



600 BLOCK OF NORTHAMPTON STREET MASTER PLAN

NEIGHBORHOOD MEETING

2.0

STRENGTHS ★ WEAKNESSES

OPPORTUNITIES ★ THREATS

November 17, 2010

AGENDA

- Welcome
- Plan Purpose & Deliverables
- Strengths
- Weaknesses
- Opportunities
- Threats
- Preliminary Survey Results
- Schedule
- Adjourn



STUDY AREA

172 Parking Spaces
17 Businesses
113 Apartments

8.54 Acres (0.013 Square Miles)
57 Properties
215 Residents (Approximate)
0.78 Miles of Public Roadway



600 BLOCK OF NORTHAMPTON STREET
MASTER PLAN

IN THE BEGINNING...

- 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

MASTER PLAN WILL ADDRESS:

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

MASTER PLAN SCHEDULE

- **Phase I: Survey & Information Gathering**
 - ▣ **November 2010**
- Phase II: Present Findings for Information Gathering Phase
 - ▣ December 2010
- Phase III: Synthesis & Visioning
 - ▣ January 2011
- Phase IV: Draft Master Plan
 - ▣ February 2011
- Phase V: Final Master Plan
 - ▣ March 2011
- Phase VI: Implementation
 - ▣ March/April 2011 Start

PROPERTY OWNER MAP



STRENGTHS

- Not too many property owners to work with
- Restaurants and bars do well
- Locally owned businesses
- Green space to work with
- Lots of traffic
- Variety of housing types
- Diversity of residents
- Within walking distance of greater population
- Historic fabric
- Public transportation
- Size of buildings are good
- Topography is good for traffic
- Learn and interact with the people there
- Public Transportation
- Day care center – educational opportunities
- Vacancies provide opportunities



WEAKNESSES

- ❑ **Drugs and criminal activity**
- ❑ **Armory condition**
- ❑ **High percentage of land ownership**
- ❑ **Vacancy**
- ❑ **No sitting areas for people to converse**
- ❑ **Kids and adults playing in the middle of the street – bikes and skateboards**
- ❑ **Bar**
- ❑ **Topography slows people down while walking**
- ❑ **Parking on and off-street in front of businesses**
- ❑ **Lack of historic perspective – no markers**
- ❑ **PennDOT regulations**
- ❑ **ADA ramps getting filled up with leaves, water from fire house**
- ❑ **No block watch group**
- ❑ **Traffic regulations are not well-enforced**
- ❑ **Lack of owner occupied buildings**
- ❑ **Traffic light at Walnut and Northampton**
- ❑ **No guards helping kids cross the street – cars don't always stop for school buses**
- ❑ **Driver behavior – LANTA buses are major contributor to this**
- ❑ **Major urban design issues**
- ❑ **Street width and cross walks mid-block**
- ❑ **Public housing – physical management and lighting**

OPPORTUNITIES

- Great for businesses
- Resident involvement
- More chain stores at a smaller scale – quality and price and brand recognition issue
- Converting uses
- Armory
- 5 points building and Hillton
- AmVETS
- Reading market
- Reconnect pedestrian footpaths
- Gateways between blocks
- West Ward CBD – extension beyond 600 Block
- Thrift shop – reach different demographics
- Make more attractive to middle-income residents
- Transition area – bridge areas
- Neighborhood identity – signs welcoming

THREATS

- Speculation
- Stagnation
- Criminal activity
- Transient population
- Poor upkeep of property
- Lack of job opportunities
- Lack of educational opportunities
- Feeling of hopelessness from the people
- People with an “I don’t care” attitude

SURVEY

- Authorities, Boards + Commissions → Internet + Interview
- Block Stakeholders → Internet + Interview
- Surrounding Neighborhood Stakeholders → Internet + Interview
- Citizen Stakeholders → Internet

PRELIMINARY INTERNET SURVEY RESULTS

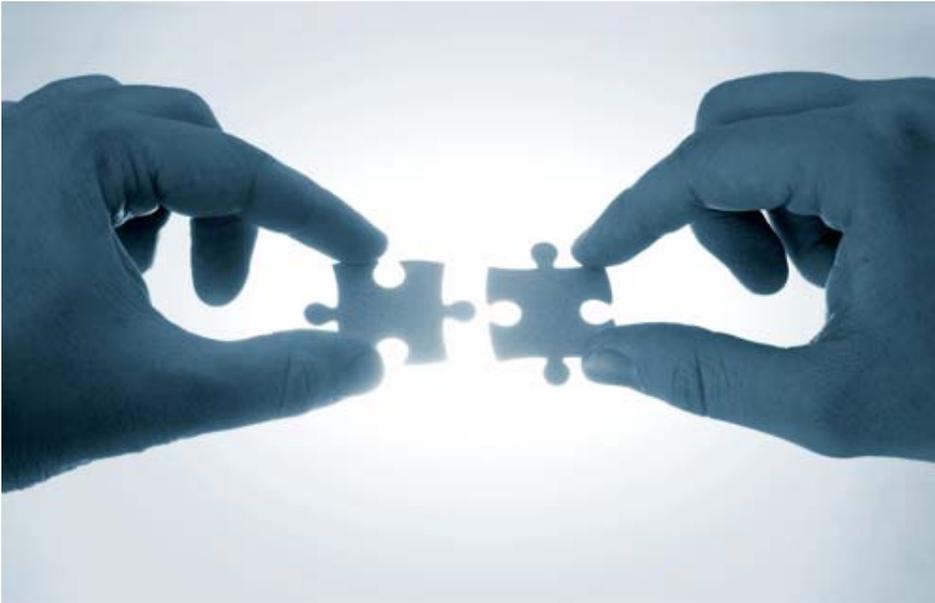
Opportunities for the 600 Block of Northampton Street?



1. Chance to Improve a Community and Neighborhood Gateway
2. Chance to Reuse Existing and Underutilized Buildings
3. Chance to Create New Open Space and/or Parks
4. Chance to Improve Housing Quality and Equity
5. Chance to Better Connect the West Ward and Downtown Neighborhoods
6. Chance to Attract New Businesses and Residences

PRELIMINARY INTERNET SURVEY RESULTS

Challenges for the 600 Block of Northampton Street?



1. Housing Quality
2. Absentee Landlords
3. Deferred Property Maintenance
4. Transient Population
5. Streetscape
6. Crime/Safety

PRELIMINARY 600 BLOCK RESIDENT SURVEY RESULTS

- Residents like:
 - Easy access to public transit
 - Convenient location
 - City camera system
 - “Decent people” on the block (e.g. non-gang and non-drug activity-related persons)
 - ADA ramps
- Residents dislike:
 - Noise
 - “bad teenagers,” gangs and drug dealers hanging-out
 - Drug users that reside on the block
- Average length of residency - 1.3 years
- Non-Section 8 rents between \$650 and \$875 per month
- About half of residents have children; of these generally only 1 child per household
- Most residents do not own a vehicle
- About half of rental unit residents responding so far feel that their landlord is appropriately maintaining the rental unit they occupy

PRELIMINARY 600 BLOCK BUSINESS OWNER/OPERATOR SURVEY RESULTS

- Businesses like:
 - Traffic - Easy Access to Customers
 - Convenient location
 - City camera system
 - “good people” on the block (e.g. non-gang and non-drug activity-related persons)
 - ADA ramps
 - Street trees
- Businesses dislike:
 - Overall property maintenance
 - Gangs and drug dealers hanging-out
 - Drug users that reside on the block
 - Grass in front of commercial storefronts (is trampled and muddy)
 - How dark it is at night
- Business tenure ranges from 1 ½ years to over 50. Average business tenure is 16 years.
- About half of business operators park on-street and half in parking lots
- Average small business rent is \$1,191 per month. Rents increase significantly for larger floor plate businesses.
- Roughly half of businesses plan to remain on the block. The other half would like to expand their businesses but, do not feel there is room to expand or rents are too high for the location.

TAKE THE SURVEY!

Internet Survey Available
through November 30, 2010

<http://www.surveymonkey.com/s/MS73RSV>

Tell Your Friends!

*Completing this survey is reported to bring
Good Luck!*

MORE INFORMATION PLEASE!

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*Master Plan Info Page in the Planning Section of the Website
in the Project Subfolder*

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