concrete: Crosswalks on College Avenue (cobble/stone paving pattern and color) and bus pull-off zones

Tree Pits

Tree grates: College Avenue, south side and as needed on north side; Allen Street Promenade

Tree lawns: College Avenue, north side

Structural soil: College Avenue (tree grate locations); Allen Street Promenade

Planter Pots: College Avenue, both sides

Street Furnishings

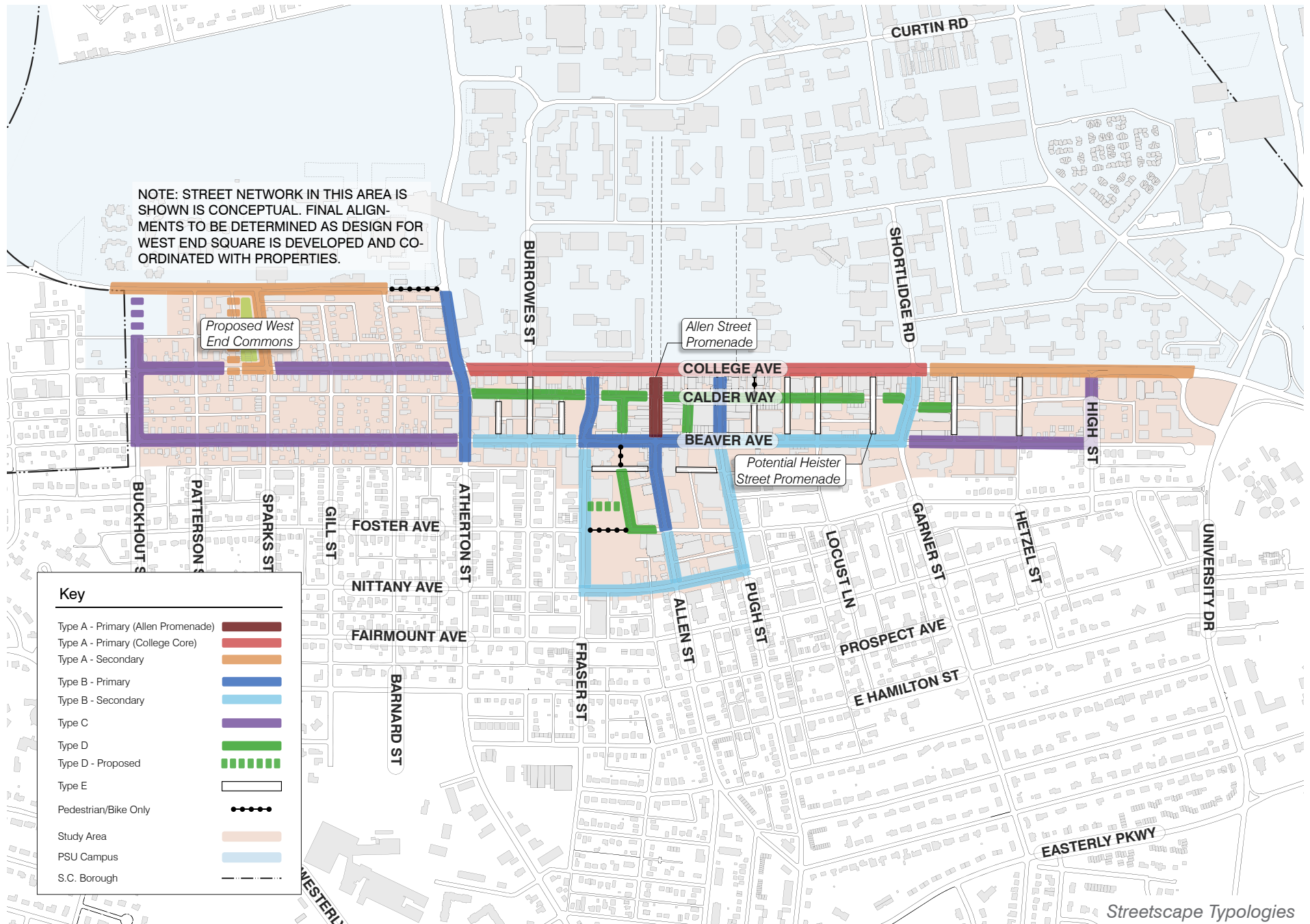
Bench, trash receptacles and recycle receptacles: Borough standard south side of College Avenue and throughout Allen Street Promenade (black); campus standard north side of College (black)

Newspaper Corals: College Avenue and Allen Street Promenade, both sides at transit stops and intersection nodes

Bike Facilities

Bike racks: At larger intersection nodes and gathering areas along both sides of College Avenue and Allen Street Promenade near College and Beaver intersections

Bike hitch: Both sides of College Avenue and Allen Street Promenade in smaller nodes and gathering areas.



Transit Shelters

College Avenue transit stops

Stone Retaining Walls

Limestone: north side of College (west of Shortlidge intersection)

Brick: north side of College (east of Shortlidge)

Custom: South side of College Avenue and throughout Allen Street Promenade (to be determined at time of final design, if needed)

Special Considerations

BigBelly Solar Waste/Recycling: Key locations along College Avenue, both sides and Allen Street Promenade

Infiltration Planters: South side of College Avenue where needed to accommodate grade transitions in amenity strip

Rain Gardens: Key locations along College Avenue (in larger bulb-out areas on south side and within lawn areas at South Halls) and Allen Street Promenade based on feasibility with geotechnical investigations

Use of Recycled Materials: Along College Avenue and Allen Street Promenade as special accents such as stone slab “benches,” pavement inserts, etc. (to be determined at time of design)

Public Art: Various locations, particularly in gathering areas and nodes (to be determined in conjunction with public art master plan)

Type-A Secondary

These streets are also important in terms of establishing the downtown public realm image and framework and are natural extensions to Type A –Primary streets.

Locations

College Avenue (Garner to University)

West College Avenue (Segment near Sparks, associated with proposed West End Square)

West Campus Drive (Barnard Street to Buckhout Street)

Sparks (Between College and West Campus Drive)

Proposed Street (Part of street network to define proposed open space)

Signal Mast Arms

Borough standard all signalized intersections

Street and Pedestrian Lighting

Borough Standard

Pavement

Brick /concrete base: All sidewalks

Tree Pits

Tree grates: All streets

Structural soil: All streets

Street Furnishings

Bench, trash receptacles and recycle receptacles: Campus standard north side of West Campus Drive; Borough standard all other streets

Newspaper Corrals: West Campus Drive

Bike Facilities

Bike racks: At larger intersection nodes and gathering areas along all streets

Bike hitch: Along all streets in smaller nodes and gathering areas.

Transit Shelters

College Avenue transit stop near Sparks Street and any future stops along West Campus Drive

Special Considerations

BigBelly Solar Waste/Recycling: Key locations along West Campus Drive

Infiltration Planters: Consider along West Campus Drive

Rain Gardens: Consider along West Campus Drive and within proposed West End Square based on feasibility with geotechnical investigations

Use of Recycled Materials: Along key locations of West Campus Drive and streets defining proposed West End Square

Public Art: Along key locations of West Campus Drive and streets defining proposed West End Square (to be determined in conjunction with public art master plan)

Type-B Primary

These streets are important streets that define the downtown core. Some streetscapes along these streets have already been completed (portions of Allen and Fraser Streets and portions of Beaver Avenue) or are in the process of being implemented (a portion of Atherton Street and a portion of Pugh Street) and have set the materials standard for all of downtown.

Locations

Atherton Street (Between Railroad Avenue and West Highland)

Pugh Street (Between College and Beaver)

Beaver Avenue (Incomplete sections between Fraser and Pugh)

Signal Mast Arms

Borough standard all signalized intersections

Street and Pedestrian Lighting

Borough Standard

Pavement

Brick /concrete base and Concrete Banding : All streets (consider eliminating band that runs the length of the sidewalk)

Tree Pits

Tree grates: All streets

Planter Pots:

All streets where room allows

Street Furnishings

Bench, trash receptacles and recycle receptacles: Borough standard

Newspaper Corrals: All streets at larger gathering nodes and transit stops

Bike Facilities

Bike racks: At larger intersection nodes and gathering areas along all streets

Bike hitch: All streets in smaller nodes and gathering areas.

Transit Shelters

Beaver Avenue transit stop

Special Considerations

BigBelly Solar Waste/Recycling: Key locations along all streets

Rain Gardens: Key locations along Pugh Street based on feasibility with geotechnical investigations

Use of Recycled Materials: Along all streets as special accents such as stone slab “benches,” pavement inserts, etc. (to be determined at time of design)

Public Art: Along all streets, particularly in gathering areas and nodes (to be determined in conjunction with public art master plan)

Type-B Secondary

These streets complete the perimeter of the downtown core. The primary difference between these streets and Type B-Primary is that they do not utilize the brick/concrete banding paving pattern. Sidewalks are primarily concrete with some brick accent areas.

Locations

Beaver Avenue (Between Atherton and Fraser and between Pugh and Garner)

Garner Street (Between College and Beaver)

Allen Street (Between Foster and Nittany)

Nittany Avenue (Between Pugh and Fraser)

Fraser Street (Between Beaver and Nittany)

Signal Mast Arms

Borough standard all signalized intersections

Street and Pedestrian Lighting

Borough Standard

Pavement

Concrete: Most areas

Brick /concrete base accents: Intersection nodes, bulb-out areas, transit stops and other accent areas as determined during design

Tree Pits

Tree grates: Beaver Avenue, Fraser Street (Beaver to Nittany east side and Beaver to Foster, west side)

Tree lawns: All other areas

Planter Pots:

Beaver Avenue where space allows

Street Furnishings

Bench, trash receptacles and recycle receptacles: Borough standard

Newspaper Corrals: Beaver and Garner at larger gathering nodes and transit stops

Bike Facilities

Bike racks: At larger intersection nodes and gathering areas along all streets

Bike hitch: All streets in smaller nodes and gathering areas.

Bike lane and contra lane: Garner

Transit Shelters

Beaver Avenue transit stops

Special Considerations

BigBelly Solar Waste/Recycling: Key locations along Beaver Avenue

Rain Gardens: Key locations along Pugh Street and Fraser Street based on feasibility with geotechnical investigations

Use of Recycled Materials: Along all streets as special accents such as stone slab “benches,” pavement inserts, etc. (to be determined at time of design)

Public Art: Along South Allen to Foster and Along Fraser to Nittany (link to Memorial Field) and Garner between Calder and College

Type-C

These streets represent the east and west extensions of College and Beaver Avenues (and the connecting portions of High and Buckhout Streets) but are outside of the downtown core and do not warrant the same level of design as Type A and B above. They should, nonetheless, be compatible in design.

Locations

Beaver Avenue (Between Garner and High)

High Street (Between College and Beaver)

West College Avenue (Between Atherton and Buckhout)

West Beaver Avenue (Between Atherton and Buckhout)

Buckhout Street (Between Beaver and College)

Signal Mast Arms

Borough standard all signalized intersections

Street and Pedestrian Lighting

Borough Standard

Pavement

Concrete: Most areas

Brick /concrete base accents: Intersection nodes, bulb-out areas, transit stops and other accent areas as determined during design

Tree Pits

Tree grates: Some areas along all streets

Tree lawns: Most areas along West Beaver and West College, High and Buckhout Streets and some areas along East Beaver

Street Furnishings

Bench, trash receptacles and recycle receptacles:
Borough standard in limited areas

Bike Facilities

Bike racks: At larger intersection nodes and gathering areas along all streets

Bike hitch: All streets in smaller nodes and gathering areas.

Bike lanes: West College, West Beaver

Transit Shelters

East Beaver stops (West Beaver and College as well?)

Special Considerations

Rain Gardens: Key locations along West College and West Beaver based on feasibility with geotechnical investigations

Type-D

This street type represents alleys designed as “shared space,” with a heavy emphasis on accommodating pedestrians while also accommodating service vehicles, bicycles and limited automobile traffic.

Locations

Calder Way (Atherton to Sowers)

D Alley (West Highland to Foster and potential future extension to Beaver)

Kelly Alley (Calder to Beaver)

Foster Avenue (Allen to D Alley)

Street and Pedestrian Lighting

Borough Standard as well as custom lighting such as overhead string lights and wall-mounted lights.

Utility Poles

Ornamental pole cover/light such as “Wrap-A-Post” (minimum solution) or custom pole wraps developed with local arts community as part of public art master plan (preferred)

Pavement

Stamped Concrete: All sections with (exception of Foster Avenue) to emphasize arts

Concrete unit pavers: (where necessary to provide for drainage/amenity strip on south side of College Avenue)

Tree Pits

Tree grates or planters: Select areas as feasible to avoid conflicts with utilities and service

Planter Pots

Custom design in select areas where feasible

Street Furnishings

Bench, trash receptacles and recycle receptacles: Borough standard throughout and/or custom designs developed in coordination with local artists

Bike Facilities

Bike racks: Borough standard or custom developed in coordination with local artist at larger alcoves and gathering areas

Bike hitch: Borough standard or custom developed in coordination with local artist in smaller nodes and gathering areas.

Covered bike parking: Borough standard or custom design developed with local artists in larger alcoves or in conjunction with private property owners

Bike Contra Lane: Calder Alley

Special Considerations

BigBelly Solar Waste/Recycling: Key locations with custom stencils, branding

Rain Gardens: In select areas coordinated with private property owners based on feasibility with geotechnical investigations

Green/Living Walls: On blank building facades

Use of Recycled Materials: Throughout all sections as special accents such as stone slab “benches,” overhead structures, wall-mounted art, pavement inserts, etc. (to be determined at time of design)

Public Art: Special emphasis on public art in various locations as described above as it relates to paving,

street furniture, bicycle facilities and use of recycle materials

Type-E

This street type represents all other streets within downtown and will include base level of treatment. Sidewalk paving would be predominantly concrete, however, the Borough standards for lights, street furniture, tree grates, etc. would be used.

Locations

All other downtown streets

Signal Mast Arms

Borough standard all signalized intersections

Street and Pedestrian Lighting

Borough Standard

Pavement

Scored concrete

Tree Pits

Tree grates or tree lawns as required, depending upon space conditions

Street Furnishings

Bench, trash receptacles and recycle receptacles: Borough standard

Bike Facilities

Bike racks: Borough standard at larger intersection nodes and gathering areas along all streets

Bike hitch: Borough standard at all streets in smaller nodes and gathering areas.

ARCHITECTURAL DESIGN

The Street Wall: Buildings define the street wall and have a powerful impact on the overall impression as well as the specific pedestrian experience created by a mixed-use street environment. The following are some best practices frequently found codified in zoning codes and design guidelines for contemporary American downtown streets.

- Uniformity of building height and set-back lines.
- Consistent transparency and activity at the ground floor – minimize blank walls and structured parking along the sidewalk at street level.
- Special building elements / building configuration at corners and major entrances.
- Appropriate uses – pedestrian friendly and activated uses at the first floor.

Proportions and Scale: Comfortable, appropriate proportions and human scale features contribute greatly to the impact of the building on the pedestrian experience. In addition, some tried and true design best-practices have proven consistently effective in producing a familiar and welcoming downtown environment.

- Base / Middle / Top: Definition of these three zones in the design of building facades can contribute to appropriate scale and proportion – and also provide rational mechanisms for expressing and accommodating the various building uses.
- First Floor Taller than Upper Floors: A taller first floor creates hierarchical importance; is consistent with the base/middle/top design approach and provides adequate vertical dimension to support a variety of retail functions.
- Scale Giving / Functional Elements: Provide canopies, awnings, railings and signage placed and sized with attention to human scale.
- Balance solid and void at the upper floors: Provide as high a proportion of glass to solid walls as is feasible. In addition to the benefits to resident health and comfort

plus reduced lighting costs, larger and more frequent windows create the reality and the perception of “more eyes on the street” resulting in a safer and more welcoming streetscape.

Building Materials and Systems-Pedestal Construction:

Current building codes permit as much as 5 stories of wood frame construction for multi-housing residential use above a concrete or steel frame “pedestal” at the first floor, provided that an adequate fire separation is achieved between the two systems.

- The “pedestal” construction approach has proven to be the most economical for mid-rise mixed-use development and is used commonly even in “high-end” markets.
- The “pedestal” level can be used for all varieties of retail and parking and can be combined with additional below-grade structured parking.
- Considerable flexibility in the configuration of the “wood frame” residential components can be achieved above the pedestal.

Building Skin / Surface Materials: The demand for economical market-rate and workforce housing has spawned the proliferation of materials and systems for building skins that can provide durability and aesthetic quality for a reasonable cost. The following are materials that we have seen most frequently used – in approximate order of cost from highest to lowest. Also provided are our suggestions for the appropriate deployment of the materials:

- Metal Panel: Concealed or exposed fastener metal panels customarily used on modern buildings and most appropriate for areas above the first floor (to avoid impact damage). Depending on the system, metal panel can be considerably more or similar in expense to brick veneer.
- Stone: There is a history of stone used throughout the Borough in institutional as well as commercial buildings. Where economically feasible, the use of stone as a veneer or accent material may be utilized.

- **Brick or High Density Masonry Veneer:** Customary hand-laid masonry units ideal for all styles of architecture and recommended for any and all locations on the building and on the street level.
- **EIFS – Exterior Insulated Finishing System:** Commonly referred to as Dryvit this system has suffered from significant performance failures over the years resulting in mitigating measure that significantly add to the cost. If installed to correct and current standards, the system can be as expensive as real, hand-laid brick veneer. Not recommended at the street level due to impact damage – best applied at upper stories due to aesthetic deficiencies.
- **Thin-Masonry Veneer Panels:** Thin ceramic / masonry tiles adhered to a backing panel provide the “appearance” of real hand laid brick. Commonly assembled off site and erected as panels often for accelerated schedules. Most appropriate on simple, uniform and repetitive building facades on areas above the first floor – may not be durable enough for first floor applications.
- **Cementitious Boards:** composed of cement and reinforcing fibers this material can be utilized in a variety of applications from simulated wood siding to flat panels with a similar overall appearance as metal panels. It is available in planks or sheets. There is considerable variety in texture, color and design application. The product is durable and paintable. Cementitious board is installed in the same fashion as aluminum or vinyl siding with direct fastening to the building sheathing. Appropriate for all locations on the building exterior with judicious use on the first floor to mitigate possible impact damage.
- **Aluminum or Vinyl Siding:** Customary sheathing materials which are most appropriately employed in traditional residential applications. For mixed use, downtown applications on the street wall the materials are generally not appropriate except at upper levels far from close view and away from impact areas. To save overall skin costs, these materials are commonly used

even in downtown mixed-use developments at the back of buildings or in areas not viewable from significant public spaces such as the main street.

SUSTAINABLE BUILDING AND SITE DEVELOPMENT PRACTICES

The following sustainable practices are to be considered for individual buildings and sites outside of the public realm. Sustainable practices for projects within the public realm are incorporated into each of the public realm enhancements described in section 3 of the report.

Environmentally conscious design for neighborhoods, existing buildings and new construction

The intentions of sustainable planning and design are to eliminate negative impact on the local and global environments, both natural and built, through skillful, sensitive design. There are many environmental design, reference and performance standards being employed locally and nationally. Green construction codes such as ASHRAE 189.1, Standard for the Design of High Performance, Green Buildings, the International Energy Conservation Code (IECC), International Green Construction Code (IgCC) are emerging on the national code stage. Voluntary green building rating and certification systems are prevalent across building types. One of the better known rating system is Leadership in Energy and Environmental Design (LEED) by the United States Green Building Council (USGBC), a non-profit trade organization. LEED is a framework for assessing building performance and meeting sustainability goals in a holistic approach and assigns rating levels to projects depending on the amount of credits earned. LEED-ND (Neighborhood Development), LEED-NC (New Construction and Major Renovations), LEED-EBOM (Existing Buildings; Operations & Maintenance) and LEED-H (Homes and Mid-Rise) are just a handful of the applicable rating systems. Other user-friendly voluntary certification programs include EPA's Energy Star, NAHB National Green Building Program, The Sustainable Sites Initiative and Enterprise Green Communities.

These rating systems and certifications act as helpful design measurement tools and resources. Several design decisions can be considered to take advantage of the local environment, encourage smart growth practices, minimize site disturbance, optimize energy performance, create healthy indoor environmental quality, conserve water and relieve over-stressed resources. Environmentally-friendly materials, systems and strategies can be considered and value-rated for appropriateness for each project. For example, optimization of the building envelope is critical for new buildings. Added wall and roof insulation, careful installation and detailing of air/vapor barriers at openings and intersections and proper drainage/rainscreens behind certain façade materials (particularly important in the specification of EIFS systems) will improve energy performance (resulting in reduced operating costs and less impact on the environment) and optimize indoor air quality, minimizing the potential for mold and other pollutants that can cause illness and reduce human performance. Other design considerations include installing a reflective roof to reflect the sun's heat and reduce the heat island effect. A vegetative roof will also filter stormwater and provide a natural habitat for insects and birds. Developing cooling gardens of native plant materials will soak up stormwater and reduce cooling costs. Installing energy efficient appliances and high performance mechanical and lighting systems will reduce the energy performance. Further improvements such as meters and lighting controls will adjust for temperature, sunlight, carbon dioxide levels, humidity and time of day, all resulting in reduced operating costs. Specifying renewable carpets, local materials that include a high percentage of recycled content will reduce landfill waste and transportation costs. Durable, low-VOC materials will last longer and contribute to occupant health. And perhaps most importantly, providing controlled natural daylight will decrease dependence on artificial lights and mechanical ventilation, provide a visual connection to the outdoors and views to connect occupants with nature.

When dealing with existing buildings and significant renovations, many of the above recommendations are relevant. Window replacements, comprehensive re-

pointing and application of new sealants where appropriate, combined with window replacements can have a significant impact on the energy performance of the building envelope. Further enhancements can be achieved by adding insulation to the interior of existing walls where space permits in major renovation projects. Replacing existing plumbing fixtures will low-flow showers, urinals, lavatories and dual-flush toilets will greatly reduce potable water usage.

While practical application varies among disciplines, some common principals are as follows:

Energy Efficiency and Indoor Environmental Quality

- Building HVAC systems designed using high efficiency packaged roof top units with economizer control and energy recovery; and an energy model as a design tool to optimize energy performance
- Outside air measurements and CO2 level monitoring to ensure proper and continuous ventilation quality is maintained
- Thermal controls provided to meet the latest ASHRAE 55 standards and accommodation of the individual preferences of building occupants for comfort
- Use of environmentally-friendly HVAC refrigerant(s)
- Consideration for an Energy Management System (EMS) to monitor the use of energy in the buildings (an EMS is a computer that controls the operation of all major building systems, in order to run the building efficiently and effectively and balance the source of energy with the consumption of energy)
- Employment of an independent Commissioning Authority that will be involved through design and construction phases of the project
- Specification for low-VOC (volatile organic compounds) products that contain little or none of the dangerous chemicals commonly found in these materials, such as paints, adhesives, carpets and composite wood products
- Consideration to banning smoking in buildings or within

25 feet of the entrances, operable windows, or fresh air intakes

- Meeting ASHRAE 55-2004 standards to ensure thermal comfort and providing thermal controls to ensure accommodation of the individual preferences of its occupants

Lighting and Power

- Using lighting and power electrical systems that will utilize techniques of energy conservation and daylight harvesting (such as high efficiency lamping, rapid programmed start electronic ballasts and LED fixtures)
- Allowing for natural daylight via windows and clerestories to create bright and airy spaces that reduce the need for artificial lighting
- Use of dimming, multiple switching, daylight sensors and vacancy sensors in appropriate places
- Exterior lighting design that addresses personal security, while minimizing light pollution of surrounding areas through the use of down light fixtures with full cut-offs that incorporate “Dark Sky” technology
- Control of exterior security lighting using photocells and control of exterior accent lighting using an astronomical time clock

Building Envelope

- Use of large windows to provide views of the outdoors while also allowing for natural daylighting and winter solar heating
- Building siting (as feasible in an urban grid) to allow for optimum solar orientation – maximizing interior spaces with north and south exposures and limiting the glazing to the east and the west
- Consideration for the use of exterior sun shades, vertical fin shading elements and overhead for solar and glare control
- Use of high-performance, double-glazed, “Low-E” windows with thermal breaks to control solar loads

(low-energy glass is insulated and tinted to filter heat and UV rays from the sun and maximizes the amount of useable natural light to enter the building).

- Consideration for operable windows for natural ventilation and individual control as appropriate in buildings
- Utilization of air and vapor barriers (Air barriers restrict the flow of air through a material and vapor barriers resist the flow of water vapor through a material. Depending on the exterior cladding materials and the detailing of the wall and roof assemblies, the air and vapor barriers will ensure that the risk of air leakage, water damage, mold and condensation are eliminated).
- Efficient building envelope designs to optimize the R-values for both roof and wall assemblies (R-value is a measure of the capacity of a material to impede heat flow, with increasing values indicating a greater capacity)

Site Considerations

- Enhanced pedestrian connections to attractions, community services and transit stops
- Encouraging and promoting car-pooling and use of bus service
- Use of low-emitting and fuel efficient vehicles
- Provision of preferred parking spaces for carpools and LEFEV vehicles
- Bike racks within public and private properties to promote and support increased bicycle usage
- Potential use of pervious paving if specific site conditions allow, considering the limestone geology. (Pervious—or permeable—paving allows the movement of stormwater through the paving surface. In addition to reducing runoff, it effectively traps suspended solids and filters pollutants from the water. This controls stormwater at the source, reduces runoff and improves water quality by filtering pollutants in the substrate layers.)
- Continued emphasis on use of shade trees to shade paved surfaces and building facades to reduce “heat

island effects,” which contribute to higher summer temperatures (Heat island effects can result in increased cooling loads which require larger HVAC equipment and energy for building operations. These effects can be mitigated though the application of shading and the use of materials that reflect the sun’s heat instead of absorbing it).

- Consideration for “cool roof” technology for most of the roof areas (The Energy-Star compliant system will have a white cap sheet or coating to reflect the sun’s rays and contribute to reducing the “heat island effect”).
- Consideration for vegetated roof systems (green roof), as “extensive” or “intensive” systems (vegetative roofs reduce storm water runoff, protect the roof from UV deterioration, provide additional insulation value and recreate habitats for butterflies, insects and songbirds)

Water Conservation

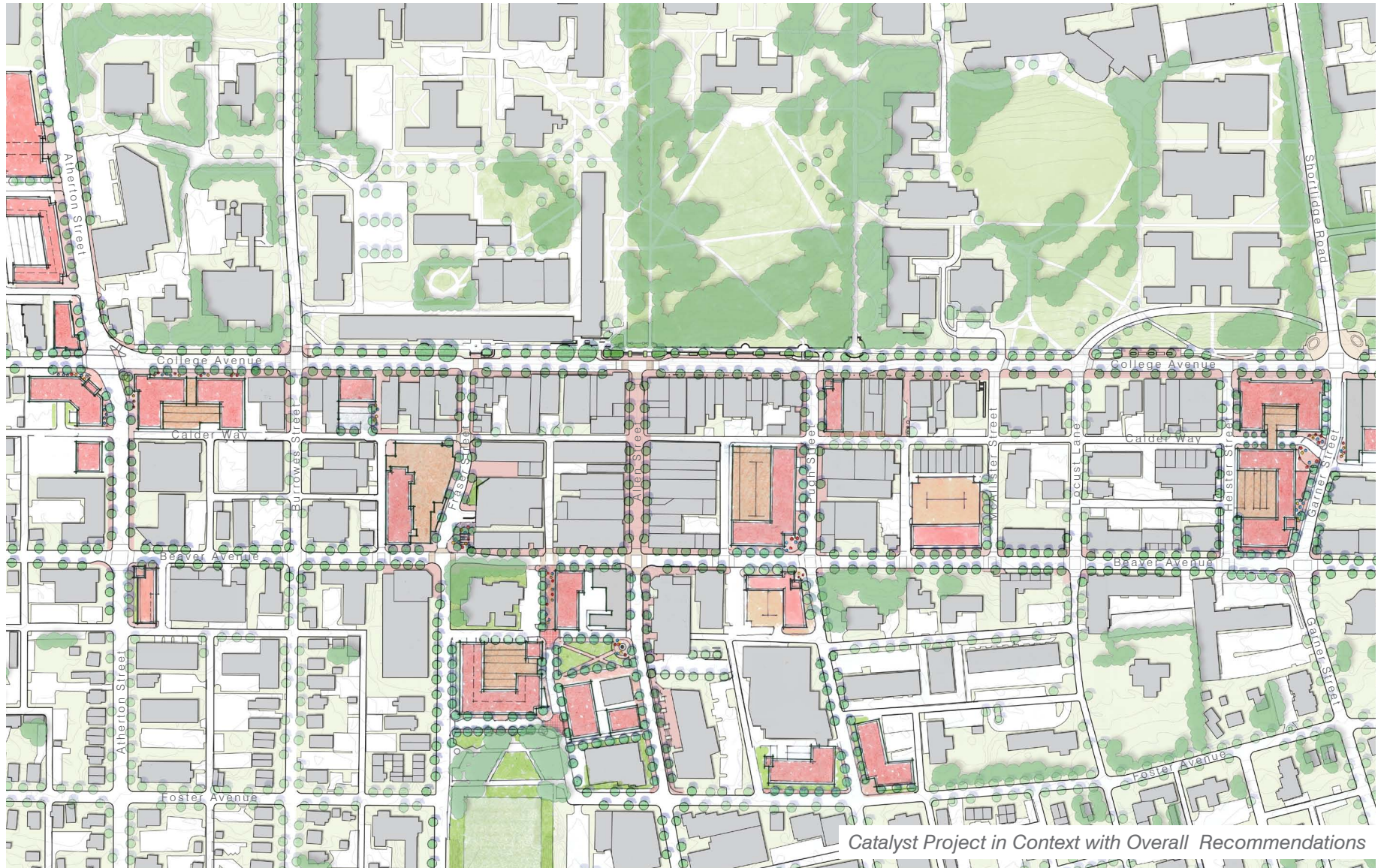
- Use of plumbing systems that minimize the use of water, including water-conserving toilets (such as dual-flush and/or low-flow), low-flow urinals and sensor faucets
- Use of native and drought-resistant plants that eliminate the need for an irrigation system or extensive watering

Conservation of Materials and Resources

- Specification preference for locally-extracted and manufactured building materials
- Use of high-recycled content materials including: steel, concrete, carpet, rubber, acoustical ceiling panels, drywall and finish materials
- Consideration for areas throughout buildings for the collection of materials for recycling and centralized areas dedicated for the separation and storage of these materials
- Specification of wood-based materials that are certified in accordance with the Forest Stewardship Council’s (FSC) Principals and Criteria to encourage environmentally responsible forest management

- Consideration for replacing large quantities of portland cement with either fly ash or ground granulated blast furnace slag (ggbfs) in concrete in concrete masonry units and site-cast concrete (Both fly ash and ggbfs are by-products of steel production. Utilization of slag cement or fly ash in concrete lessens the burden on landfills, reduces emissions and ultimately conserves energy).
- Development of a Construction Waste Management plan to divert construction and land clearing debris from landfill disposal by recycling and/or salvaging the waste

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Catalyst Project in Context with Overall Recommendations

APPENDIX D: CATALYST PROJECT COST SUMMARY

The Catalyst Project is comprised of multiple streetscapes (or portions of streetscapes) as outlined in Theme 3 of Chapter 3 of the master plan report. Following is a breakdown of the streetscape projects included in the Catalyst Project (extents of Catalyst Project illustrated on opposite page).

Projects Initial (2013/2014)	Construction Cost Today	30%	Project Cost	3% Escalation/ 2014	Total Budget
<i>Allen/College Intersection</i>	\$220,000	\$66,000	\$286,000	\$9,000	\$295,000
<i>Allen Street Promenade (College to Beaver)</i>	\$1,000,000	\$300,000	\$1,300,000	\$39,000	\$1,340,000
<i>Calder Way (McAlister to Burrowes)</i>	\$1,370,000	\$411,000	\$1,781,000	\$53,000	\$1,835,000
<i>Beaver Avenue (Pugh to Miller Alley)</i>	\$1,205,000	\$361,500	\$1,566,000	\$47,000	\$1,615,000
<i>Wayfinding</i>	\$250,000	\$75,000	\$325,000	\$10,000	\$335,000

Catalyst Project Cost Summary

APPENDIX E: GLOSSARY

ADA - Americans with Disabilities Act

Bulb Out - Area of expanded sidewalk at intersections to shorten crossing distance for pedestrians and narrow the travel lane.

CATA - Centre Area Transportation Authority, operator of the CATABUS Community Service and Campus Service bus systems.

CBICC - Chamber of Business and Industry of Centre County

CID - Commercial Incentive District

COG - Council of Governments, Centre Region

CRBC - Centre Region Bicycle Coalition

CVB - Central Pennsylvania Convention and Visitors Bureau

Contra-flow Lane - A lane for cyclists in which the traffic flows opposite of the lanes around it.

FAR - Floor Area Ratio, the ratio of a building's total floor area to the size of the piece of land upon which it is built.

LOS - Level of Service, a function of peak pedestrian volume and the average amount of sidewalk space available for travel "A" being best and "F" being worst.

Mixed-Use Development - Development which blends a combination of commercial, institutional, residential, or retail land uses.

Multi-Modal - Describes the use of many forms of transportation; walking, bus, cycling, cars, train, etc...

Pop-Up Cafe - Temporary seating area that may be set up on the street in parallel parking zones in front of food establishments.

PSU - The Pennsylvania State University

Road Diet - Also called lane reduction or road channelization. A term used to describe when a road is reduced in travel lanes and/or effective width in order to achieve greater efficiency or safety.

Sharrows - Shared lane marking indicating cyclists may use the full lane of travel.

Town-Gown - Relationship between the University and the community in which it resides.

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