

dutchtown
 market
 green

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a

.

acknowledgements

acknowledgements

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acknowledgements

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acknowledgements



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acknowledgements

b.



action plan

[CONTENT PENDING REVIEW]

 **action plan**

**TRANSPORTATION
& CIRCULATION**



POPULATIONS



BUSINESS



VACANCY



**BUILDING
TYPES**



EMPLOYMENT



**PARKS,
RECREATION &
OPEN SPACE**



As the planning process went forward, these issues continued to be raised by stakeholders. Within this framework thorough analysis, the block's priorities, key issues, goals, strategic steps, and potential community model were developed.

**COMMUNITY
FACILITIES &
SERVICES**



REDEVELOPMENT



**LAND USE
& ZONING**



HOUSING



UTILITIES



**ENVIRONMENTAL
QUALITY**



**BICYCLE,
PEDESTRIAN &
TRANSIT FACILITIES**

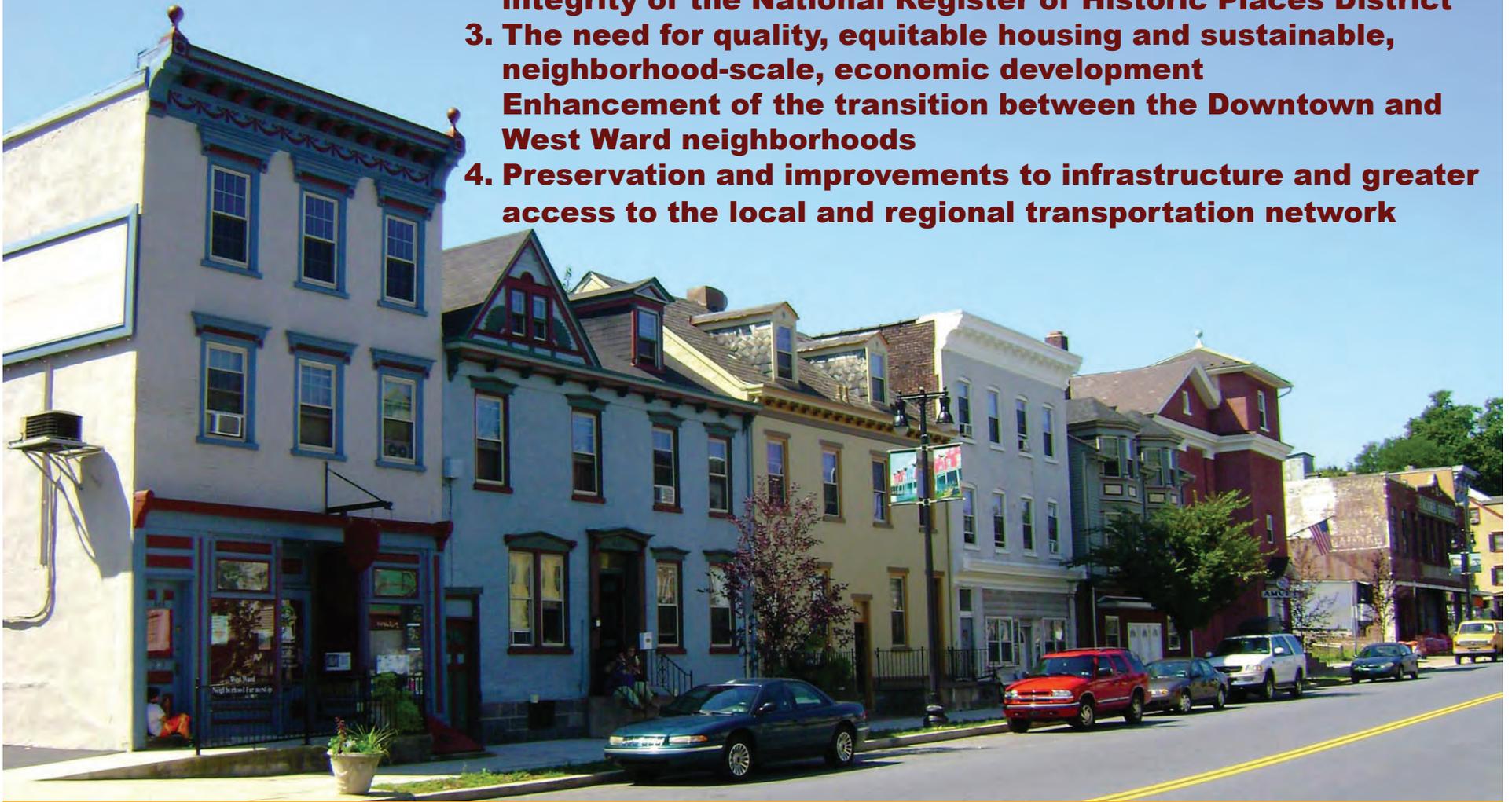


action plan



ADDRESS:

1. Property maintenance and environmental quality of the 600 Block's streetscape improvements
2. Commercial and residential uses of land, specifically, accommodating new uses while protecting the intent and integrity of the National Register of Historic Places District
3. The need for quality, equitable housing and sustainable, neighborhood-scale, economic development
Enhancement of the transition between the Downtown and West Ward neighborhoods
4. Preservation and improvements to infrastructure and greater access to the local and regional transportation network



 **action plan**

C -



goals

Goals speak to values and priorities, hopes and dreams, which in turn inform a shared vision for the 600 block of Northampton Street. This is a block back in business and back on the map.



GOAL 1

To improve property maintenance, to create an attractive environment, to promote local businesses, and to enhance the climate for living, visiting, and commerce along the 600 Block

GOAL 2

To preserve our architecture heritage, to promote our rich history, and to ensure new development and redevelopment are appropriate to this unique and dynamic block

GOAL 3

To reinforce a sense of neighborhood, to keep residents informed, to engage in the community, to build consensus structurally, and to create and promote a new, positive image for the 600 Block



d.

study area defined

CHURCH

PEARL

NORTHAMPTON

PINE

7TH

 study area defined



CHURCH



NORTHAMPTON



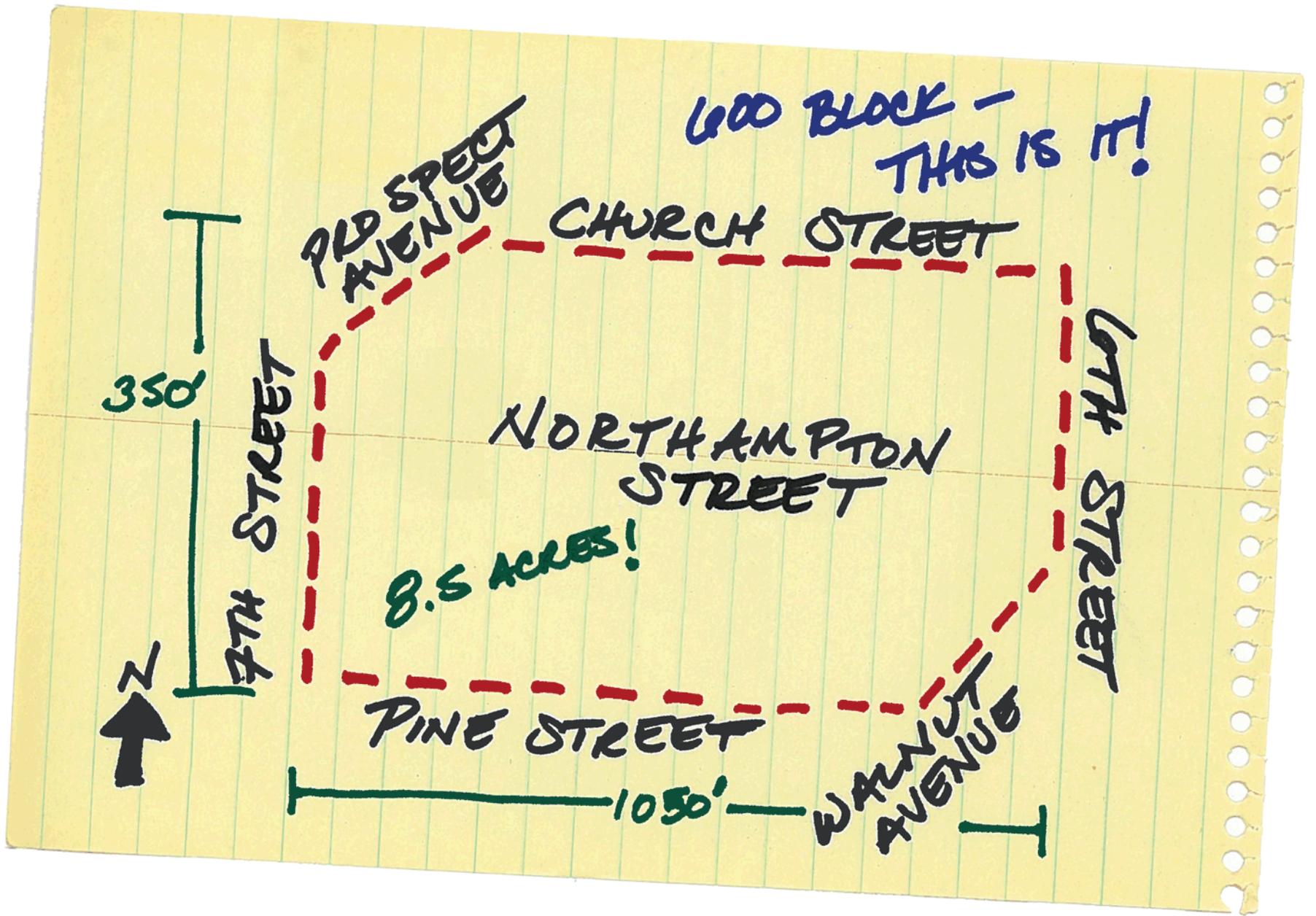
WALNUT



PINE 6TH

study area defined





○ study area defined



e.

priorities

perception • development • business

change the **perception** of the block

improve the **gateways** to the block

maintain existing **housing** stock

maintain **mixed** density



○ **priorities**

f.



key issues

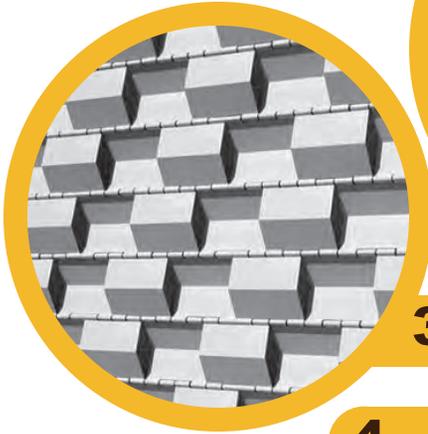
1. Block Perception



2. Block Fragmentation



3. Housing Quality & Diversity



4. Property Maintenance & Vacancy



5. Mix of Businesses



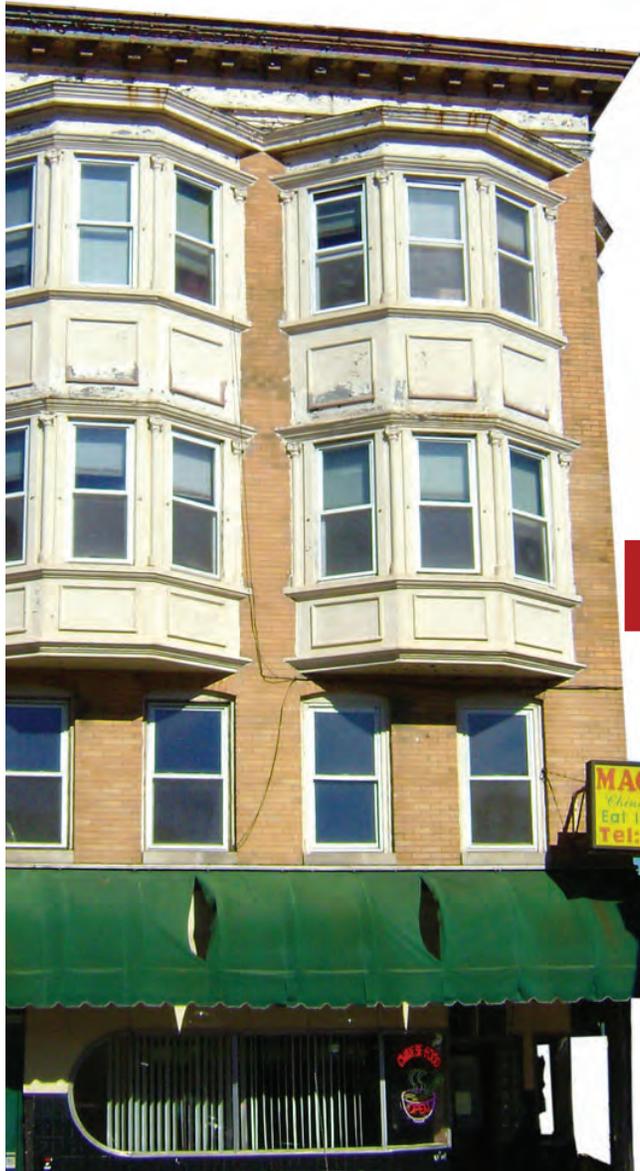
6. Streetscape Design & Safety



7. Neighborhood Greenness



key issues



Block Perception

crime • poverty • lack of property maintenance • vacancy • poor business and housing quality • absentee property owners • disintegrated urban/street design

DISPELL WITH UNFOUNDED BELIEFS ABOUT THE 600 BLOCK

ENCOURAGE AN ACTIVE COMMUNITY STRUCTURE

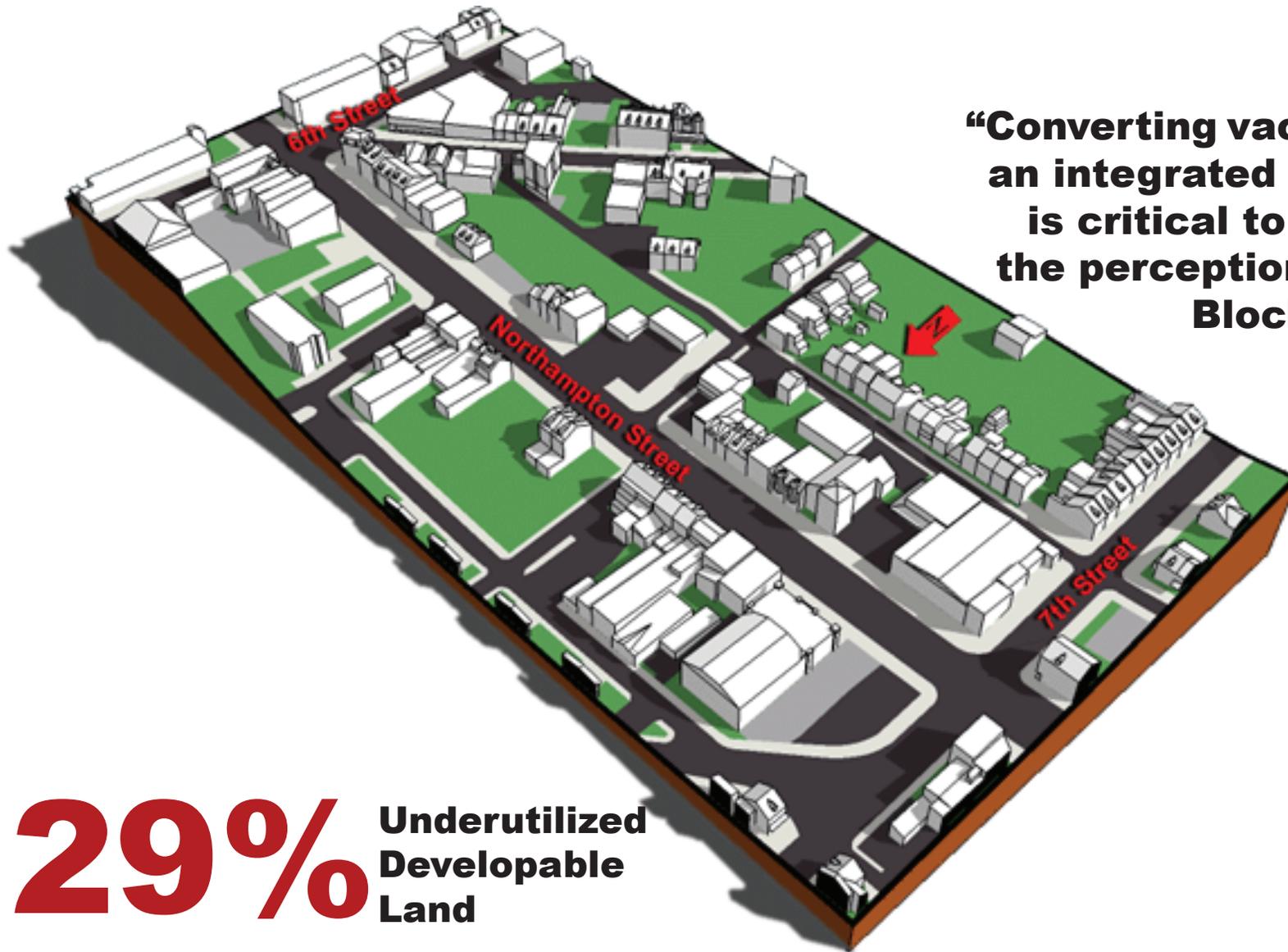
REFRAME PERCEIVED LIABILITIES AS VALUABLE OPPORTUNITIES

“By capitalizing on the community and opportunities of the 600 Block, in time, the broader perception of the neighborhood will be very positive.”

key issues



Block Fragmentation



“Converting vacant space to an integrated urban fabric is critical to improving the perception of the 600 Block.”

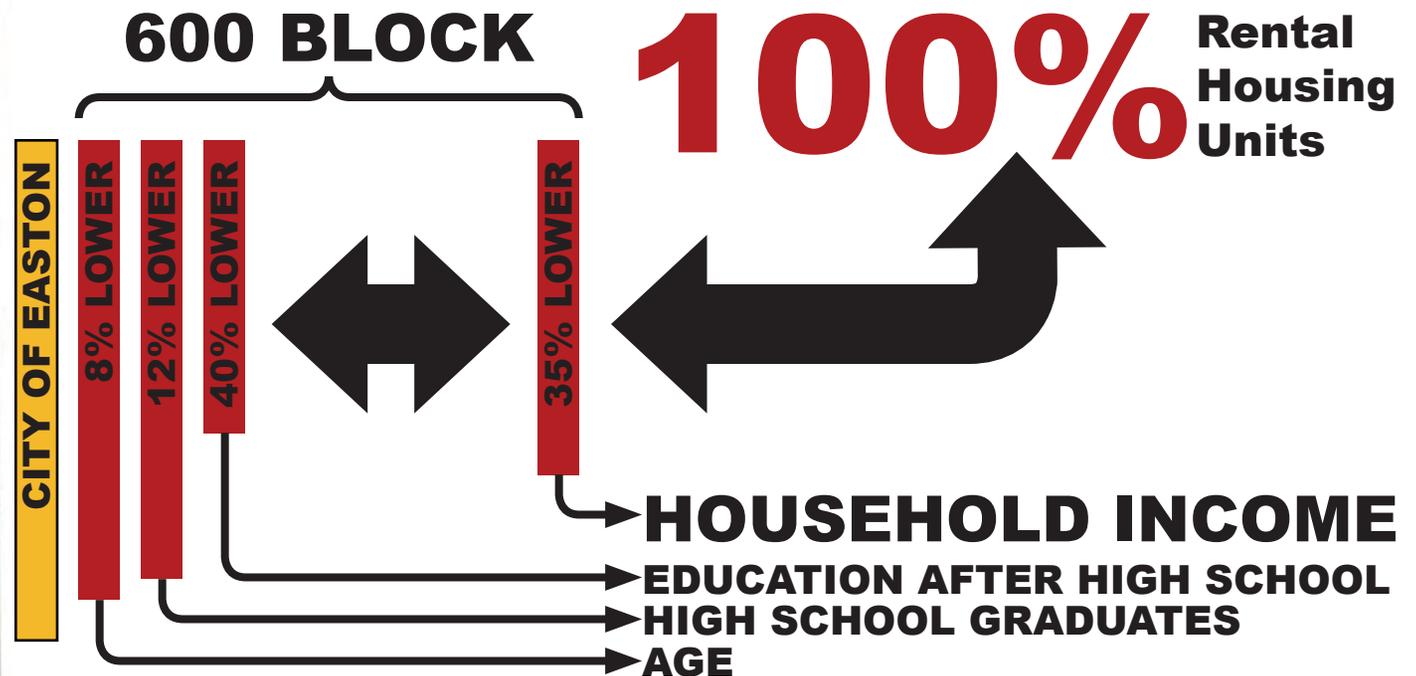
29% Underutilized Developable Land

○ key issues

Housing Quality & Diversity



The 600-Block's lower incomes and limited housing options go hand-in-hand. For economically disadvantaged families and individuals, rental housing is often the only choice for a home. While renting, no equity is built, decreasing the value of family and personal wealth. As a result, residents housing options are limited even more, and the diversity of housing is reduced.



“On the 600-Block, promoting the de-conversion of rental units and creating affordable opportunities for home ownership are both critically important.”

key issues

Property Maintenance & Vacancy

NEGLECTED+

VACANT

+UNDER-USED

= SENSE OF ABONDONMENT

“Developing a framework of incentives for property upkeep and utilization of vacant land and structures would be beneficial to the neighborhood.”

key issues

Mix of Businesses

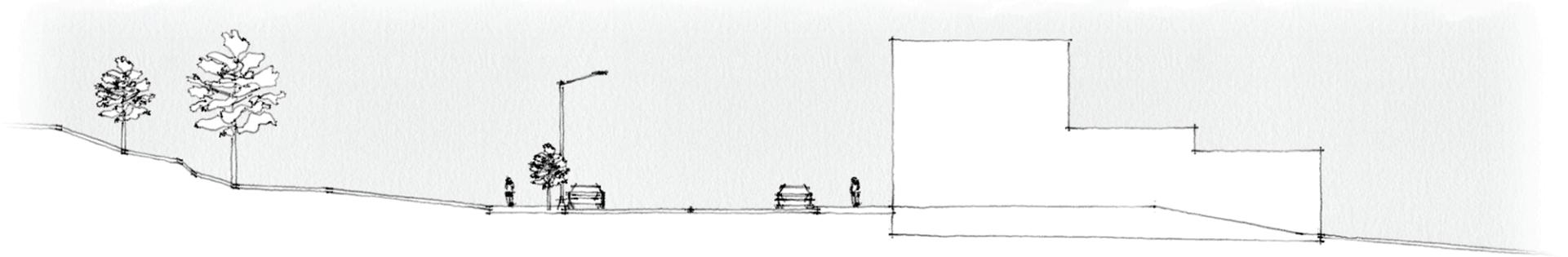


“Businesses need to foster strong ties with the community and maintain a local identity, while serving the needs of residents and providing commercial opportunities for those outside of the 600-Block.”

key issues



Streetscape Safety & Design



“Creating a pedestrian oriented environment, with buildings interfacing the street along the entire length of the block, clean, well-maintained properties, and traffic-calming measures would improve the built space of the 600-Block significantly.”

○ key issues

Neighborhood Greenness

“The success and viability of the 600-Block necessitates fostering the natural, historic, and human components our environment, and finding new and innovative ways to promote each.”



key issues



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 **key issues**

g

.



strategic steps

Moving from priorities, issues, and goals, to a course of action that makes such a vision possible is arguably the most important element of any plan. It is in implementation that a plan comes to life, starts improving lives.



9 steps

○ strategic steps

Reflect Inwardly

Key to the future of the 600 Block is an examination of the neighborhood from the inside out. In many ways, this is an affirmation and coalescence of all the attributes the constituent parts of the block represent: the core elements of its identity.



The Paradox

No one single element defines the 600 Block
Lack of definition defines the 600 Block



The Mix

Blend of commercial and residential uses
Nexus of West Ward and Downtown



The Identity

Versatile space and population
Wide demographic and commercial spectrum



The Opportunity

600 Block's commercial history
600 Block's market potential

$$D = \sum_{t=1}^N \frac{t \cdot C_t}{(1+r)^t}$$

The Formula

Complementary to the surrounding blocks
Distinct and grounded in its own tradition

“The block's future is not in assuming an outside identity, but embracing its own, and allowing it to flourish.”

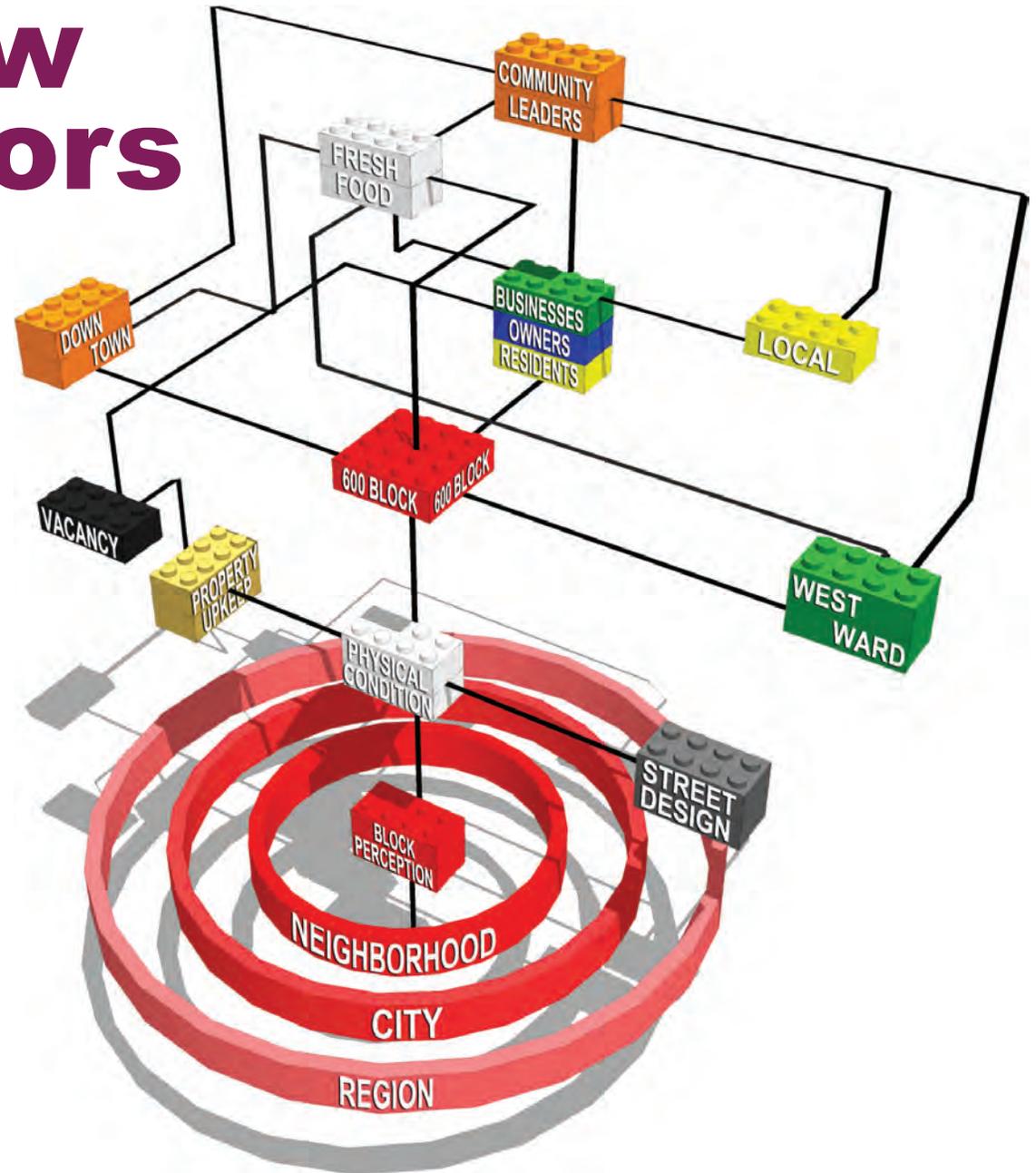
strategic steps



Get to Know the Neighbors

More so than many other areas of Easton, the state of the 600 Block has implications that reach throughout the City. This means a number of stakeholders from all walks of life, professions, backgrounds and circumstances. Learning from one another, building relationships, and working together create multiplier effects, and far-reaching benefits.

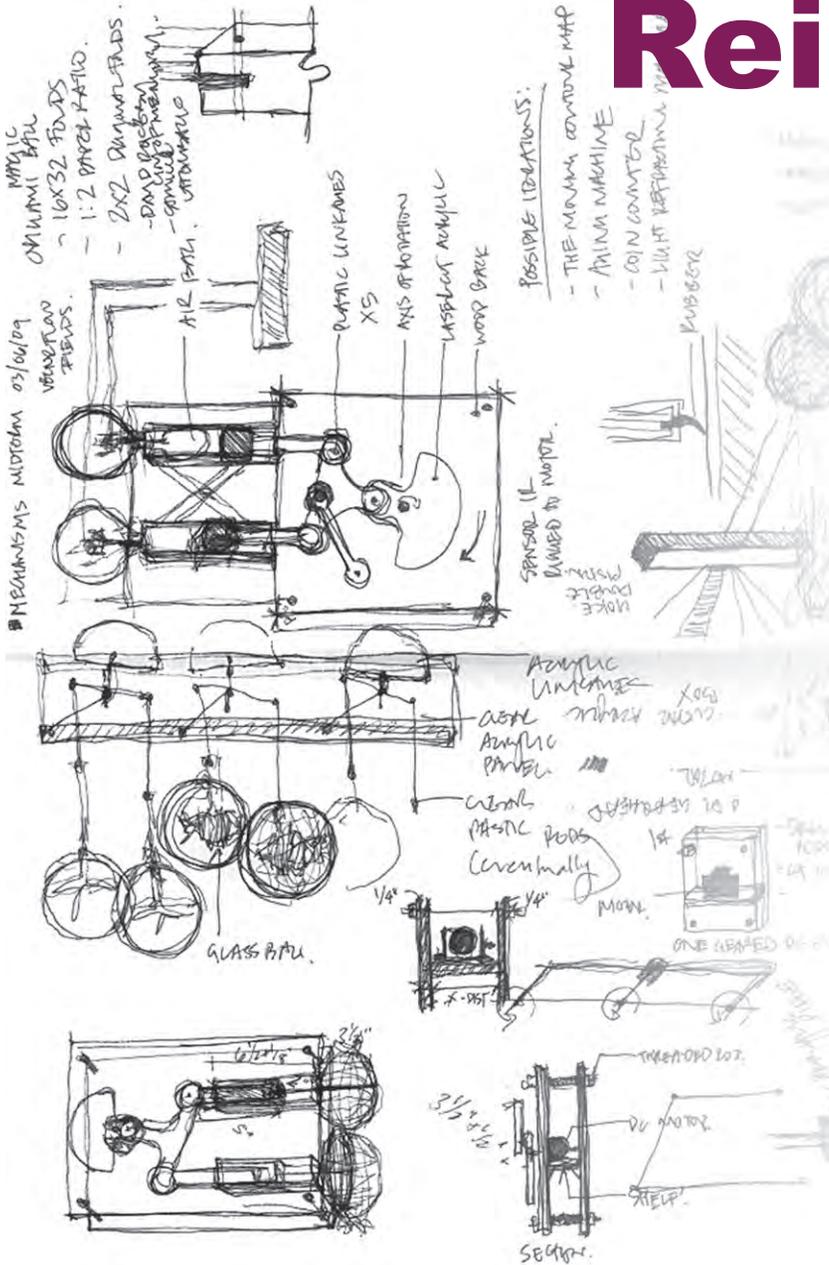
“The success of the 600 Block is not as discrete elements, but as a community.”



strategic steps

Reinvent the Block

The 600 Block suffers from an identity crisis, owing largely to long-term denial of exactly what makes it such a special place. This necessitates a reinvention of the block.



STRATEGY PHILOSOPHY ASSETS

- Historic architecture
- Long-standing businesses
- Neighborhood connections
- Dedicated residents
- Public, incremental improvements
- Building-by-building, lot-by-lot approach
- Block-centered re-imagining
- Cooperative initiative
- Small, immediate, measurable projects
- Mid- and long-term goals
- Yearly work-planning
- W.W.N.P. facilitation
- Transcend committee structures
- Block level work
- Streetscape initiatives

INITIATIVE GOALS

- Welcome visitors
- Attract middle-income residents
- Encourage new businesses
- Begin the transformation
- Broadcast a clear message
- We care about this neighborhood
- We invest in this neighborhood
- Our future is in this neighborhood
- Simple, in-expensive treatments
- such as street banners
- Temporary art
- Window displays
- Supplemental planting/greening
- Saturday morning façade paintings

“This is not about assuming a new identity, but rather, embracing the block’s true identity, and marketing it to the outside.”

strategic steps



Promote the Block's Identity & Local Authenticity

Certificate of Authenticity

The City of Easton hereby certifies that the 600 Block is has an amazing identity to sell. This isn't a place of chains and franchises, but of real, authentic, local businesses, serving specialized needs with individual expertise. This formula relies on the support small, local, and family-owned businesses. In this regard, the diversity of the block lends itself to an artisan-based, market-fair approach. Blending small-scale food manufacturing (coffee roaster, micro-brewery, etc.), specialty foods (cheese monger, butcher, spice vendor, etc.) and ethnic foods and restaurants could provide each business the opportunity to benefit and benefit from each of the others, as a market destination is created. These are trades of skill and knowledge, offering local services and higher wages to the community. To encourage these enterprises, the community can develop a set of specific commercial and residential block design standards with the City's Bureau of Planning. Such initiatives would integrate well with and enhance Easton's established Smart Code.

"The block has already established the framework for such a vision: not it's matter of bringing it to life."



strategic steps

Reinforce the Block's Long-Term Viability

▼ WHAT WE WANT TO ACCOMPLISH ▼

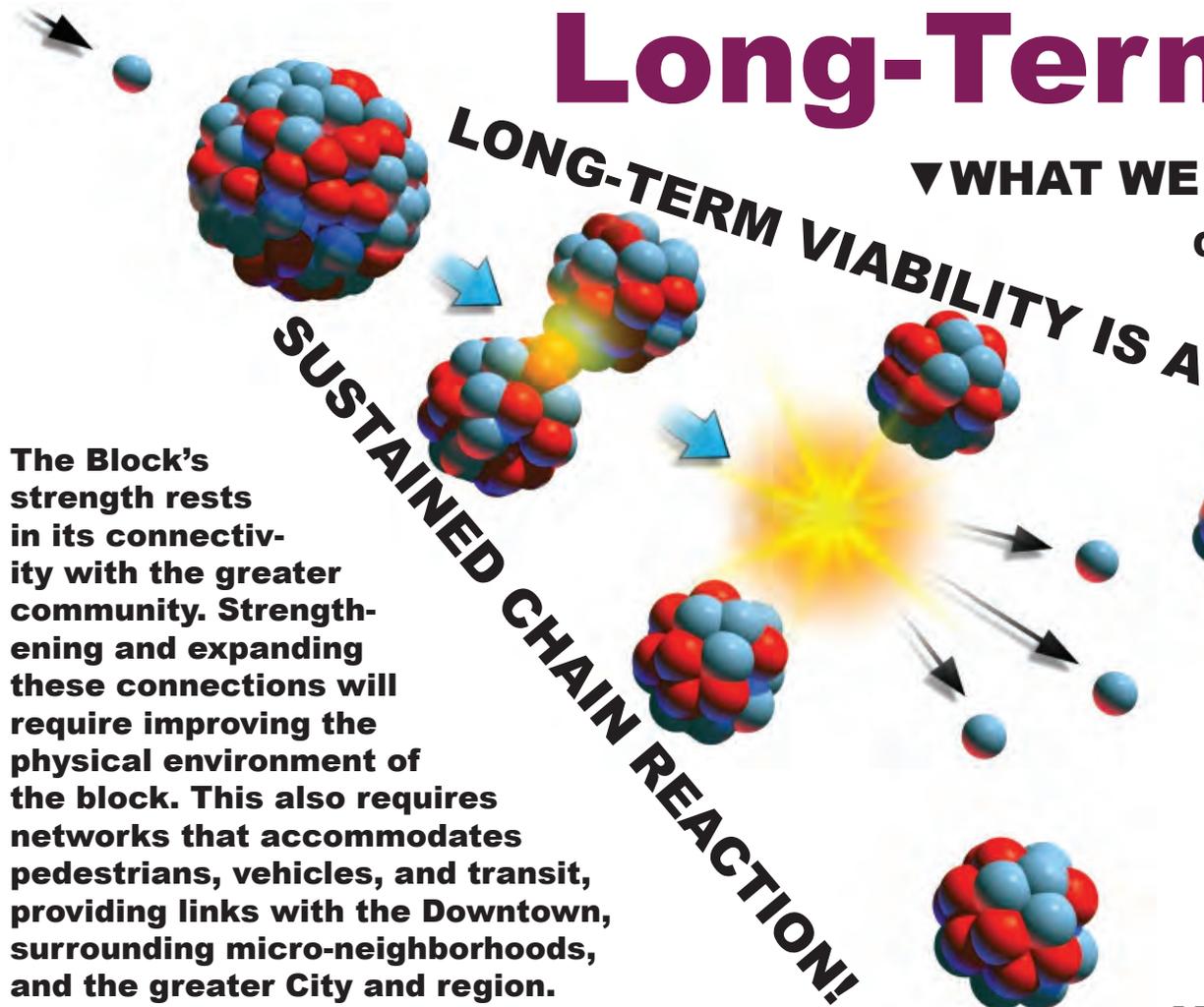
- Create A Great 600 Block Experience
- Attract Appropriate Infill Buildings
- Acclimate People to the Block
- Foster Greater Connections
- Reduce North-South Space
- Grow Commercial Activity
- Mitigate Sense Vastness
- Increase Foot Traffic

- Festival or Market Days
- Extend Buildings to Curb
- Improve the Streetscape
- Improve Pedestrian Safety
- Attention Grabbing Signage
- Develop a Long-Term Road Diet
- Take Commerce to the Sidewalk
- Implement Traffic-Calming Measures

▲ HOW WE ACCOMPLISH IT ▲

“Making the block accessible and inviting will ensure it’s a place people continue to frequent, supporting its local economy.”

strategic steps



The Block's strength rests in its connectivity with the greater community. Strengthening and expanding these connections will require improving the physical environment of the block. This also requires networks that accommodates pedestrians, vehicles, and transit, providing links with the Downtown, surrounding micro-neighborhoods, and the greater City and region.

Improve Neighborhood Gateways

WELCOME TO THE
600 BLOCK!
A SPECTACULAR PLACE!



The 600 Block of Northampton Street is a gateway to both Downtown and the West Ward. It also has its own gateway elements at Sixth and Seventh Streets. Being framed in both of these contexts, it is essential that both ends of the block signify a place.



Unfortunately, the present conditions at its eastern and western bounds leave little to be desired. Empty buildings send a message of abandonment, in clear contradiction to the goals of the neighborhood. We need to announce this block's presence. Monumental gateway features, such as arches, obelisks, artworks and/or planting schemes mark an arrival to a destination, not just space between points A and B.

“There's only one chance to make a first impression: let's make sure it's a good one.”



strategic steps

Initiate Projects Proactively



IMMEDIATE

Don't wait for tomorrow. Start today. Every second is an opportunity.



MOMENTUM

Use each project to propel the next, and inspire those in the future.



CONSISTENT

Make each shot count. Small successes are better than big failures.



ENDURANCE

This is a marathon, not a sprint. Think long range and pace yourself.



INCREMENTAL

Over time, small steps make big impacts. Tackle things piece by piece.

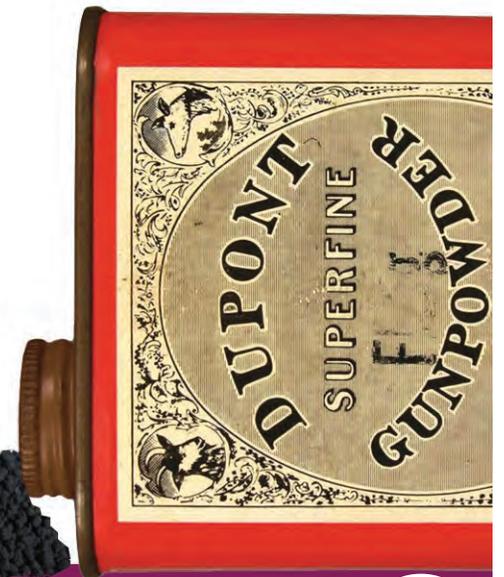


TEAM EFFORT

No individual can accomplish this alone. Every stakeholder counts.

Waiting for outside forces to intervene will only delay the realization of our own potential. It needs to start from within. Projects needn't be expensive or monumental. The challenges facing this block didn't happen all at once, nor are they going to be solved that way. The key is being consistency. Even when permanent improvements are out of reach, maintain the focus on temporary ones to maintain momentum. Improving the 600 Block is not a sprint: it's a marathon.

"Fortune favors the bold. Be bold."



strategic steps



Expand the Block's Urban Marketplace

WE CAN:

- Return buildings to their previous uses with ground-floor commercial space.
- Examine regulatory framework for by-right mixed-uses, density incentives, and reduced review requirements.
- Encourage the community to capitalize on decades of investment.



VACANT ≠ LOST CAUSE
VACANT = OPPORTUNITY
URBAN = GREEN!



“To thrive, commerce along the 600 Block cannot remain static: it needs to expand.”

○ **strategic steps**

Balance “Lived-In” with “Livable”

Such retail spaces, designed as blank, vanilla templates, are not the key success here. Success, instead, lies in embracing the urban space, its history, and its future.



“Savor the grit and the rhythms that are inherent in the West Ward but, improve cleanliness through recycling education and citizen stewardship to encourage people to linger a little longer and return sooner.”

strategic steps



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 **strategic steps**



h.

implementation

Gateways welcome to...



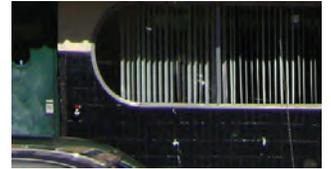
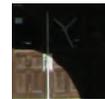
ricky's



jacob's



armory



hill-ton



...where?



implementation

Gateways

[CONTENT PENDING REVIEW]



implementation



Gateways

[CONTENT PENDING REVIEW]



implementation

Community & Business Development

[CONTENT PENDING REVIEW]

implementation



Community & Business Development

[CONTENT PENDING REVIEW]

 **implementation**

Community & Business Development

[CONTENT PENDING REVIEW]

implementation



Streetscape



Improvements to the streetscape of the 600 Block involve two distinct elements: the Tree Lawn and the Pedestrian Environment. Though connected, the interface of the latter with street elements necessitates additional design considerations for certain elements. Both elements would be phased.

 **implementation**

Streetscape: Tree Lawn



Consensus has been reached on several items regarding the tree lawn:

The grass strip detracts from the block.



The grass strip should be covered in pavers, not concrete or asphalt.



Consistency in size, spacing, and location should be applied to all tree wells.

Tree wells should be framed in a manner to protect trees.



All "green" elements should be contained in the tree wells.



implementation



Streetscape: Pavers

CONSIDERATIONS:

The grass strip, with the exception of the tree wells, will be paved using pervious pavers. Though a slight preference for grey cobbles was expressed at the Design Charrette, a number of considerations should be taken into account:

1. What is the cost of the paving material?
2. What is the availability of the paving material in subsequent years?
3. What is in keeping with the historic character of the neighborhood?



Existing Tree Lawn



Tree Lawn with Brick Pavers

ACTION:

A red brick paver should be selected and ordered immediately, if the intention is still to install materials before the end of the 2011 summer. To facilitate prompt installation while materials are being procured, any preparation work necessary to the grass strip should commence as soon as possible. If, however, summer installation proves untenable, a contingency plan should be drafted as soon as possible, with installation coinciding with the soonest climate-appropriate period.



implementation

Streetscape: Trees Wells

CONSIDERATIONS:

In regard to tree wells, a variety of options are available, from stone footers to low iron fencing. Whatever the choice, it should be consistent for the length of the block. As with the pavers, consideration of maintenance, cost, and historic setting should be considered.

ACTION:

An immediate assessment needs to be made as to which trees, if any, should be removed, and if so, in what manner should they be replaced. This should be done in coordination with the City Forester, and all decisions and implementation would need to be completed by Spring 2012 to allow new plantings. Plans should also account for any re-paving of the grass strip which may prove necessary.

ACTION:

Materials should be selected by Spring 2012 for all well framing, with installation to take place upon the completion of all necessary arborist activities. This should be done in coordination with the City Forester to ensure design are in harmony with the long-term health of street trees.



Raised Masonry Block with Stone



Sunken Masonry Block with Mulch



Looped Metal Frame with Mulch



Sheet Metal Frame with Mulch/Planting

implementation



Streetscape: Pedestrians and Traffic Calming

CONSIDERATIONS:

The excessive road width along the 600 Block creates a number of problems. It encourages high speeds, creates pedestrian hazards, and dissociates neighboring elements of the urban fabric. To promote street-level activity, it is important to calm traffic and improve the pedestrian environment.

ACTION:

Explore traffic-calming strategies such as curb bump-outs, pedestrian islands, and signalized, mid-block pedestrian crossings. Should the City choose to move forward with such efforts, additional actions such as securing funding, determining future roadway ownership, PennDOT involvement, design alternatives, etc., will be needed. These activities could be considered as part of a greater road diet for the block.



Locust Street Intersection



Locust Street Intersection with Curb Bump-Out



implementation

Streetscape: Maintenance

CONSIDERATIONS:

The normal wear-and-tear of the urban environment will require long-term maintenance of paving materials and tree wells.

ACTION:

A long-term maintenance plan, requiring at least annual assessment and repairs should be drafted upon complete installation of the hardscape to the former tree lawn. This should outline property owner responsibilities and any assistance the West Ward Neighborhood Partnership and City of Easton are prepared to offer. The plan should provide information on appropriate replacement materials in the event of damage.



implementation



Streetscape: Commerce

CONSIDERATIONS:

To promote the increased commercial use of the sidewalk, business owners should be encouraged to employ street awnings that span from the building facade to the curb. To accomplish this, several actions will need to take place.

ACTION:

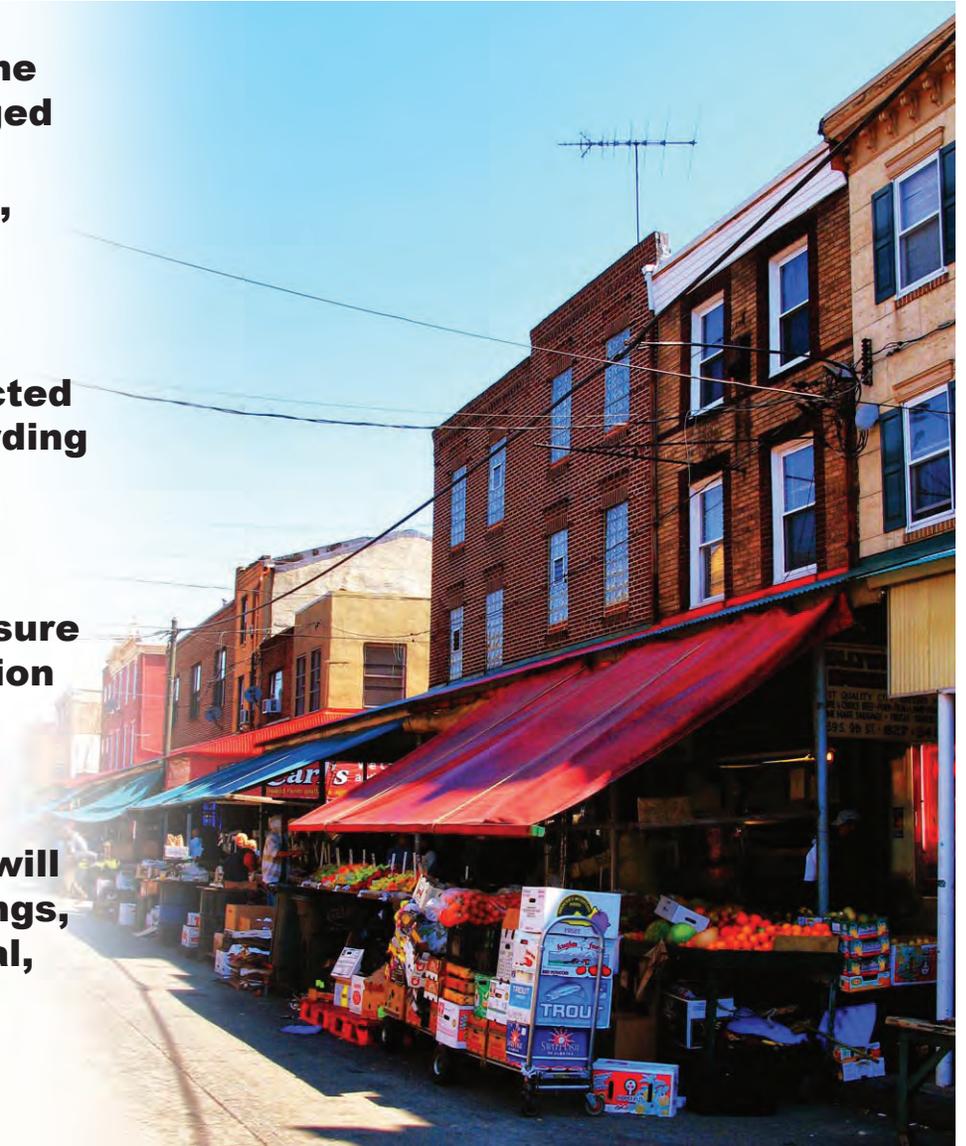
Outreach to local businesses should be conducted to explore interest and answer questions regarding street awnings on the 600 Block.

ACTION:

Design guidelines will need to be drafted to ensure public safety, consistency, and proper installation of street awnings.

ACTION:

The Codified Ordinances of the City of Easton will need to be amended to provide for street awnings, regulating items such as location, size, material, installation, maintenance, use of space under awnings, etc., and conformity to State Building Codes.



implementation

Building Stock

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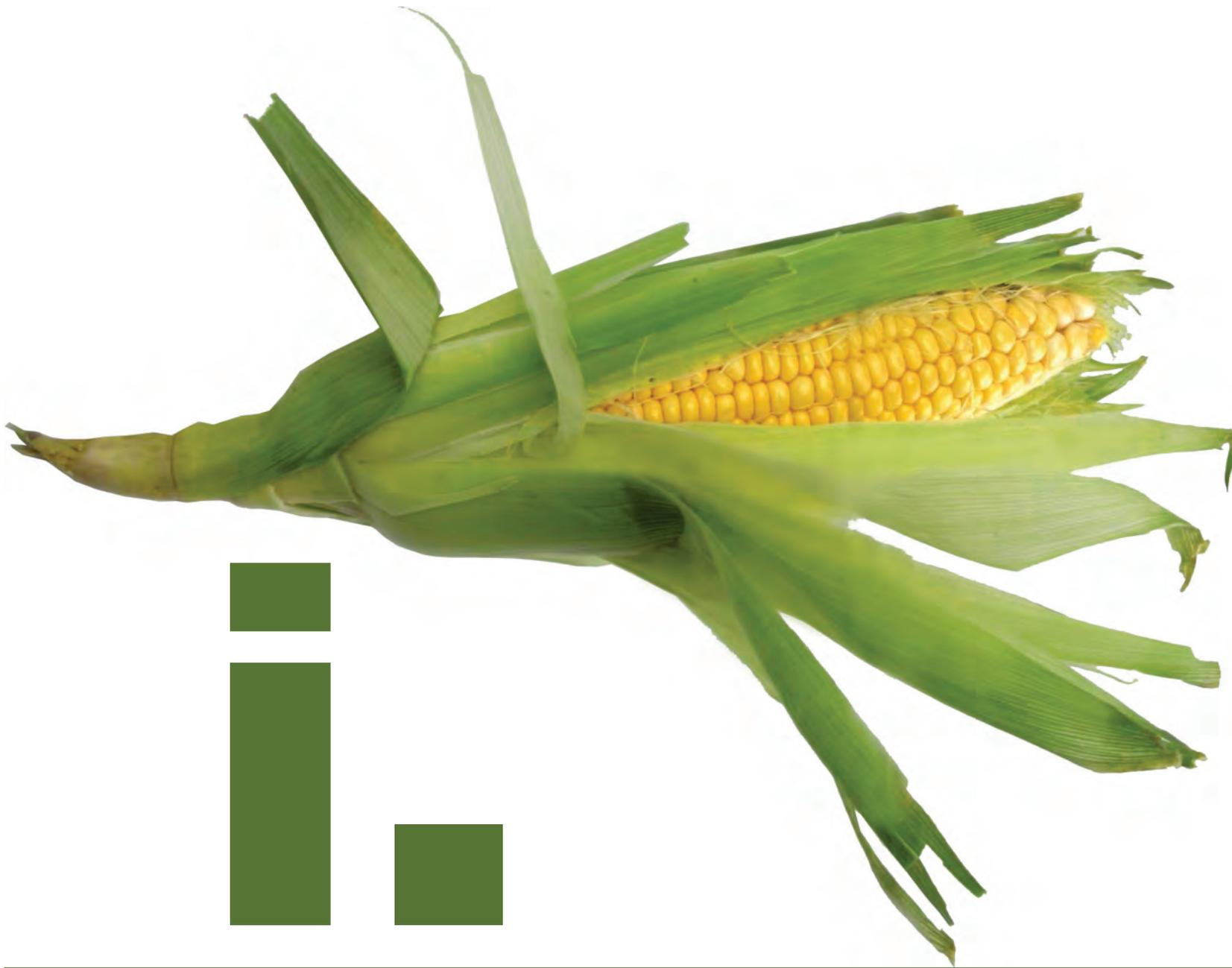
implementation



Building Stock

[CONTENT PENDING REVIEW]

implementation



italian market model



SOUTH 9TH STREET CURB MARKET

One of several curb markets established in the early 20th century to counter high prices and food shortages during WWI. The 9th St. Market has survived despite anti-immigrant sentiments and criticisms regarding sanitary conditions and traffic congestion. Neighborhood businesses offered fresh produce and a variety of ethnic specialty foods. It has evolved from a local community market to become a popular Philadelphia icon.

PENNSYLVANIA HISTORICAL AND MUSEUM COMMISSION 2007 ©

○ **italian market model**

A Gathering Place

This isn't a stuffy supermarket. This is where people come to buy goods, interact, and experience the urban environment. The street isn't secondary to it's design - it's central. Commerce spills from the stores into the thoroughfare and neighborhood comes alive.



italian market model



Fresh Food & High Quality

A vibrant outdoor market scene with people shopping for fresh produce. In the foreground, a man in a light blue sweater is looking at items. Behind him, a man in a bright orange shirt is interacting with a vendor wearing a red and white cap. The market is filled with various fruits and vegetables, and the background shows a busy street with buildings and other market stalls.

The Italian Market is defined by food. Fruits, vegetables, cheeses, fish, meat: there are always plenty of fresh, affordable, and most importantly, delicious choices.

italian market model



Unique

Still predominantly Italian it has the best of many cultures and cuisines to offer the shoppers. Gourmet cooks and tourist alike can explore and discover the depth and breath of the multitude of products available here.

**Artisanal Cheeses
Fish Mongers
Craft Butchering
Game Meats
Fresh Pasta
Pastry Shops & Bakeries
Coffee Roasters
Ethnic Luncheonettes
Exotic Produce
Fresh Herbs & Spices**

The Italian market is a place to experience and discover, exploring the sights and cultures in a one-of-a-kind medieval bazaar atmosphere.

italian market model



Accessible



The Italian Market provides a wealth of food opportunities to an urban community. Whether by foot, bike, bus, or car, if you live in South Philly, you can get there and experience it.



○ italian market model



Character

For those who care to look deeper than the rustic appearance, they can almost see back in time and live the immigrant experience. The Italian market has changed very little in the past 100 years. Many of the sights, sounds and smells are the same as they were three generations ago. And of course, there are many characters that make the Italian market the unique experience it is.

This is still a neighborhood where people live and are proud to be a part of South Philadelphia and the Italian legacy that has been a way of life for over a hundred years. It's a safe place to visit because people live and work here; children grow up here. It's more than a simple shopping area; it's a community.

italian market model



But Here?



ETHNIC FOODS?



FRESH PRODUCE?



ZINGALES



ACCESSIBLE?



YES!

italian market model



ج .

appendix

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K .



project background

This project started in August 2010, with the door-to-door survey and with the online survey. Since then, numerous community meetings have taken place, including two (2) design charrettes. These surveys and meetings were conducted to receive feedback from the residents, property owners, and business owners who reside, do business, and own property on the 600 Block of Northampton Street.

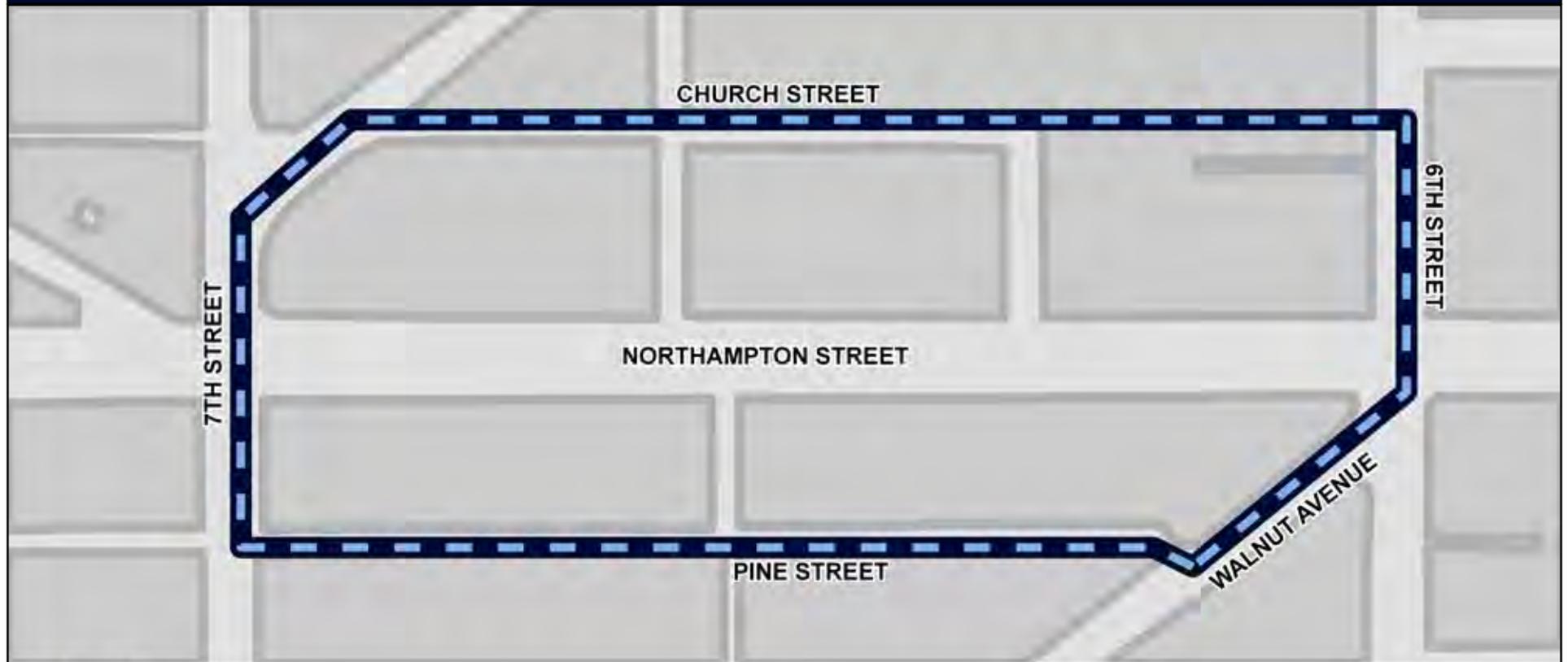
Without the feedback from these people, none of this would have been possible. These are the groups of people who have invested their time and money in hopes of seeing this block thrive, and this plan will help give this block direction.

project background



Study Area Defined

MAP 1: STUDY AREA BOUNDARIES



LEGEND

 STUDY AREA

0 50 100 200 FEET



○ project background

Study Area Defined

The study area is defined as the Northampton Street Corridor, bounded by Church Street to the north, 7th Street to the west, 6th Street to the east, Pine Street to the south, and Walnut Avenue to the southeast. (See Map 1: Study Area Boundaries). The area is roughly 350 feet from north to south, 1,050 feet from east to west, and a total of 8.54 acres.

These boundaries also coincide very nearly with delineations set forth by the U.S. Census Bureau. (See Map 2: Census Boundaries) Census Blocks 143-2000, 143-2001, 143-2008, and 143-2009 share boundaries, are contained in their entirety, by the study area. An additional Census Block, 144-3010, encompasses the remaining portions of the block, though this particular Census Block also extends to the north and east, beyond the confines of the study area. The coincident nature of these datasets means that demographic information at the Census Block level provides a very accurate reflection of actual conditions along the 600-Block of Northampton Street.

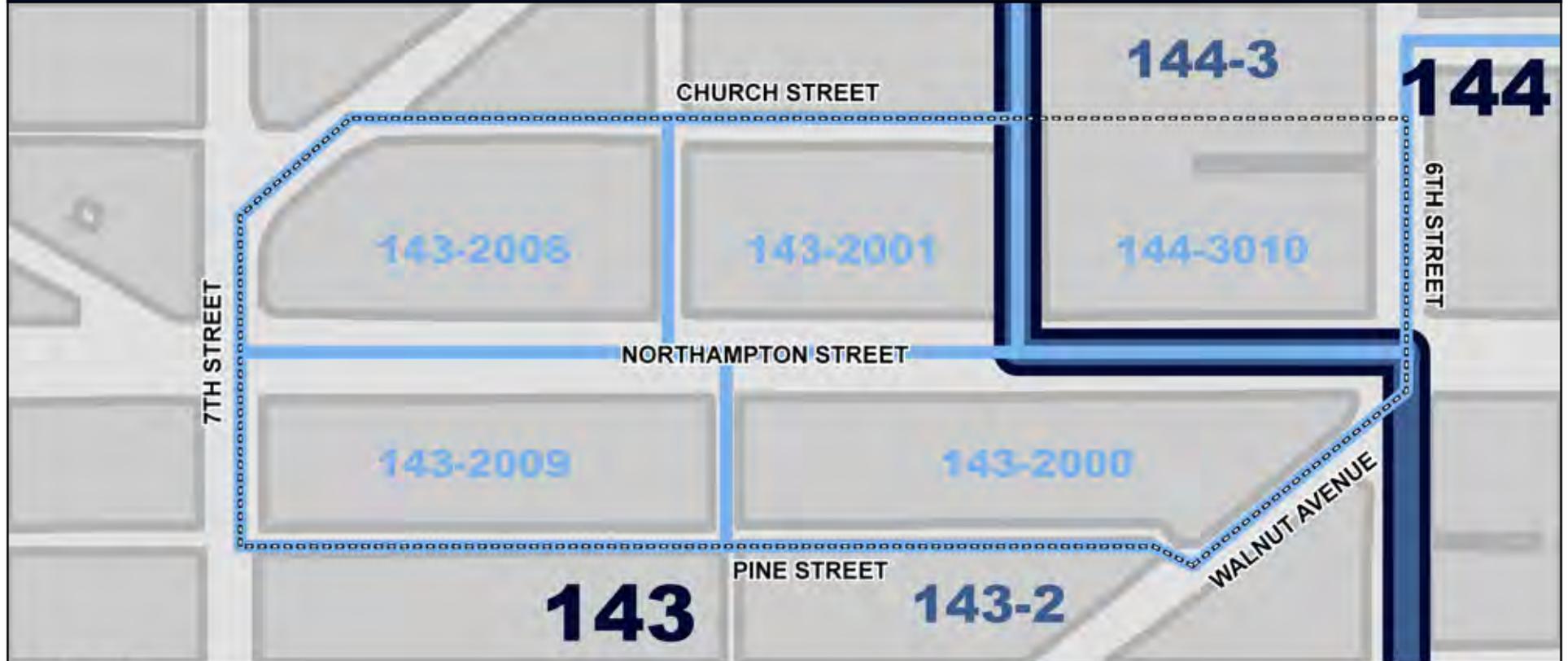
However, to protect privacy, certain information collected by the U.S. Census Bureau is not available at the block level,

particularly statistics related to income and poverty status. For this information, analysis must be done at either the Census Block Group or Census Tract level. Two Census Block Groups, 143-2 and 144-3, intersect the study area. These Census Block Groups correlate directly with Census Tracts 143 and 144. While these divisions do account for the entire study area, it is worth noting that they also include significant areas outside of the study area. This means that data at this level only generally (not specifically) represents conditions. Additionally, as roughly 80% of the study area is found in Census Block Group 143-2, and Census Tract 143, these are likely to provide more accurate data than Census Block Group 144-3 and Census Tract 144.



Study Area Defined

MAP 2: CENSUS BOUNDARIES



LEGEND

- STUDY AREA
- CENSUS BLOCK
- CENSUS BLOCK GROUP
- CENSUS TRACT

0 50 100 200 FEET



○ project background



gateway community

Block Functionality

The 600-Block of Northampton Street is a Gateway Community. Its location, nestled between the City's Downtown District and West Ward Neighborhoods, provides a transition, in both spatial and functional terms. In other words, the neighborhood isn't just situated in a gateway location geographically; it also reflects its gateway nature in how it works.

Functionally, the neighborhood shows many signs of a Gateway Community. These include:

- A rich mixture of residential and commercial uses
- The intersection of multiple transportation routes and modes
- A physical change in the geography/topography and the built environment
- Different land-use/zoning regulations in adjacent areas
- Nexus of divergent neighborhoods

As with any Gateway Community, the challenge is to make a working transition between one neighborhood/zone to another, in this case the Downtown District and the West Ward. An additional challenge comes

in the form of the nature of the overall Northampton Street Corridor. Bringing all of these elements together in a way that functions well is critical to the 600-Block of Northampton Street's sense of identity, working role in the City, and long-term sustainability.



○ gateway community

Population/Housing

Based on the 2005-2009 US Census Data information, the population within Census Tract 143 consisted of: 58% Caucasian, 23.9% African American, and 19.1% were divided into Other Races. Of the races within this Census Tract, 19.8% were considered to be Hispanic/Latino.

In the 2000 US Census Data information, the population within Census Tract 143 consisted of: 72.8% Caucasian, 16.8% African American, and 11.4% were divided into Other Races. Of all the races combined within this Census Tract, 17.4% were considered to be Hispanic/Latino.

This information shows that the Caucasian population has declined drastically, and that the African American, the Hispanic/Latino, and Other Races have steadily increased within this Census Tract in that ten year period. (See Chart 1: Population Characteristics for Census Tract 143 2000-2009)

US Census Data information for the City of Easton between the years 2005-2009 consisted of: 66.4% Caucasian, 16.9% African American, and 16.7% were divided into Other Races. Of all the races combined within the City of Easton, 16.1% were considered to be Hispanic/Latino.

The City of Easton's 2000 US Census Data consisted of: 78.5% Caucasian, 12.7% African American, and 8.8% was divided into Other Races. Of all the races combined within the City of Easton, 9.8% were considered to be Hispanic/Latino.

In 1990, the Census Data population consisted of: 86.8% Caucasian, 9.4% African American, and 3.8% were divided into Other Races. The percentage of the City's population that was considered to be Hispanic/Latino was 4.4%.

The trend shows that while the Caucasian population in the City of Easton has declined over the past twenty years, it is still significantly higher than the other populations. (See Chart 2: Population Characteristics for the City 1990-2009)

In 2000, there were 977 school aged kids living within Census Tract 143, and out of these school aged kids, 52 or 5.3% were not in school. No information was available for the years 2005-2009 for school aged kids.

There is a variety of housing types within the 600 Block of Northampton Street Study Area. These housing types consist of single-family, multi-family, apartments and mixed residential/business. There are 21 property owners for the 36 residential housing properties within this Study Area, and not one of these properties is owner occupied. Per the City's Rental Housing Licensing Program, there are 113 licensed apartment units located in this Study Area. (See Map 3: Licensed Rental Units) Based on the 2000 US Census, there are approximately 215 residents living in the Study Area.

There are 36 additional apartments not included in the City's Rental Housing Licensing Program because they are owned by the Department of Housing and Urban Development (HUD). These apartments are designated for low-to-moderate income residents.



Housing

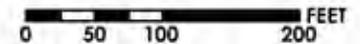
MAP 3: LICENSED RENTAL UNITS



LEGEND

- STUDY AREA
- Light Green Box SINGLE UNIT BUILDING*
- Light Brown Box 2 - 4 UNIT BUILDING
- Dark Brown Box 5 - 9 UNIT BUILDING
- Dark Brown Box 10 - 14 UNIT BUILDING
- Red Box 15 - 39 UNIT BUILDING**

* 601A HAS ONE LICENSED RENTAL UNIT, WITH A 22-ROOM ROOMING HOUSE
 ** 36 UNITS OWNED AND OPERATED BY THE EASTON HOUSING AUTHORITY, NOT LICENSED THROUGH CITY RENTAL HOUSING PROGRAM



Housing

Table 1: Single Family Residential

Street Number	Licensed Rental Units
638 Northampton	1
640 Northampton	1
642 Northampton	1
672 Northampton	1
672 1/2 Northampton	1

Table 2: Multi-Family Residential

Street Number	Licensed Rental Units
611 Northampton	3
614 Northampton	2
622-624 Northampton	0
657-659 Northampton	3
670 Northampton	2
671 Northampton	3
678-680 Northampton	6
609 Walnut	1
611 Walnut	4
613 Walnut	2
615 Walnut	2

Table 3: Residential Apartment

Street Number	Licensed Rental Units
607-609 Northampton	12
610-612 Northampton	1
619 Northampton	0 (36 HUD Owned)
644-646 Northampton	5
674-676 Northampton	3
679-681 Northampton	6

Table 4: Mixed Residential/
Business

Street Number	Licensed Rental Units
601A Northampton	1
603-605 Northampton	3
612 1/2 Northampton	0
613 Northampton	3
633-639 Northampton	14
664-666 Northampton	0
665-669 Northampton	9
668 Northampton	2
673-675 Northampton	6
677 Northampton	2
698 Northampton	5
601 Walnut	4
607 Walnut	3



gateway community



Employment/Commercial

There are 38 employees for the 15 businesses located in this Study Area. (See Table 5: Employment) Six of the businesses are family operated, and the family members are considered employees at these businesses. This information was obtained by City Staff during the survey process of this area.

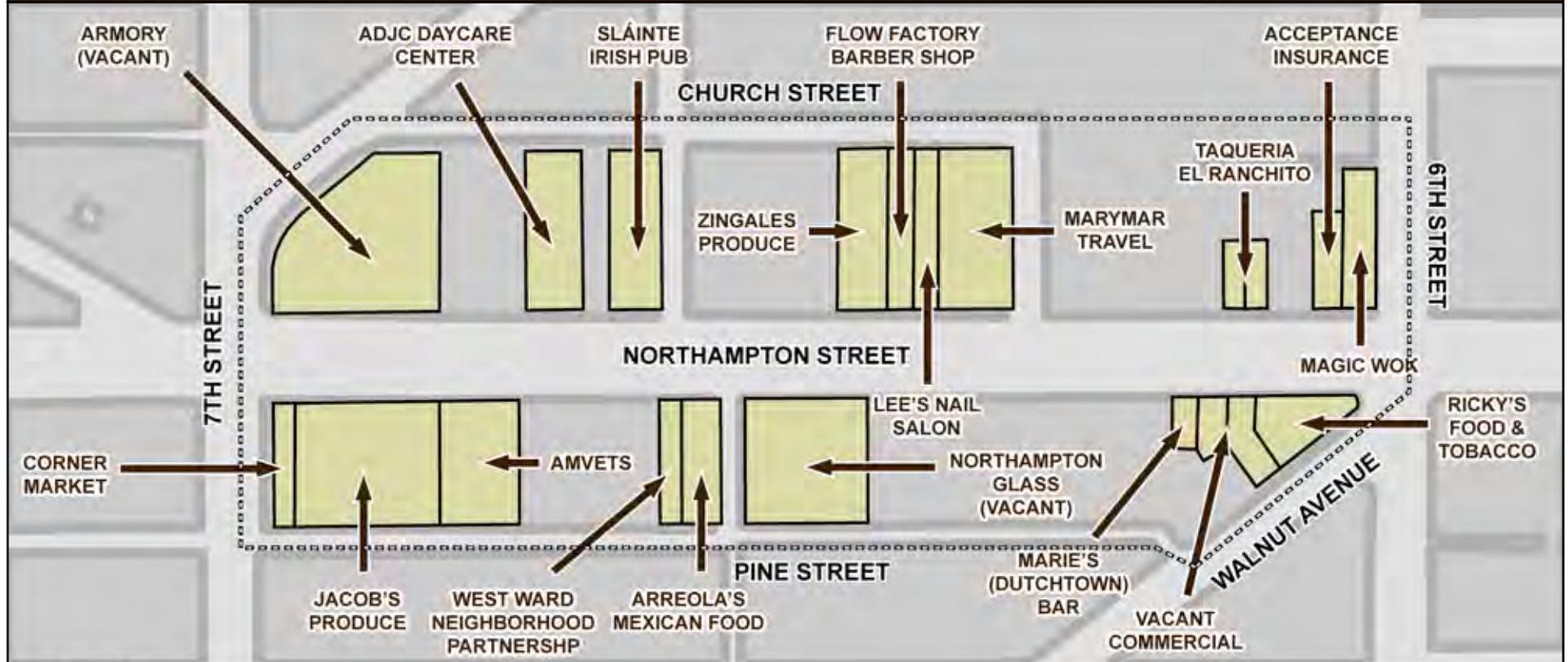
Table 5: Employment	
Type of Business	Number of Employees
Professional/Personal Services	20
Restaurant/Bar	10
Market/Produce	8

Commercial uses in the 600 Block of Northampton Street Study Area are a variety of restaurants, corner market stores, pubs, produce stores, a barber shop, nail salon, a travel agency, a insurance agency, a child daycare facility, and a glass repair operation. (See Map 4: Businesses, Organizations, and Landmarks.) There are 15 businesses currently operating on this block. (See Table 6: Local Businesses) With the amount of vacant land and properties in this Study Area, there are opportunities for existing businesses to expand or for additional businesses to come to this block. Each of these local businesses on the 600 Block of Northampton Street has an opportunity for long-term growth and success due to having a local competitive advantage. Many of these businesses have been in operation for over five years, and a couple of these businesses have been in operation for over fifty years.



Commercial

MAP 4: BUSINESSES, ORGANIZATIONS, AND LANDMARKS



LEGEND

- STUDY AREA
- BUSINESS, ORGANIZATION, OR LANDMARK

0 50 100 200 FEET



gateway community

Commercial

Table 6: Local Businesses

Ricky's Food & Tobacco	
Years in Operation:	3
Description:	Corner market of a convenience store in nature providing daily goods, supplies, and tobacco
Magic Wok	
Years in Operation:	10.5
Description:	Chinese restaurant for sit-down and take-out service
Acceptance Insurance	
Years in operation:	6
Description:	Sale of generalized insurance policies
Marie's Bar	
Years in Operation:	15
Description:	Drinking establishment selling primarily alcoholic beverages
AmVets	
Years in Operation:	39
Description:	Private social club for AmVET members

Taqueria El Ranchito	
Years in Operation:	4
Description:	Mexican restaurant for sit-down and take-out service
Marymar Travel	
Years in Operation:	7.5
Description:	Agency providing travel arrangements and accommodations with third parties
Le Nails	
Years in Operation:	3
Description:	Full service nail salon
Flow Factory Barber Shop	
Years in Operation:	2.5
Description:	Barber shop providing grooming services primarily geared to men
Northampton Glass	
Years in Operation:	18 (Recently Relocated)
Description:	Automobile windshield replacement and repair
ACJC Daycare	
Years in Operation:	4
Description:	Full service child daycare center

Zingales Produce	
Years in Operation:	56
Description:	Sale of produce to wholesalers and the general public
Arreola's Mexican Food	
Years in Operation:	11
Description:	Market specializing in Mexican goods, and consumables
Slainte Irish Pub	
Years in Operation:	18
Description:	Eating and drinking establishment selling alcoholic and non-alcoholic beverages with a full food menu
Jacob's Produce	
Years in Operation:	51
Description:	Sale of produce to wholesalers and to the general public



m.

land use

Property Status

There are 57 properties within the 600 Block of Northampton Street Study Area, which include single-family, multi-family, apartments, mixed-uses, parking lots, offices, vacant land, retail and commercial properties. (See Table 7: Land Use; Map 5: Land Use.)

Table 7: Land Use

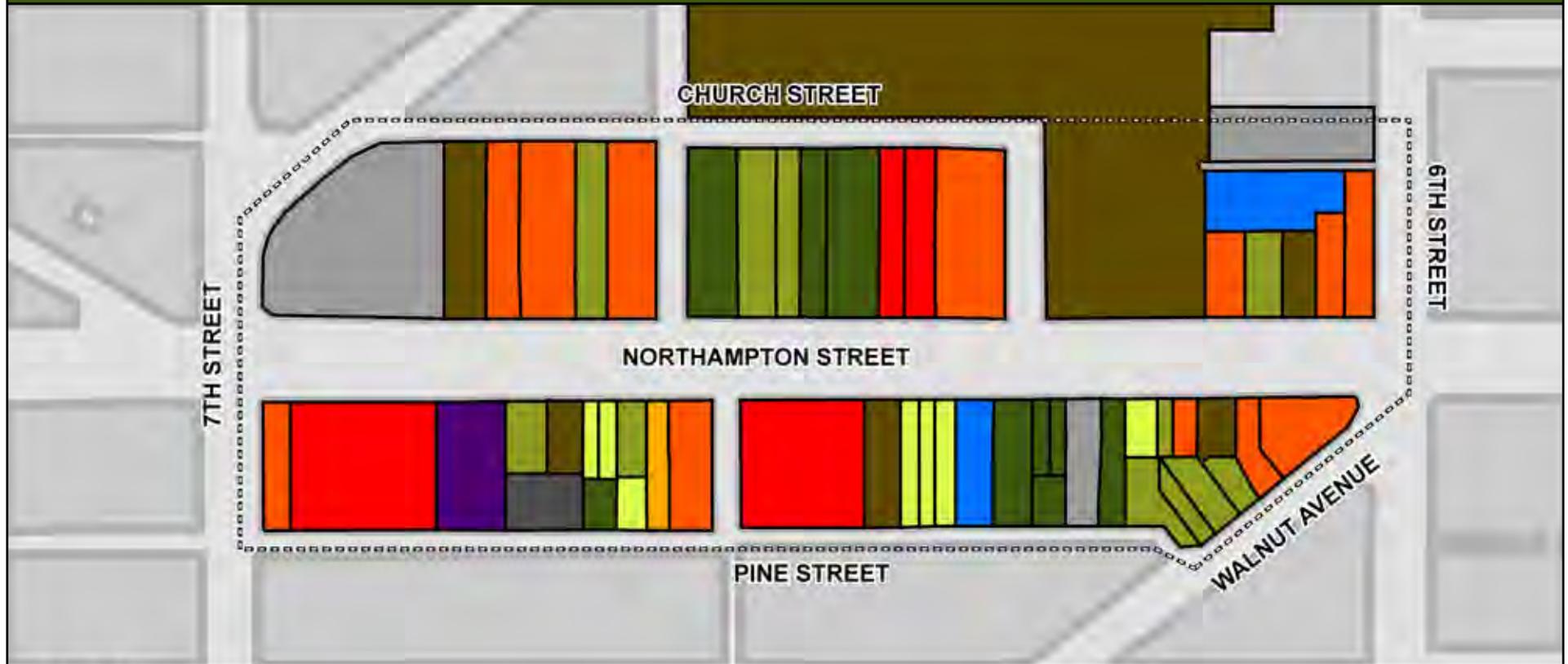
Land Uses	Total Properties
Single-Family Residential	6
Multi-Family Residential	11
Residential Apartments	6
Mixed-Use	13
Office	1
Retail/Commercial	7
Parking Lot	2
Vacant Land	11



○ land use

Property Status

MAP 5: LAND USE



LEGEND

- | | | |
|------------------|-------------------------------|--------------------|
| ----- STUDY AREA | MIXED: OFFICE/RESIDENTIAL | REPAIR SHOP/GARAGE |
| SINGLE-FAMILY | MIXED: COMMERCIAL/RESIDENTIAL | PARKING |
| MULTI-FAMILY | RETAIL/WHOLESALE | VACANT BUILDING |
| APARTMENTS | SOCIAL/FRATERNAL CLUB | VACANT LAND |

0 50 100 200 FEET



land use



Zoning

The 600 Block of Northampton Street Study Area includes the West Ward Zoning District and the Street Corridor Enhancement Overlay Zoning District. (See Map 6: Zoning.) These zoning districts provide the opportunity for a mixture of residential, retail and commercial uses along this block. The Street Corridor Enhancement Overlay District goes along Northampton Street, and provides the opportunity for a smooth transition between the Downtown and the West Ward Zoning Districts in the 600 Block. The purpose of the Street Corridor Enhancement Overlay District is to accommodate medium and high intensity development at the gateways to the City and along the principal vehicular and pedestrian corridors, and to promote compact, walkable, mixed-use buildings with local and regional commercial services, compatibly scaled light industrial, and residential uses. Refer to the adopted City of Easton's Zoning Ordinance for complete information on the permitted uses and their regulations.

Table 8: Permitted Residential Uses	
West Ward Zoning District	Street Corridor Overlay District
(A1) Single-Family Detached	(A7) Multifamily
(A2) Single-Family Semidetached	(A12) Mixed Residential/Business
(A3) Single-Family Attached	
(A4) Two-Family Detached	
(A5) Two-Family Semidetached	
(A6) Two-Family Attached	

Table 10: Permitted Non-Residential Uses	
West Ward Zoning District	Street Corridor Overlay District
(I3) Accessory Structure	(B3) Parks
(I4) Temporary Structure	(H1) Passenger Depot
(I5) Accessory Structure	
(I7) Accessory Swimming Pool	
(I11) No-Impact Home-Based Business	
(J1) Timber Activities	
(J2) Timber Harvesting Operation	

Table 9: Residential Uses Permitted by Special Exception	
West Ward Zoning District	Street Corridor Overlay District
(A7) Multifamily	(A9) Residential Mid-Rise
(A8) Residential Low-Rise	

Zoning

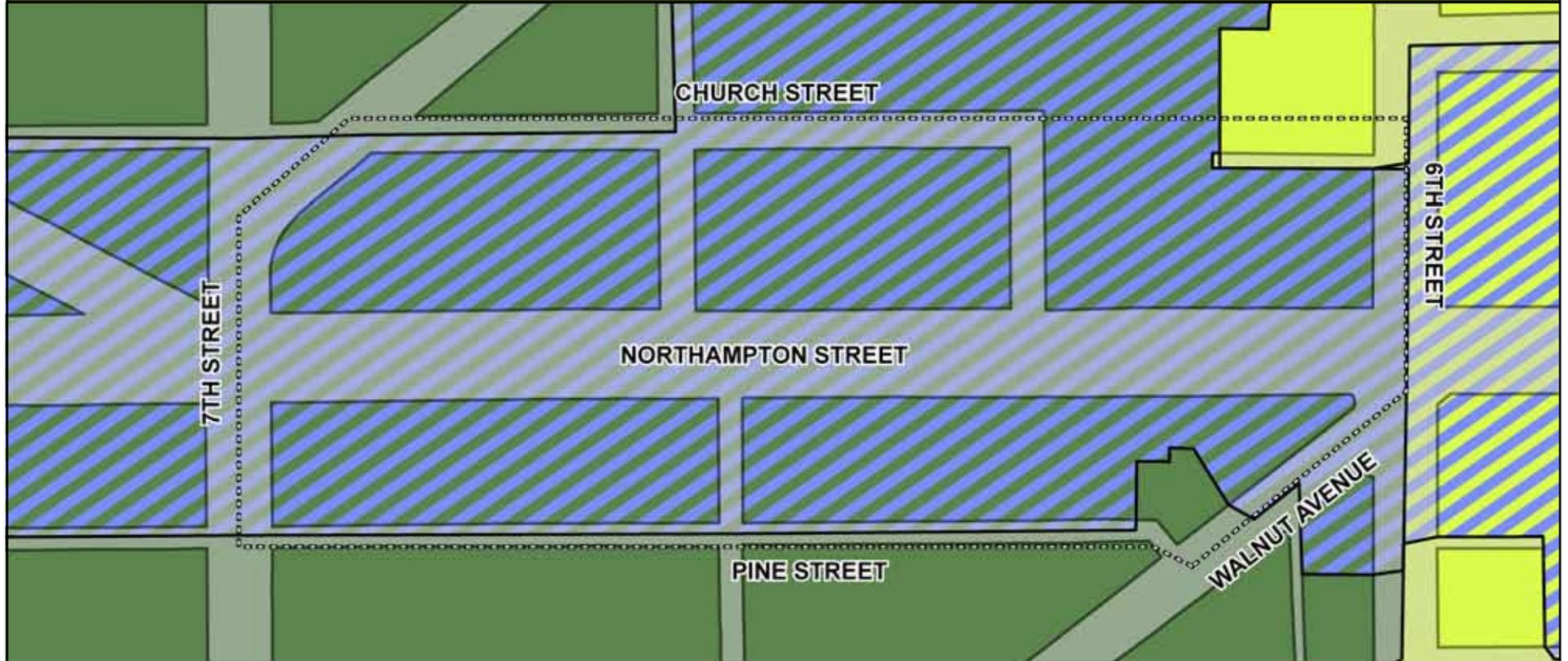
Table 11: Non-Residential Uses Permitted by Special Exception	
West Ward Zoning District	Street Corridor Overlay District
(B3) Parks	(B1) Cultural Activities and Exhibitions
(E1) Educational Services	(B2) Amusements
(E5) Religious Worship Services	(B4) Private Social Club
(H4) Utility Service	(C2) Hardware
(H5) Communications Facility	C3) General Merchandise
(I9) Small Family Day Care Home	(C4) Food Establishments
	(C5) Eating and Drinking Places
	(C6) Retail Speciality Establishments
	(C7) Furniture and Other Furnishings
	(C10) Automotive Parts and Accessories
	(C11) Liquid Fuels

Table 11: Non-Residential Uses Permitted by Special Exception Continued	
	Street Corridor Overlay District
	(D2) Finance, Insurance and Real Estate
	(D3) Personal Services
	(D4) Business Services
	(D5) Repair Services
	(D6) Professional Services
	(D7) Administrative Offices
	(D9) Bed and Breakfast
	(D10) Community Services
	(D11) Day Care Center
	(F10) Cottage Industry
	(H3) Parking Lot/Structure



Zoning

MAP 6: ZONING



LEGEND

-  STUDY AREA
-  DOWNTOWN ZONING DISTRICT
-  WEST WARD ZONING DISTRICT
-  STREET CORRIDOR OVERLAY ZONING DISTRICT

0 50 100 200 FEET



○ land use

Building Types

The buildings in this Study Area mainly consist of brick, and were built in the early 1900's. There are 43 buildings within the Study Area that range from 1-story to 4-stories. There are 2 buildings that are one-story, 15 buildings that are two-stories, 22 buildings that are three-stories, and 4 buildings that are four-stories.



land use



Vacancy

Vacant properties are a major concern for the 600 Block of Northampton Street Study Area. (See Map 5: Land Use) The vacant properties with buildings show signs of poor maintenance and become liabilities to the community and to the City. These properties also become havens for crime and transient population. There are 39 apartment units, 10 parcels of land, 3 buildings, and 2 commercial spaces within mixed-use buildings that are currently vacant in this Study Area. These vacancies provide the opportunity for expansion of the existing businesses located here, and for additional businesses to come to the area. This information was obtained by City Staff during the survey process of this area. There is a commercial building that has been vacant since 1983, known as the Armory, which has the possibility for a business to thrive. The Armory building, approximately 8,350 square feet, provides this possibility because of its location on this block, and with the size of its building. The vacancies on this block also provide for the opportunity of residential development such as single-family housing. The following table provides a list of vacant properties within this Study Area.



Vacancy

Table 12: Vacancy				
Street Number	Owner	Land/Bulding	Lot Area (sq. ft.)	Contiguous
647-649	Joseph Zingales	Land	6,752	Yes
653	Joseph Zingales	Land	3,744	Yes
655 1/2	Kennedy Viola Administratrix	Land	3,920	Yes
687	Jacob Estephan	Building	20,343	No
616	Keenhold Associates	Land	871	Yes
618-620	Louis Swartz	Land	2,962	Yes
622-624	Louis Swartz	Building	3,746	Yes
626	Louis Swartz	Land	1,612	Yes
628	Louis Swartz	Land	784	Yes
630	Louis Swartz	Land	3,615	Yes
627 Pine	Louis Swartz	Land	1,394	Yes
673 Pine	Denise Wertz	Land	1,263	No
L9SE1B 19 10 (Northampton)	Fountain Properties	Land	5,837	No
L9SE2A 1 14 (Northampton)	Jah Jah Melhem	Building	7,275	No

land use



Greening Activities

In an effort to make the block greener, the West Ward Neighborhood Partnership planted street trees and native grass along Northampton Street.

The West Ward Partnership is making the tree wells along this block uniform, and are planting additional street trees. The tree wells will help protect the trees, and help keep the materials, such as mulch, contained within the tree wells.



○ land use



other infrastructure

Utilities

Utility service is provided for all properties within this Study Area. These utilities include water, electric, telephone, gas, cable, and sewer. Water service is provided by the Easton Suburban Water Authority, electric is provided by Met-Ed, telephone service is provided by Verizon, gas service is provided by UGI, the cable is Service Electric, and the City of Easton provides the sewer service.

A 16" water line runs underneath Northampton Street providing water service to the properties along this block. Underneath 6th Street, 7th Street, Union Street, and Locust Street are 6" water lines that make a connection to the Northampton Street line.

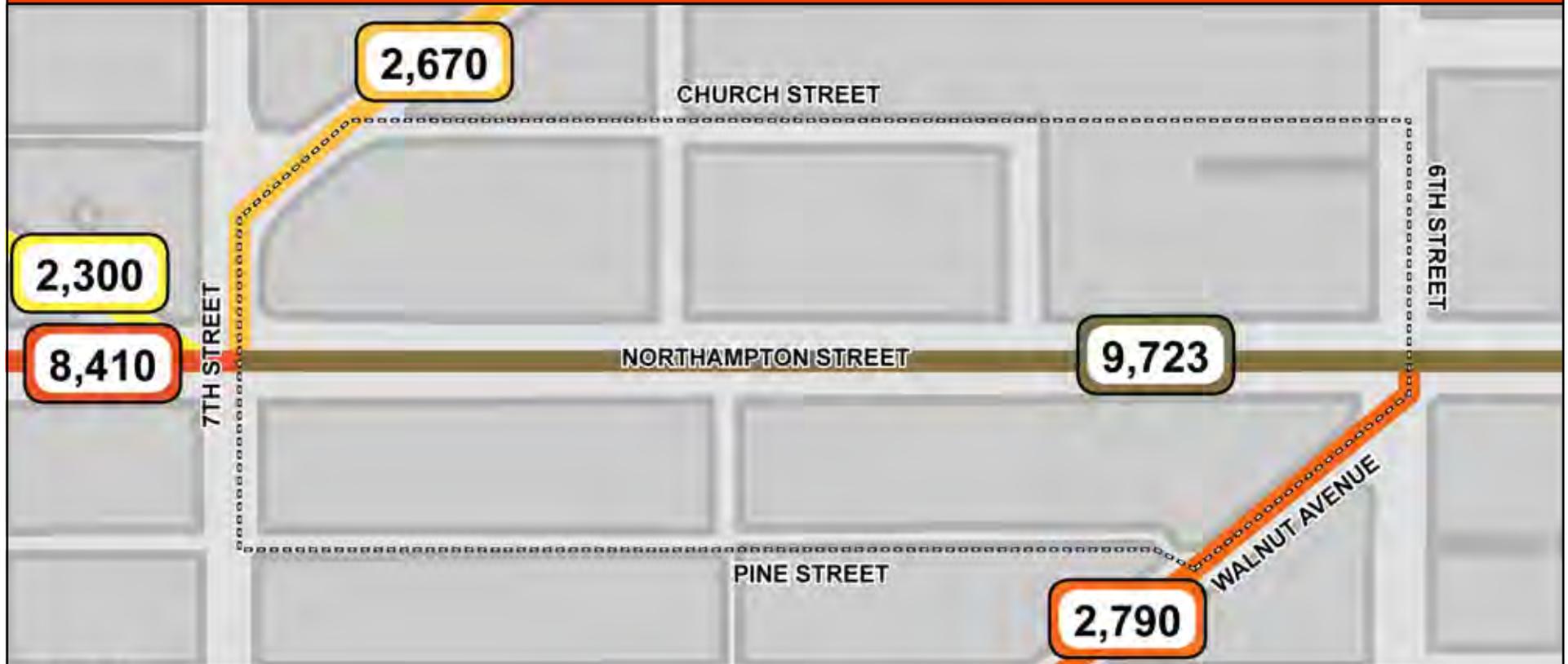
A 12" Terracotta Storm Sewer line runs underneath the north side of Northampton Street, and a 8" Terracotta Storm Sewer line runs underneath the south side of Northampton Street. These storm water lines connect to the 12" sewer line at N. Locust Street, which then connects to the 15" Terracotta Storm Sewer line at Pearl Street. These sewer lines are adequate for this area, and the closer the lines are to the Wastewater Treatment Plant, the larger in size they become.



○ other infrastructure

Transportation

MAP 7: TRAFFIC COUNTS



LEGEND

- | | |
|--|--|
| STUDY AREA | WALNUT AVENUE
2,790 VEHICLES, 5% TRUCKS |
| — NORTHAMPTON STREET (EAST)
9,723 VEHICLES, 3% TRUCKS | — PROSPECT AVENUE
2,670 VEHICLES, 4% TRUCKS |
| — NORTHAMPTON STREET (WEST)
8,410 VEHICLES, 3% TRUCKS | — WOOD AVENUE
2,300 VEHICLES, 1% TRUCKS |

0 50 100 200 FEET



other infrastructure

Ground Transportation

Approximately 9,723 vehicles travel the 600 Block of Northampton Street per day. Walnut Avenue, which intersects 6th and Northampton Streets, has approximately 2,790 vehicles per day, and Wood Avenue and Route 248, both of which intersect 7th and Northampton Streets, have approximately 2,300 and 2,670 vehicles per day respectively (See Map 7: Traffic Counts). Since these intersections are extremely important for travelers and pedestrians, safety is a priority for both travelers and pedestrians traversing these intersections.

Currently within the Study Area, there are no bus shelters or benches for people waiting to ride public transportation. The City, along with LANTA, is looking into installing bus shelters throughout the City of Easton and looking into the possibility of installing a bus shelter within the Study Area. It is LANTA's goal to install approximately 20-25 bus shelters throughout the City of Easton over the next several years.

LANTA provides four (4) bus routes through the Study Area (See Map 8: LANTA Bus Routes). There are sixty-four (64) inbound and sixty-two (62) outbound bus stops each

day during the weekdays. On Saturday, there are sixty-three (63) inbound and sixty-one (61) outbound bus stops. There are thirty-six (36) inbound and thirty-three (33) outbound bus stops provided on Sunday (See Table 13: Daily Route Schedule).



Table 13: Daily Route Schedule						
Stops						
Route	Weekdays		Saturday		Sunday	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
Easton-Bethlehem-Allentown (220)	13	13	12	12	9	8
Easton - Bethlehem via NCC (101)	17	17	17	17	9	9
South Easton - Northampton Crossings (106)	17	16	17	16	9	8
South Easton - Northampton Crossings (216)	17	16	17	16	9	8

○ other infrastructure

Ground Transportation

MAP 8: LANTA BUS ROUTE



LEGEND

- STUDY AREA
- 101** BETHLEHEM - EASTON
- 106** SOUTH EASTON - NORTHAMPTON CROSSINGS
(VIA FREEMANSBURG AVENUE & WASHINGTON STREET)

- 216** SOUTH EASTON - NORTHAMPTON CROSSINGS
(VIA NORTHAMPTON STREET)
- 220** ALLENTOWN - BETHLEHEM - EASTON

0 50 100 200 FEET



other infrastructure



Traffic Calming/Pedestrian

No traffic calming features currently exist within the Study Area. Northampton Street between 6th and 7th Streets is very wide, and is the longest block within the City. This has the tendency to make motorists travel at higher rates of speed through the area. The width and length of Northampton Street makes it ideal for installing traffic calming features, which should reduce motorist's speeds and help provide safety to pedestrians crossing the street.

One traffic calming feature is a large medial strip with plantings in it that would run along the middle of Northampton Street. Medial strips have been proven to slow motorists down when they come to them.

Another traffic calming feature is a bump-out. Bump-outs extend into the street where it is ideal for pedestrians to cross the street. These bump-outs extend into the street the approximate width of a parked vehicle. Bump-outs make pedestrians visible to motorists when they are attempting to cross the street, and provide safety to pedestrians by shorten the distance from one side of the street to the other. Bump-outs also slow motorists down because they shorten the width of the street, and provide a visible obstacle in the street.

There are no bike racks currently in the Study Area. In an effort to make the City of Easton more bicycle friendly, the City has installed bike racks throughout the Downtown area. The possibility exists for additional bike racks to be located throughout the City, and this Study Area could be one of those locations.

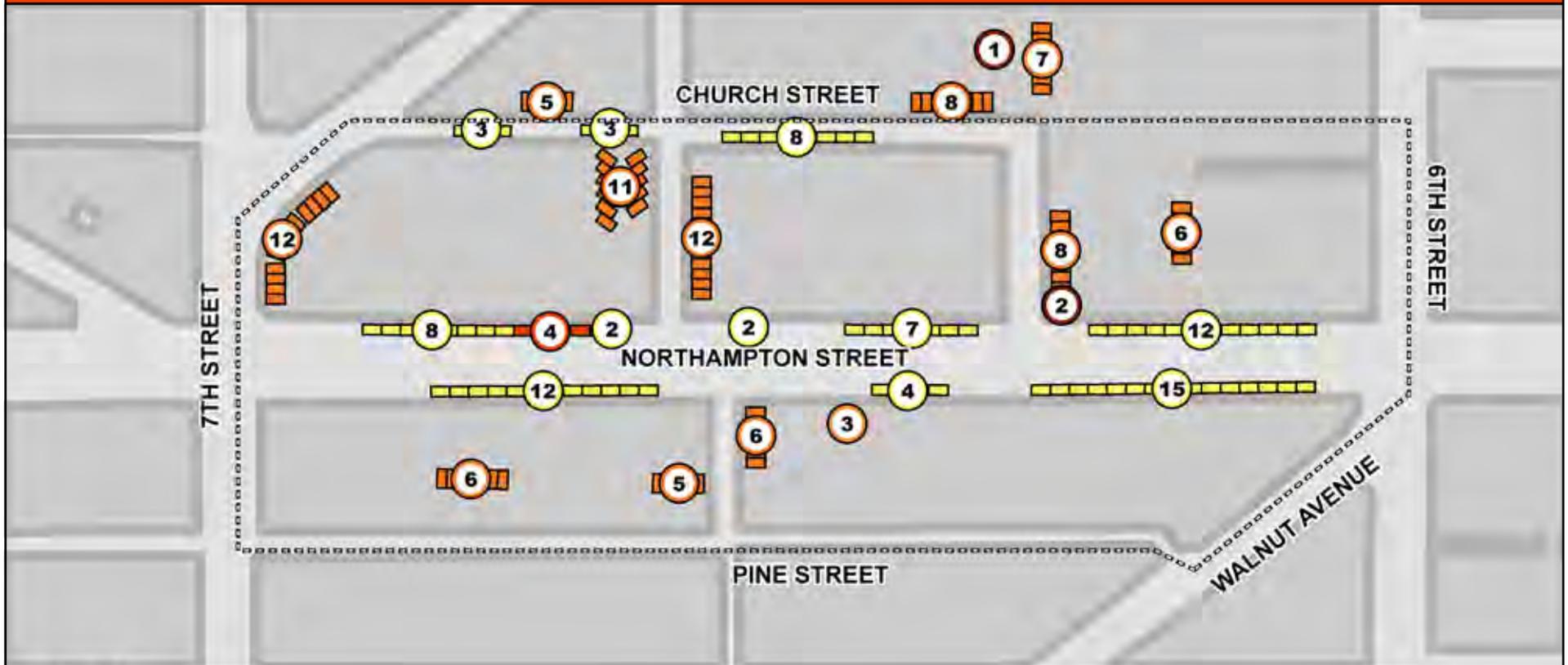
New crosswalks and crossing signals have been installed within this Study Area. There are 5 new red-colored brick stamped crosswalks and 10 new crossing signals located at the intersection of Northampton and 6th Street. At the intersection of Northampton and 7th Street, there are 4 new red-colored brick stamped crosswalks with 8 crossing signals. These crosswalks and crossing signals provide safety for pedestrians crossing the streets. Along with the crosswalks and crossing signals, new ADA ramps have been installed at the intersection of Northampton and 6th Street and Northampton and 7th Street. There are also ADA ramps located where Northampton Street intersects with Locust and N. Union Streets.



other infrastructure

Parking

MAP 9: PARKING



LEGEND

- STUDY AREA
- ON STREET, NO METER (76 SPACES)
- ON STREET, TIME LIMIT, NO METER (4 SPACES)
- PRIVATE (89 SPACES)
- PRIVATE, HANDICAPPED (3)

0 50 100 200 FEET



NOTE: SPACES THAT FALL OUTSIDE OF THE STUDY AREA BUT CONTRIBUTE TO PARKING IN THE STUDY AREA ARE INCLUDED.

other infrastructure



Parking

There are 74 on-street parking spaces along Northampton Street that are not metered. Out of the 74 on-street parking spaces, 4 on-street spaces have a time-limit associated with them. The private parking spaces are primarily located on the side streets and within parking areas. Sixty-seven (67) private parking spaces are specifically for businesses and for the residents of the Easton Housing Authority (See Map 9: Parking).

The lack of parking in the Study Area is a concern for the residents and business owners. In many instances, people are parking in private parking spaces illegally because there are no on-street parking spaces available. There are only 4 businesses, Slainte's, Northampton Glass, Arreola's and Jacob's Produce, that provide off-street parking for their customers. Of the eighty-nine (89) total private parking spaces available in this Study Area, thirty-six (36) belong to these 4 businesses. The Easton Housing Authority also has a total of thirty-one (31) private parking spaces for its residents. These four businesses and the Easton Housing Authority combine to have sixty-seven (67) of the eighty-nine (89) total private parking spaces.

All on-street parking is accessible to the public. The 4 time-limit parking spaces on Northampton Street are designated for the ACJC Daycare cliental for dropping off and picking up their children during business hours. Private parking spaces are accessible to the public, only if they are customers of one of the businesses associated with them. There is one private parking area that has a chain to block vehicles from parking there when their business is closed.



other infrastructure

O



community survey

Target Area

Four specific constituencies were targeted:

- Citizen Stakeholders (including Spanish language outreach)
- Stakeholders in the Surrounding Community
- Block Stakeholders (such as business and property owners not living on the 600-Block)
- Authorities, Boards & Commissions

Each of these provides a different and valuable perspective on the 600-Block, both from the inside and the outside. Given the 600-Block's unique role in the City and its impacts beyond the surrounding blocks, this broader approach provides diverse and meaningful direction to the plan, both in establishing priorities and goals, as well as strategy and implementation. More than three-quarters of the respondents reside within the City of Easton, with the largest proportion of those living in the West Ward.



community survey

Survey Results

The survey results suggested three areas of particular importance to respondents:

1. Perception
2. Development
3. Businesses

With respondents coming from every neighborhood in Easton and a majority interacting with the 600-Block on a regular basis, the role of the 600-Block as the western gateway to the City's Downtown was revealed in the survey responses. The top two priorities/opportunities identified by survey respondents were:

1. Changing the perception of the block
2. Improving the gateways to the block

Nearly a third of all respondents were interested either in improving the outside perception of the block, or changing the experience of entering the block. In addition to respondents' concerns regarding how the gateway is perceived, concerns about crime and safety, were also identified, with many rating crime and safety as "very challenging" to the 600-Block. Improving the gateway connection from the 600-Block to Downtown was considered "very important" by

a number of respondents. Concerns about the perception of this gateway, specifically whether it is perceived as a safe place, were central to survey respondents.

Following perception, a significant number of respondents suggested the study was an opportunity to improve housing quality and equity on the block. Two priorities stood out:

1. Maintenance of existing housing stock
2. Maintaining mixed housing density

An overwhelming majority of respondents (79%) considered housing density to be either "important" or "critical", and 56% of respondents prefer that the housing on this block have a mixed character of both owner occupied and rental properties. Respondents were concerned about the maintenance of the existing housing stock on the block. A third of all respondents identified either absentee landlords, housing quality, or deferred maintenance of buildings as a challenge, with a significant number of respondents saying these issues were "very challenging." Survey results suggest that respondents would like housing quality to improve in a manner that maintains the urban, mixed-use character

of the block. Housing, the development of vacant lots, and addressing underutilized buildings were each labeled as a priority by roughly a third of the respondents.

The third area was businesses, and according to survey respondents, the most visited businesses on the block were:

- Northampton Glass
- Arreolas Mexican Food
- Zingales Produce
- Slàinte Irish Pub
- Magic Wok
- Jacobs Produce

Still, respondents would like to see more businesses located on the 600-Block. A significant number (nearly half of all respondents) consider the opportunity to attract new businesses as "very important." Food related businesses, from grocery stores to restaurants, were the most desired commercial establishments of survey respondents. At the same time, many respondents also see a key opportunity in supporting the existing businesses that inhabit the block.



Survey Questionnaire

1. What opportunities do you see for the 600 Block of Northampton Street? Please choose only the top five most important to you.

- Chance to Attract New Residents
- Chance to Create New Open Space or Parks
- Chance to Better Connect the West Ward and Downtown Neighborhoods
- Chance to Redevelop, by Demolition, One of City's Most Disinvested Blocks
- Chance to Reuse Existing and Underutilized Buildings
- Chance to Reduce Housing and Population Density
- Chance to Improve a Community and Neighborhood Gateway
- Chance to Attract New Businesses
- Chance to Improve the West Ward's Perception
- Chance to Build New Buildings on Vacant Lots
- Chance to Support Existing Businesses
- Other (please specify)

2. Of the Opportunities Presented How Important Do You Feel Each Is To Revitalization and Sustainability of the Block? (Choose from; Very Important, Important, Neutral, Not Very Important, and Not Important At All)

- Chance to Attract New Businesses
- Chance to Support Existing Businesses
- Chance to Attract New Residents
- Chance to Reuse Existing and Underutilized Buildings
- Chance to Improve the West Ward's Perception
- Chance to Redevelop, by Demolition, One of City's Most Disinvested Blocks
- Chance to Build New Buildings on Vacant Lots
- Chance to Create New Open Space or Parks
- Chance to Reduce Housing and Population Density
- Chance to Better Connect the West Ward and Downtown Neighborhoods
- Chance to Improve Housing Quality and Equity
- Chance to Improve a Community and Neighborhood Gateway

3. What challenges do you see for the 600 Block of Northampton Street? Please choose only the five most important to you.

- Quality of Businesses
- Housing Quantity
- Lack of Public Open Space
- Crime/Safety
- Residential Vacancy
- Housing Quality
- Deferred or Delayed Property Maintenance
- Streetscape (trees, planting, public trash cans, etc.)
- Transient Population
- Parking
- Terrain/Change in Grade from One End of the Block to the Other and From One Side of the Block to the Other
- Absentee Landlords
- Speculative Land Acquisition or Land Banking
- Commercial Vacancy
- Number of Vacant Lots
- Trash/Recycling
- Type of Businesses
- Other (please specify)



community survey

Survey Questionnaire

4. Of the Topics Shown How Challenging Do You Find Each to the Successful Revitalization of the Block? (Choose from Very Challenging, Challenging, Neutral, Not Very Challenging, and Not Challenging At All)

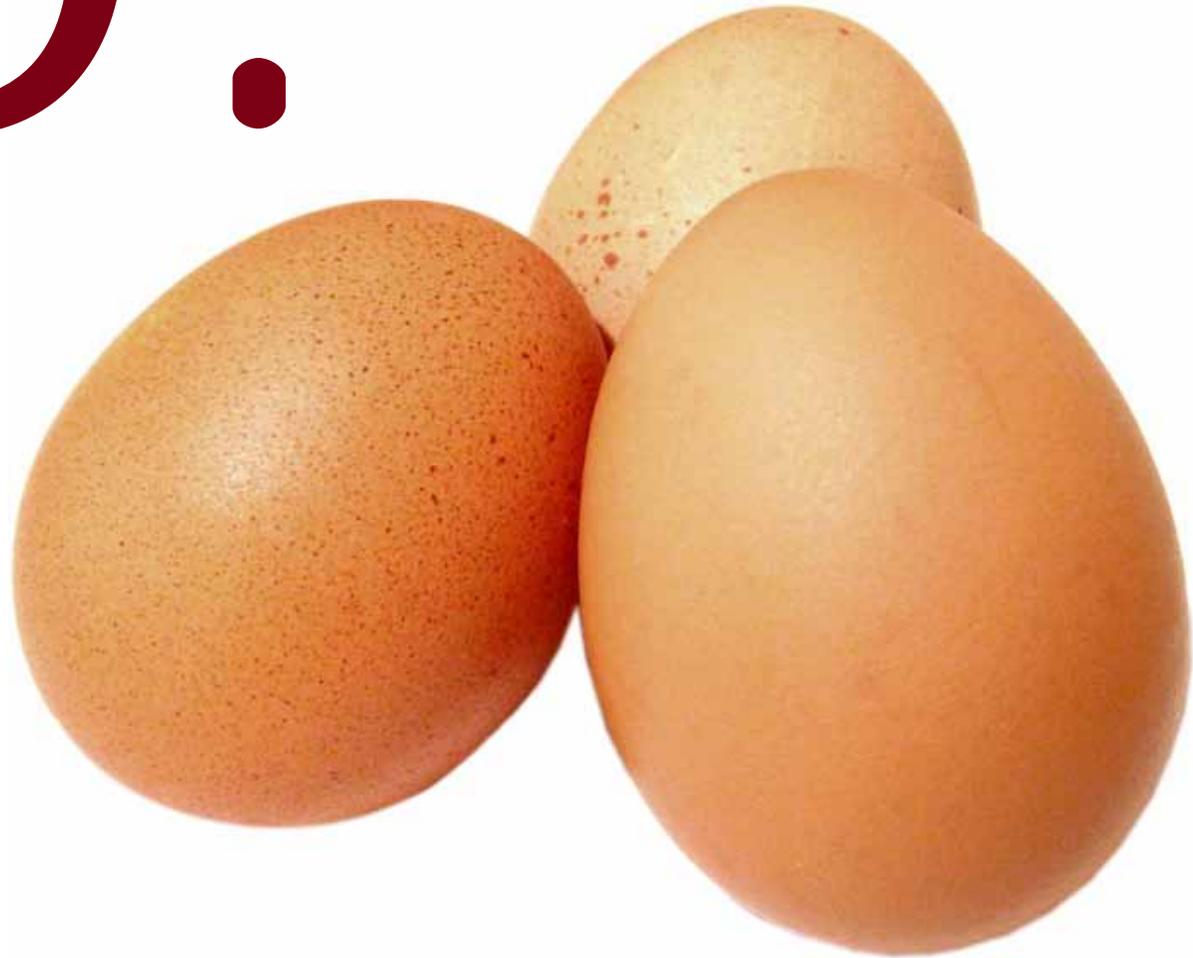
- Housing Quality
- Number of Vacant Lots
- Transient Population
- Residential Vacancy
- Quality of Businesses
- Crime/Safety
- Parking
- Trash/Recycling
- Streetscape (trees, planting, public trash cans, etc.)
- Terrain/Change in Grade from One End of the Block to the Other and From One Side of the Block to the Other
- Housing Quantity
- Commercial Vacancy
- Type of Businesses
- Lack of Public Open Space
- Absentee Landlords
- Deferred or Delayed Property Maintenance
- Speculative Land Acquisition or Land Banking

5. Do You Interact With Residents or Property Owners on the 600 Block? If so, What Types of Contacts Do You Have?

- Know/Visit Person Who Owns Property on the Block
- Know/Visit Person Who Resides on This Block
- Do Not Interact with Property Owners or Residents of This Block
- Other (please specify)



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design charrette

Meeting #1

On the evening of May, 25, 2011, staff from the City of Easton and the West Ward Neighborhood Partnership invited members of the community to participate in a charrette, an interactive, collaborative, facilitated design session, at Slàinte Irish Pub. While the meeting covered a range of topics relating to the 600 Block, the streetscape, particularly the tree lawn, was the focus of a lively, engaging discussion. By adjournment, a number of issues had been addressed:

Vacant Lots

The block has a vast, canyon-like feeling, between the northern and southern sides of the block. This condition engenders feelings of fear, sadness from perceived disinvestment, and frustrations over junk and rubbish on vacant lots. Participants wanted to see these spaces filled with businesses, led by entrepreneurs from the community. They wanted to see opportunities for those who had ideas, but not necessarily means, and the City and West Ward Neighborhood Partnership Staffs said they'd be happy to help individuals access available programs.

Street Design

The width of the street, both real, and perceived, is a real challenge for the block. The participants like the idea of curb bump-outs at intersections, but had concerns. Would businesses lose parking? Would it pass PennDOT requirements? Staff said before anything was implemented, these matters would be addressed, and in the past, such things have been resolved. Angled-parking was discussed, but practical limitations were recognized.

Tree Lawn

Participants raised concerns that the existing trees were insufficient, and more trees, with greater consistency of distribution, were needed. When possible, they wanted to preserve existing trees, but also wanted much greater uniformity along the block. The greening of the edge of vacant lots, with other elements such as iron fences or street walls were seen as a way to narrow the street corridor. Maintenance of the tree lawn was spotty at best, many portions being overgrown, which the residents agreed "look horrible they way they are." Tree grates generated a mixed reaction, though low-height tree

fences (roughly 16 inches in height) met with broad approval. There were concerns, moving forward, as to how the grass strip would be handled, in particular, whether pavers could prevent seeping into adjoining basements blamed on the installation of the current grass strips.

Future of the Tree Lawn

It was announced that a volunteer was willing to make the existing tree wells of a uniform size. (This was done on June 11, 2011.) Pavers would need to be installed by the end of the summer, as per the requirements of the West Ward Neighborhood Partnership. It was decided that the pavers should occupy the entirety of the grass strip, keeping the greening to the confines of the tree wells. This would help prevent issues from mud and dirt which have been plaguing residents on the block. A variety of pavers were provided for attendees to consider, with the participants ultimately remaining split narrowly between red brick and grey cobble materials.

design charrette



Meeting #1

Future Community Initiatives

Seasonal uses for vacant lots were suggested, such as nurseries selling things such as flowers, pumpkins, Christmas trees, etc. Finding alternative uses for these properties met with broad approval. The group felt the community wasn't capitalizing on events Downtown, which draw people from the West Ward up and down Northampton Street all day. They wanted to encourage more community events, and create a greater block identity. They also so local businesses as a key thing to focus on: both getting people to frequent them, and getting the businesses involved in the community. There was a feeling too that commerce and cleanliness on the block were very related.



design charrette

Meeting #2

On the evening of November 30, 2011, staff from the City of Easton and the West Ward Neighborhood Partnership invited members of the community to participate in a public meeting to discuss their opinions on tree wells, brick pavers, and bump-outs, at Slàinte Irish Pub. By adjournment, the public's opinions were:

Tree Wells

The tree well that the majority of the audience agreed to was one that consisted of metal and had loops on the top. To ensure the materials within the tree wells remained there, a thin metal (fin) was suggested to be installed around the bottom of the tree wells. It was also agreed upon that the materials inside the tree wells will not be cobblestone.

Pavers

The audience agreed that red brick pavers would be used along the sidewalks, and by the end of the year they would be installed along the block.

Bump-outs and Medial Strips

Bump-outs were proposed to be installed at the intersections for pedestrian safety and traffic calming. The audience had concerns about the bump-outs for bicyclists running into them, and that they would cause problems for vehicles entering driveways into businesses. The audience was informed that this concept was still in the preliminary stage, and more information would be forthcoming.

It was suggested that a large medial strip be installed in the middle of Northampton Street from 6th Street to 7th Street. The audience was made aware that Northampton Street is a PennDOT road, and it would be extremely difficult and very time consuming to get approval from PennDOT to install a medial strip along this section of road.

The audience agreed that they would consider the bump-outs as a choice once more information was provided.



design charrette

