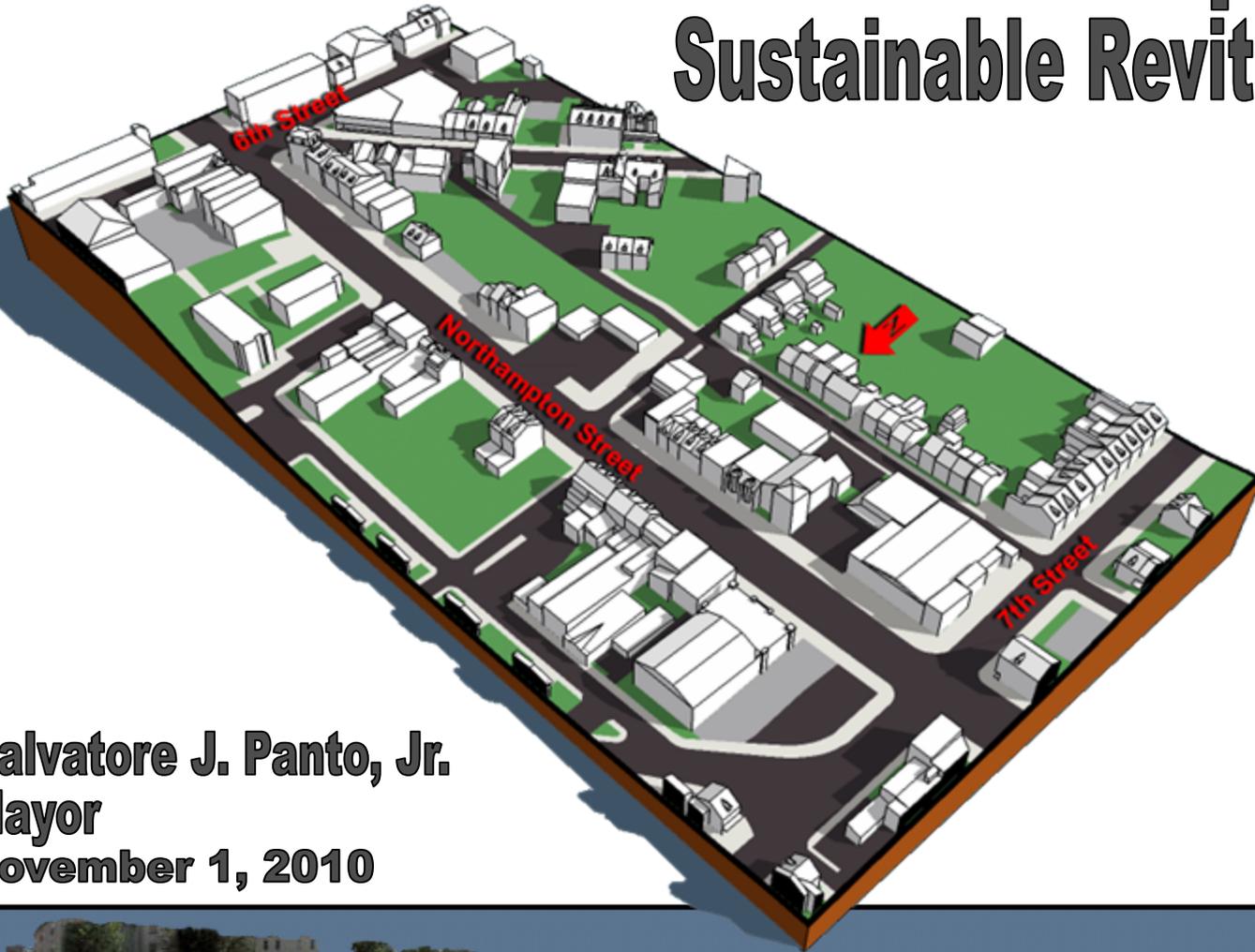


600 Block of Northampton Street Sustainable Revitalization Plan



Salvatore J. Panto, Jr.
Mayor
November 1, 2010





AGENDA

- Welcome
- Plan Purpose & Deliverables
- Neighborhood Characteristics
- Zoning/Land Use Policy/Consumption
- Business and Land Survey
- Process
- Schedule
- Adjourn





Needs:

- Property Maintenance and Environmental Quality of 600 Block Streetscape Improvements
- Address possible commercial and residential uses of land, specifically, accommodating new uses while protecting the intent and integrity of the National Register of Historic Places District
- Address the need for quality and equitable housing and sustainable, neighborhood scale economic development
- Enhance the transition between the Downtown and West Ward Neighborhoods
- Preserve and improve infrastructure and access to the local and regional transportation network





Table of Contents

- Populations
- Housing
- Employment
- Business
- Land Use/Zoning
- Building Types
- Vacancy
- Redevelopment
- Environmental Quality
- Utilities/Transportation/
Circulation
- Bicycle/Pedestrian
- Community Facilities &
Services
- Parks/Recreation/
Open Space
- Streetscape



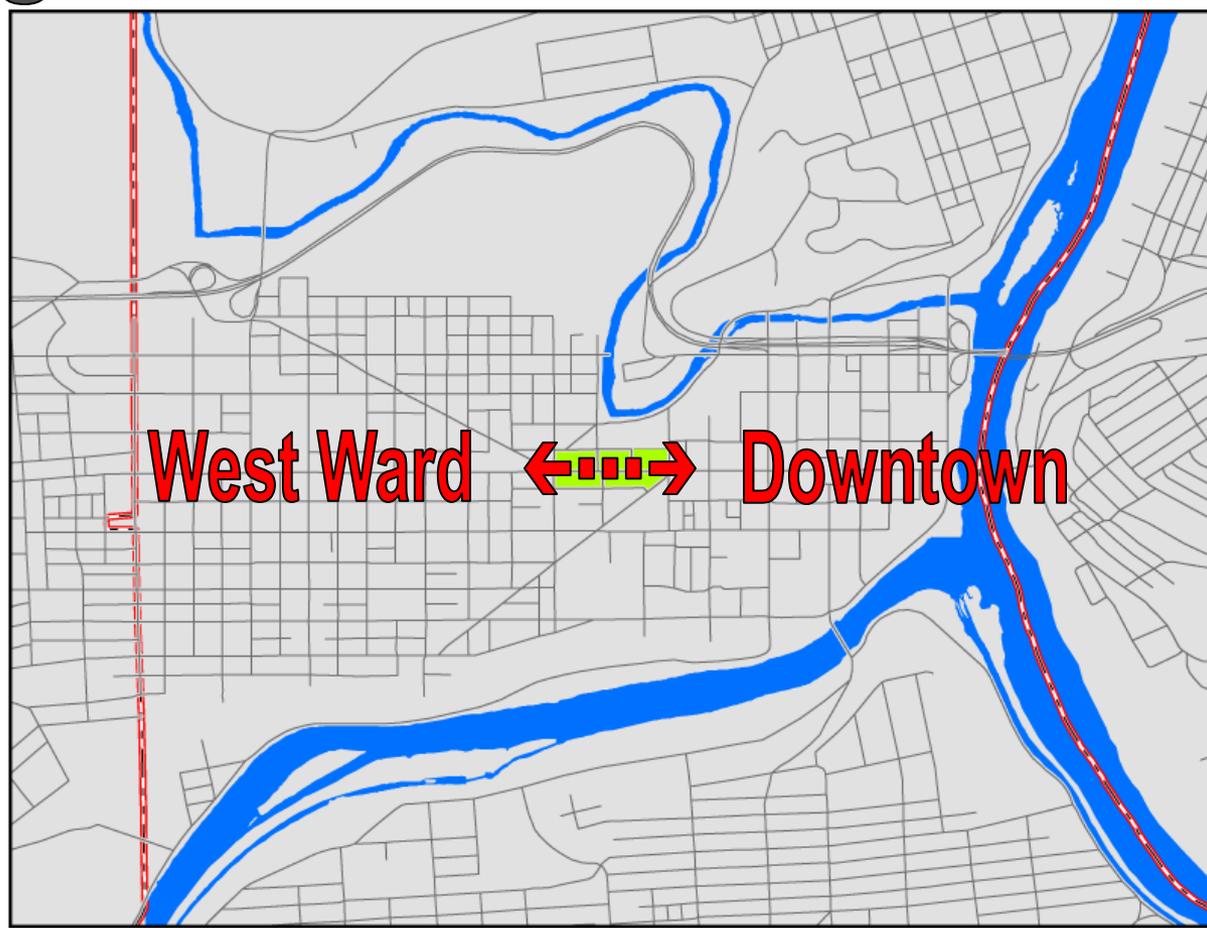


The Block





Strategic Location





Study Area Defined

8.54 Acres (0.013 Square Miles)

57 Properties

215 Residents (Approximate)

0.78 Miles of Public Roadway





2000 US Census



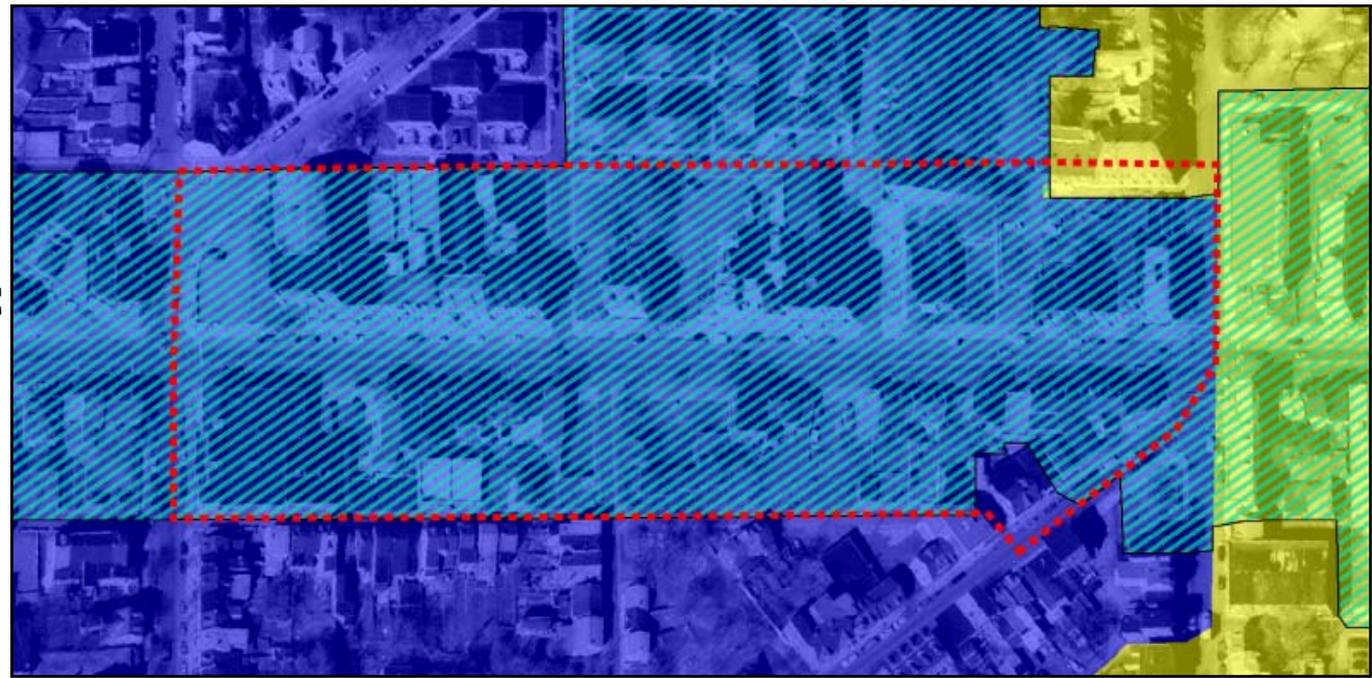


Local Zoning

West Ward Zoning District

Downtown Zoning District

**Street Corridor Enhancement
Overlay District**





Land Use

- Single-Family Home
- Multi-Family Home
- Apartments
- Offices
- Mixed Office/Residential
- Retail
- Mixed Retail/Residential
- Repair Shop/Garage
- Emergency Services
- Parking
- Vacant Land
- Vacant Commercial





Historic Districts

Local Historic District

**National Register
Historic District**





BOOMTOWN SINGLES

- Lifestyle Traits
 - Shop at Victoria's Secret
 - Do Karate
 - Read Bridal Magazines
 - Watch VH1
 - Drive Suzuki SX4
- Demographic Traits
 - Lower to Middle Income (Median \$41,046)
 - Less Than 55 Years
 - Without Children
 - Generally Renters
 - Some College
 - Entry Level Jobs

Courtesy of Nielsen and Claritas





FAMILY THRIFTS

- Lifestyle Traits

- Shop at Drugstores
- Buy Large Babydolls
- Read CosmoGIRL!
- Watch Noticiero Univision
- Drive Suzuki Brand Cars

- Demographic Traits

- Lower to Middle Income (Median \$31,483)
- 25-44 Years Old
- Have Kids
- Mix of Renters and Homeowners
- High School Graduates

Courtesy of Nielsen and Claritas





MOBILITY BLUES

- Lifestyle Traits
 - Purchase Vitamins from Home (Catalog/TV)
 - Go Whitewater Rafting
 - Read Rolling Stone
 - Watch Game Show Network
 - Drive Suzuki Grand Vitara
- Demographic Traits
 - Median Household Income: \$29,912
 - Less than 35 Years Old
 - Without Kids
 - Renters
 - Some College

Courtesy of Nielsen and Claritas





PARK BENCH SENIORS

- Lifestyle Traits
 - In-Home Housewares Purchase
 - Buy Gospel Music
 - Watch the People's Court
 - Drive Suzuki Reno
- Demographic Traits
 - Median Household Income: \$24,958
 - Over 55 Years Old
 - Generally Without Kids
 - Rent
 - Mostly Retired
 - High School Graduate

Courtesy of Nielsen and Claritas





SUNSET CITY BLUES

- Lifestyle Traits
 - Order from QVC
 - Collect Coins
 - Read Ladies' Home Journal
 - Watch One Life to Live
 - Drive Kia Brand Cars
- Demographic Traits
 - Lower to Middle Income (Median \$40,417)
 - Over 55 Years of Age
 - Mostly Without Kids
 - Homeowners
 - Mostly Retired
 - Some College

Courtesy of Nielsen and Claritas



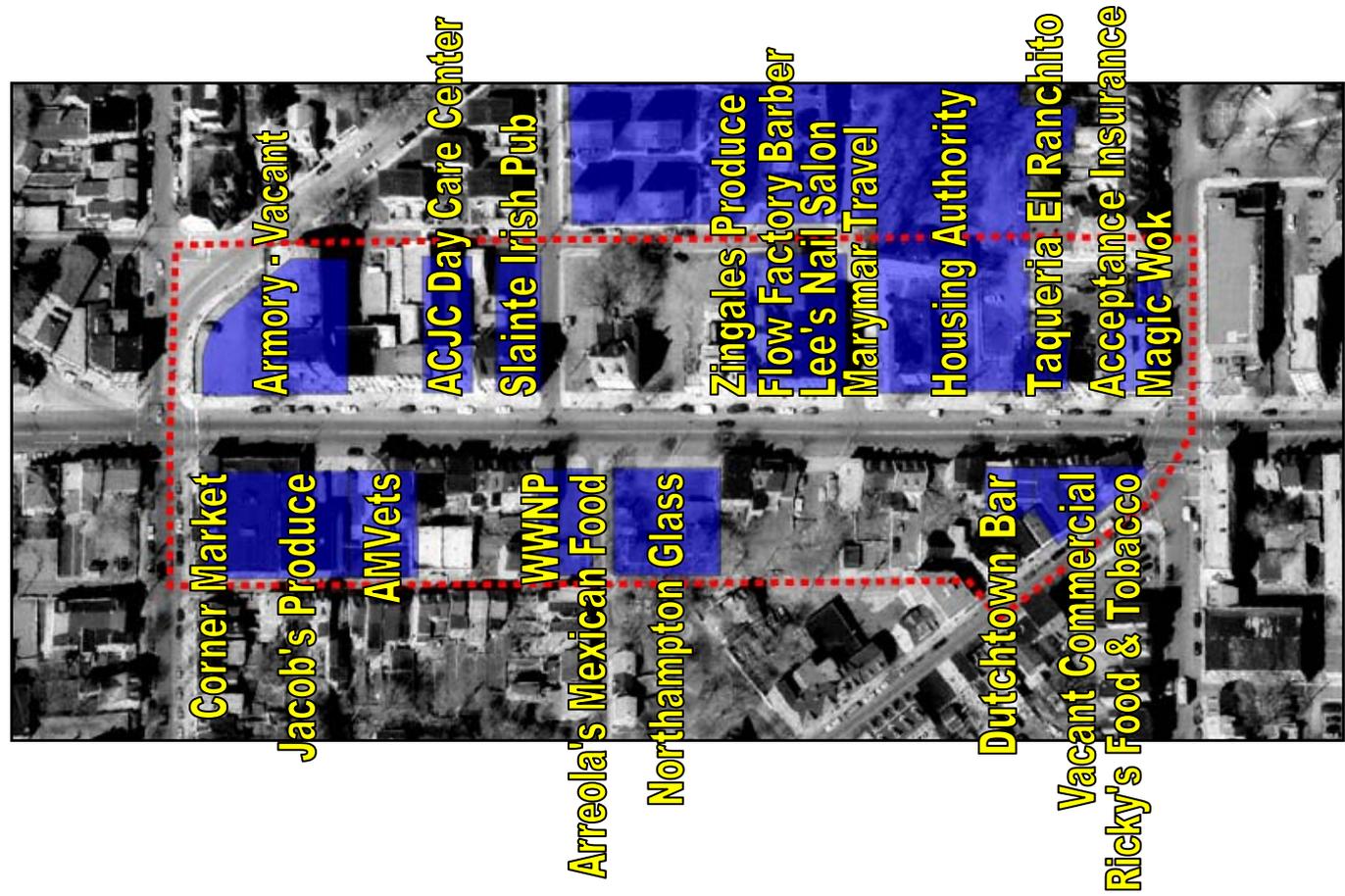


Apartments

Building Type	Units
Single Unit Buildings	7
2 - 4 Unit Buildings	49
5 - 9 Unit Buildings	32
10 - 14 Unit Buildings	26
Total	113



Businesses/Organizations





Parking

Handicapped Parking

Time Limit - No Meter

On-Street - No Meter

Private Parking





LANTA Bus Routes

Six Transit Routes:

Palmer Mall - South Side

Palmer Mall - Line/Berwick

Easton - Allentown

Harlen House - West Easton

Easton - Bethlehem via NCC

Stones Crossing - Line/Berwick





Daily Traffic

Wood Avenue:
2,300 Vehicles, 1% Trucks

Propsective Avenue
2,670 Vehicles, 4% Trucks

Walnut Avenue
2,790 Vehicles, 5% Trucks

Northampton Street (West)
8,410 Vehicles, 3% Trucks

Northampton Street (East)
9,720 Vehicles, 3% Trucks



Data from the Pennsylvania Department of Transportation + Lehigh Valley Planning Commission





Next Steps

- Phase I: Survey & Information Gathering
- Phase II: Present Findings for Information Gathering Phase
- Phase III: Synthesis & Visioning
- Phase IV: Draft Master Plan
- Phase V: Final Master Plan





Schedule & Information

City of Easton

Department of Planning & Codes

(610) 250 – 6721

planning@easton-pa.gov

www.easton-pa.gov

Community Action Committee of the Lehigh Valley

West Ward Neighborhood Partnership

(610) 515-0891

eguzman@caclv.org

www.caclv.org

