

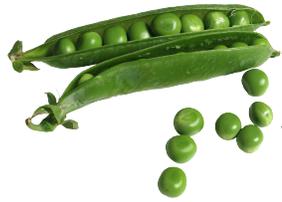
July 10, 2013



dutchtown market green

**A MASTER PLAN FOR
THE 600 BLOCK OF
NORTHAMPTON STREET**

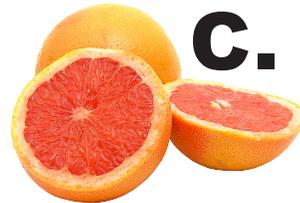
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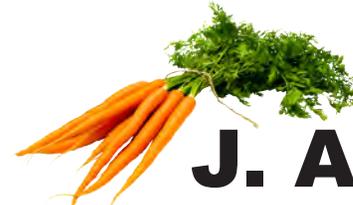
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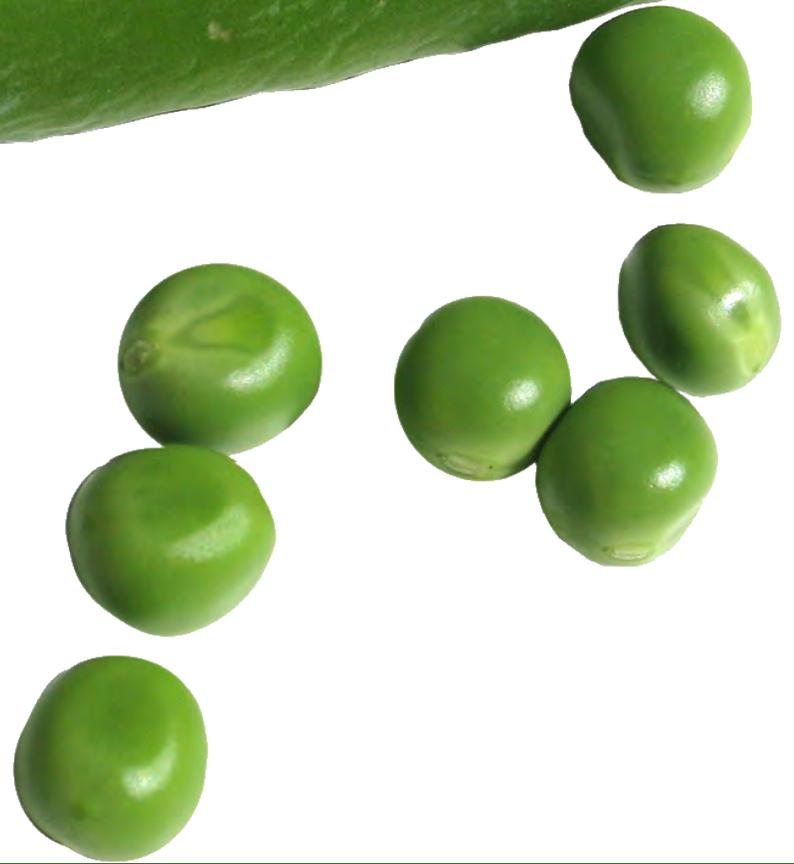
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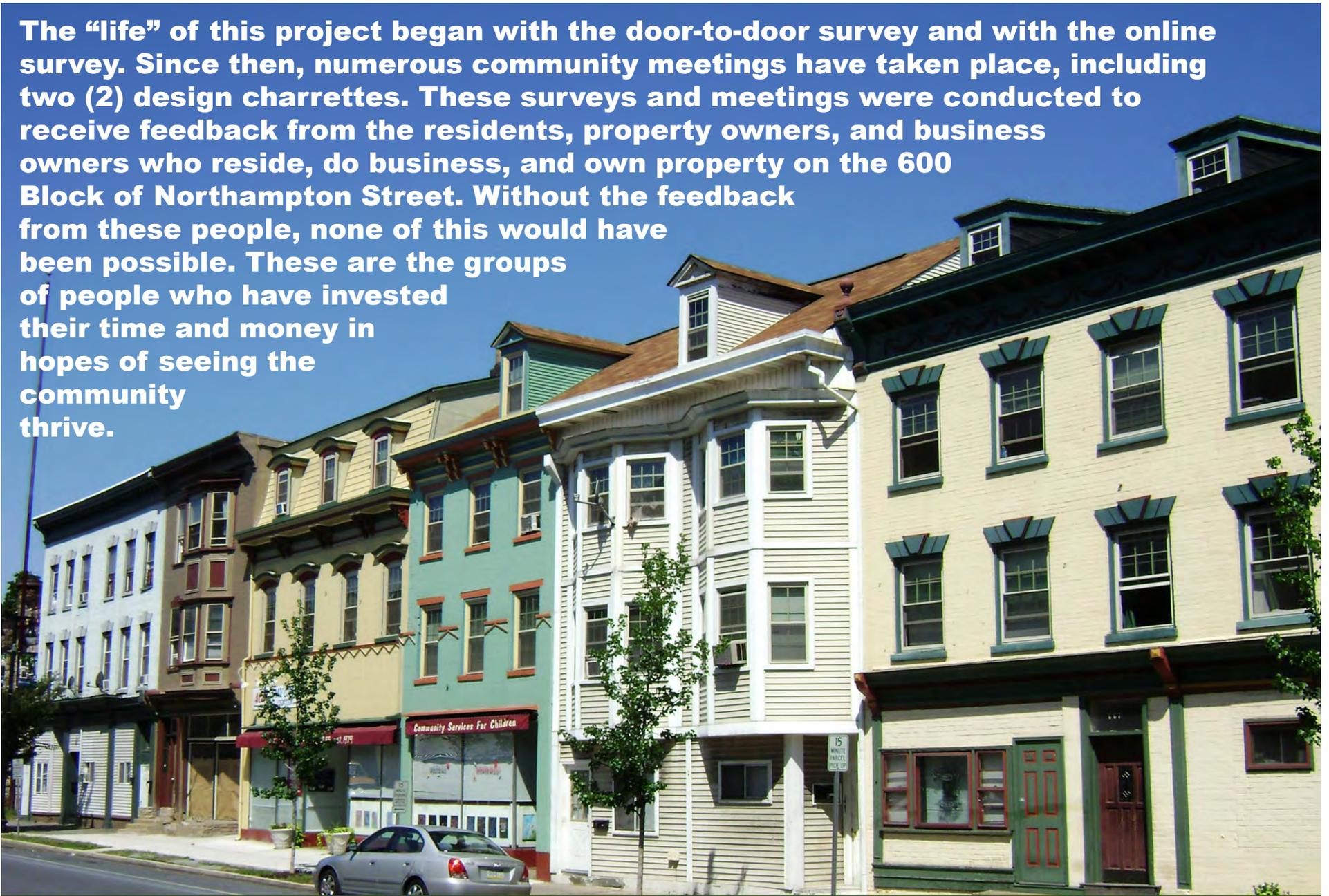


a.



acknowledgements

The “life” of this project began 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 the community thrive.



acknowledgements

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acknowledgements

b.



action plan

Welcome to the 600 Block of Northampton Street - a dynamic gateway community! Having begun initially as an analysis of the neighborhood's streetscapes, it soon became very apparent that this vital piece of Easton needed and deserved a thoughtful, comprehensive study. The result is this master plan: Dutchtown Market Green.

In developing strategies and conclusions, the means of this plan proved just as important as its ends. Here, Dutchtown Market Green represents a process of thorough analysis, coordinating City resources, community initiative, and engaging a broad spectrum of stakeholders. The result is a plan of depth, purpose and direction.

We invite you to interact with this plan. Discover the community's past, realize its presence, and aspire to its future.

Dutchtown Market Green



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's thorough analysis, the block's priorities, key issues, goals, strategic steps, and potential community models 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
4. Enhancement of the transition between the Downtown and West Ward neighborhoods
5. Preservation and improvements to infrastructure and greater access to the local and regional transportation network



action plan



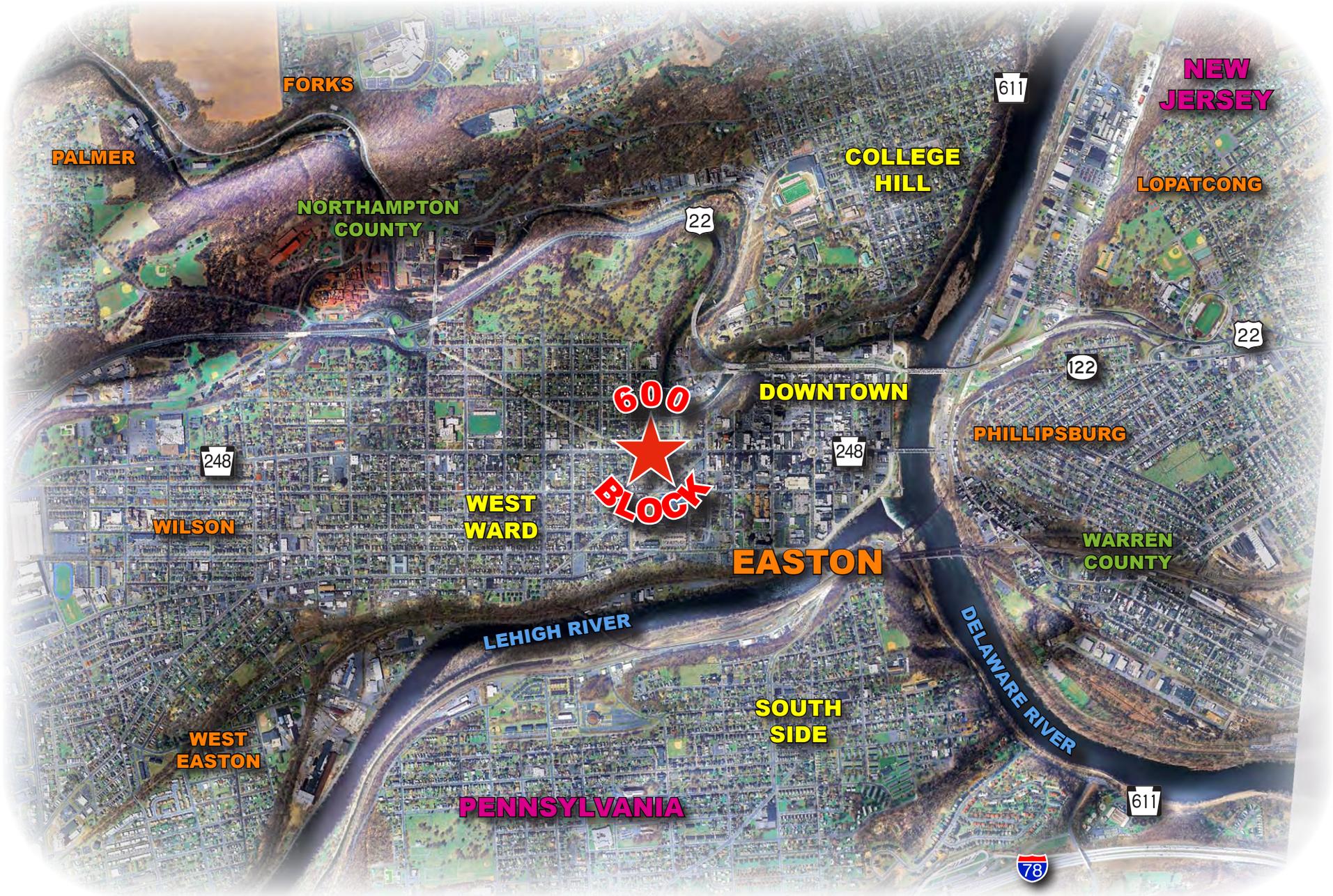
C ■

the neighborhood

A LOCAL COMMUNITY IN A REGIONAL CONTEXT



the neighborhood



the neighborhood



Framing the Block



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. The area is roughly 350 feet from north to south and 1,050 feet from east to west, occupying a total of 8.54 acres.

3 the neighborhood

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 is situated in a gateway area both geographically and functionally.

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 multiple neighborhoods**
- **Historically differentiated from adjacent areas**

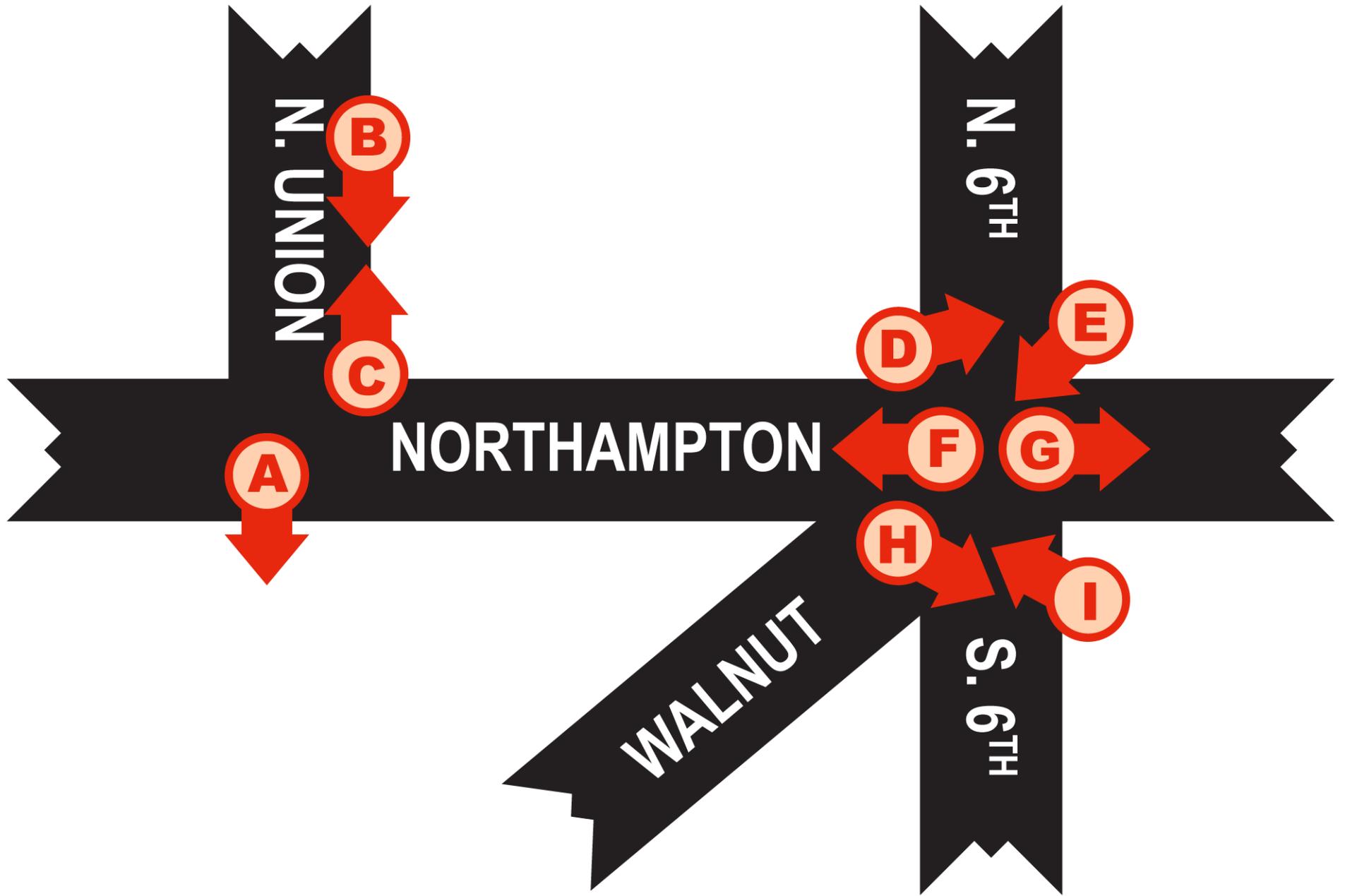
As with any Gateway Community, the challenge is to make a coherent transition between one neighborhood/zone and another, in this case the Downtown District and the West Ward. An additional challenge comes in the overall form of the Northampton Street Corridor, both in terms of its manmade features and the natural slopes and arrangement of the landscape. 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.

the neighborhood



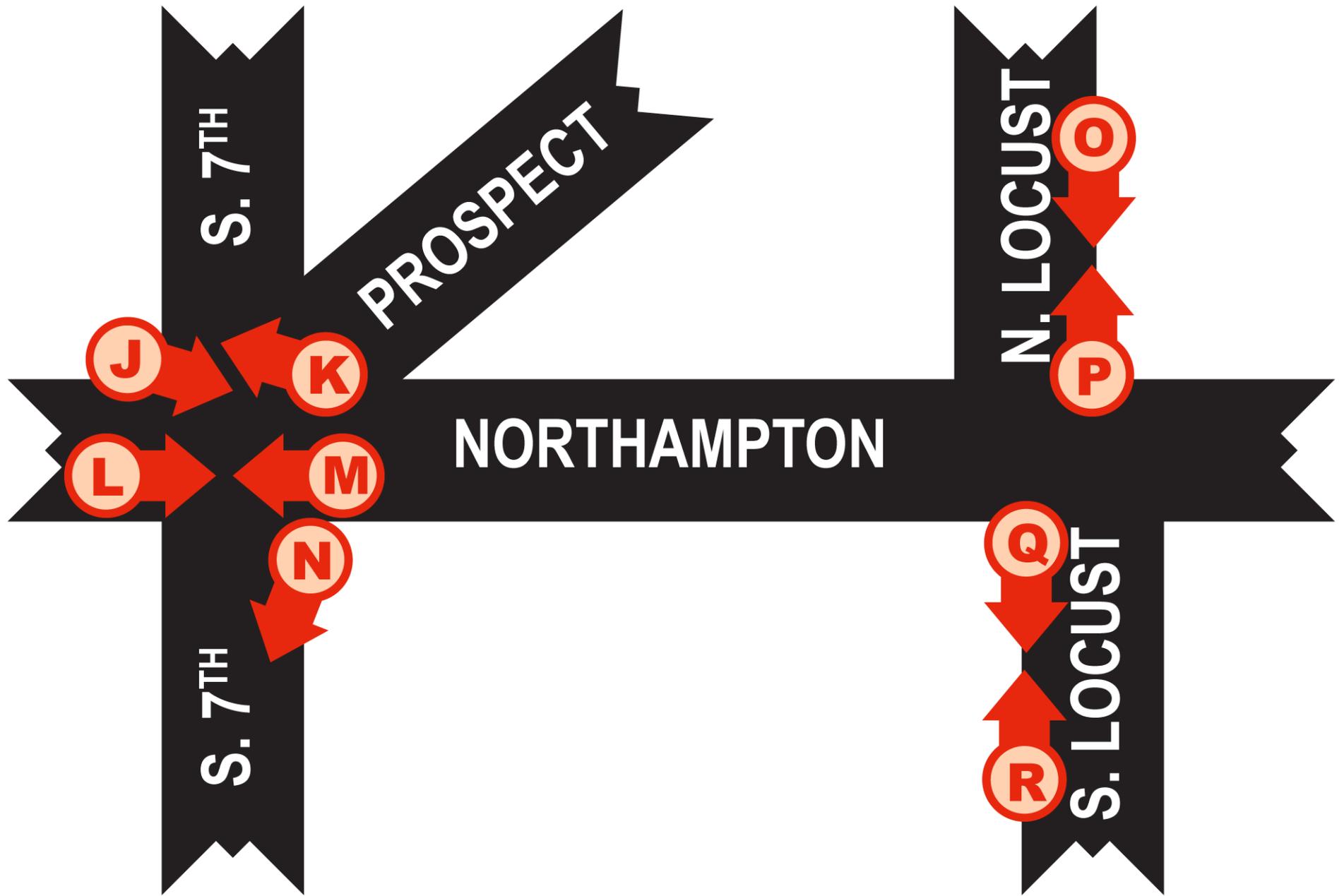


C
5 the neighborhood

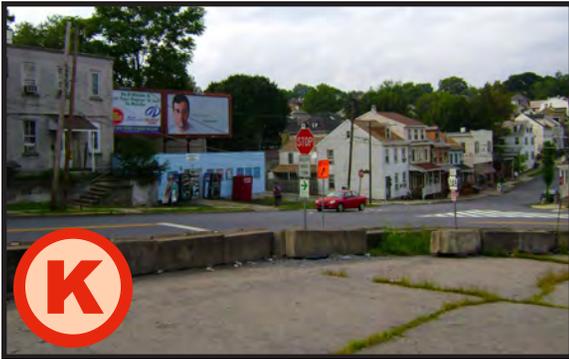


the neighborhood

**C
6**

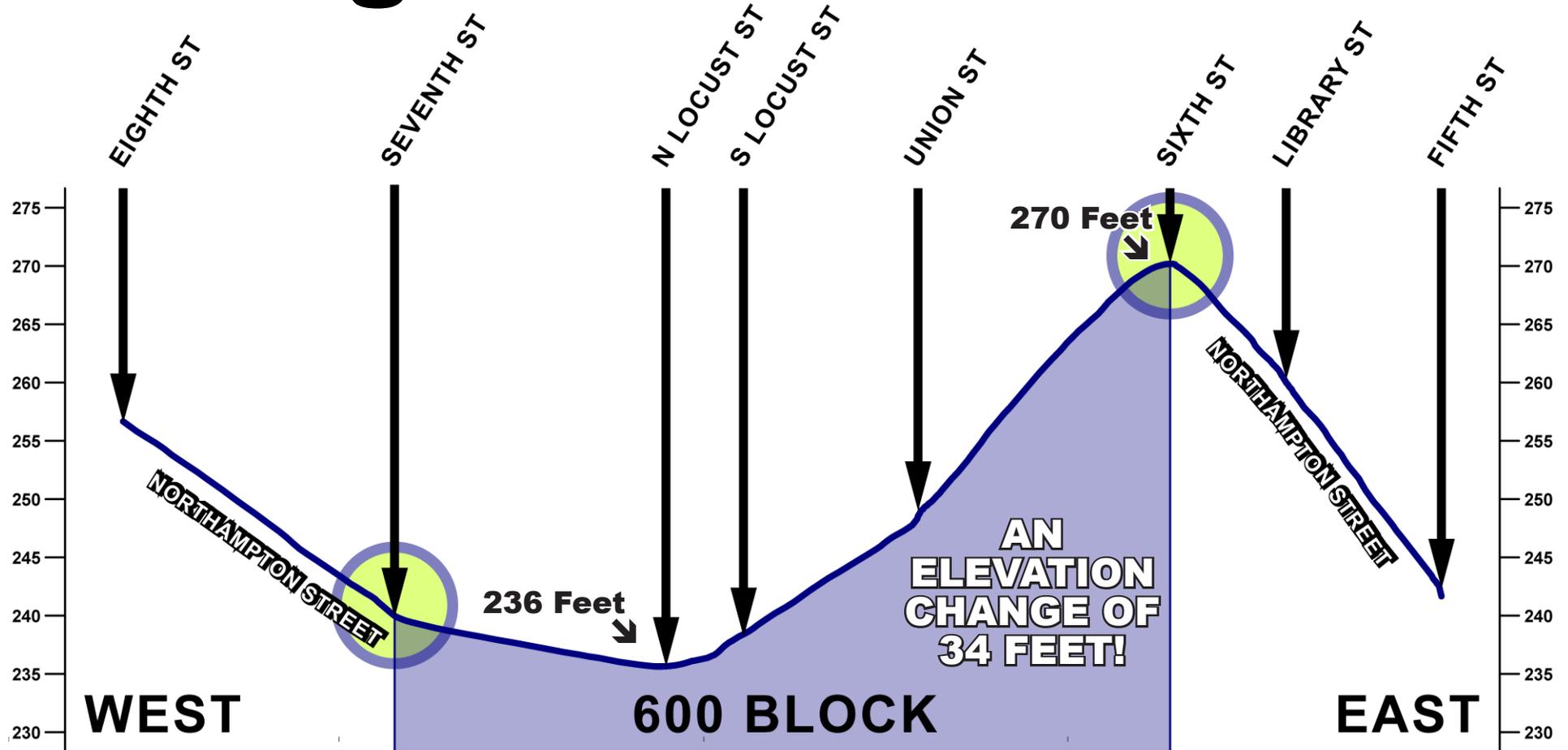


7 the neighborhood



the neighborhood **C**
8

Making the Grade

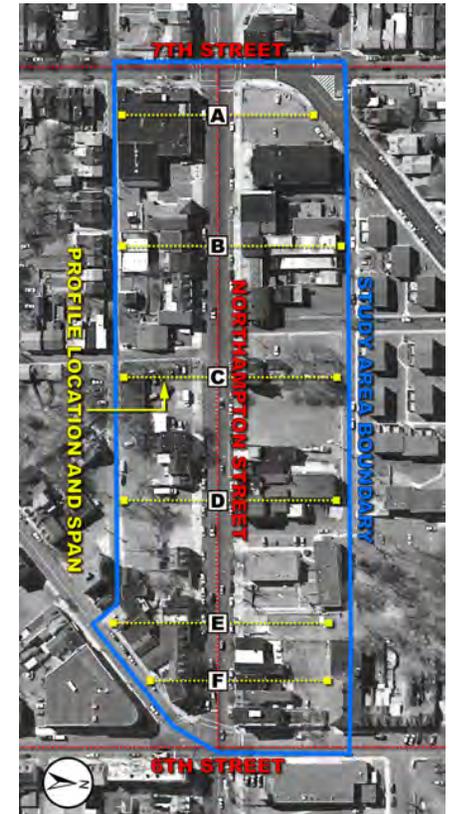
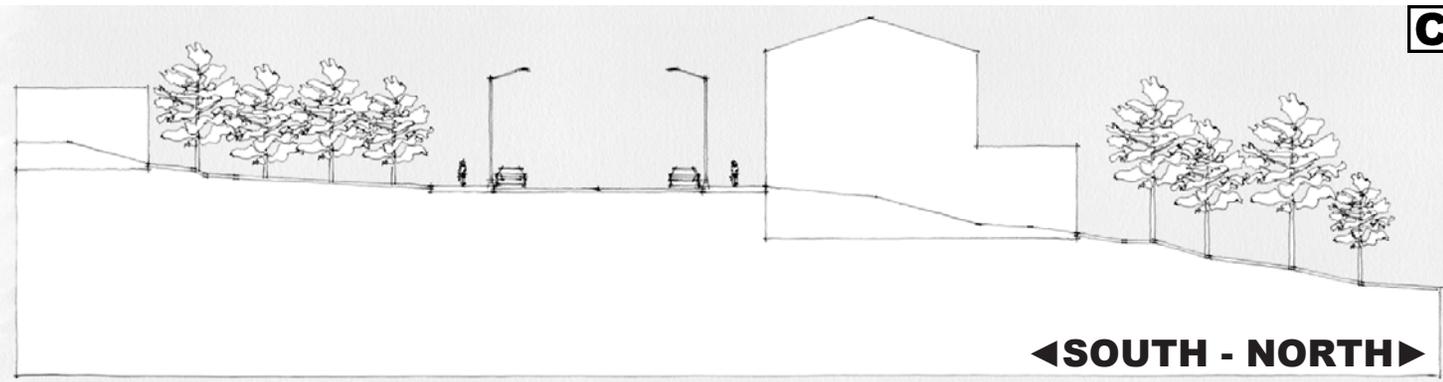
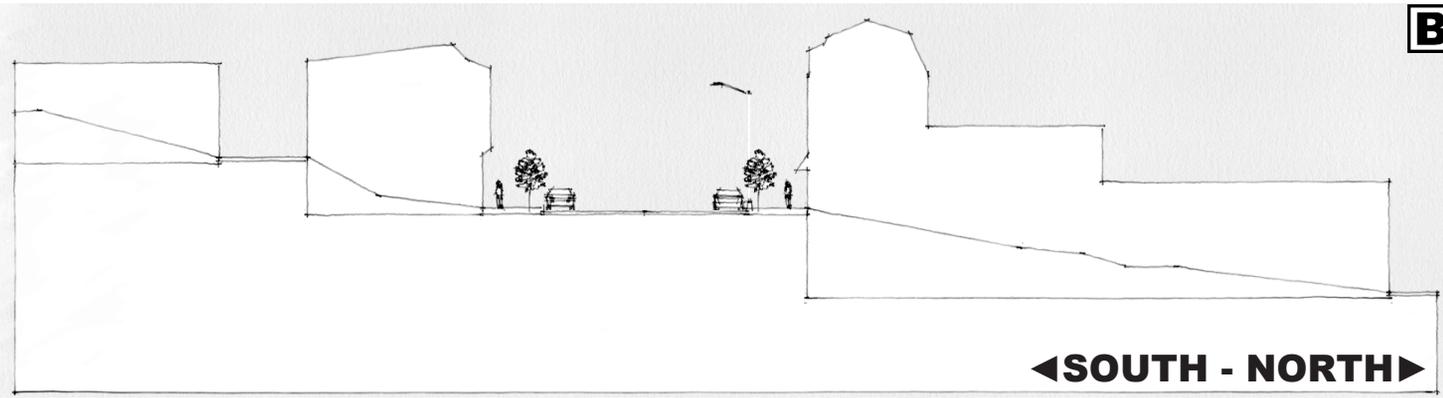
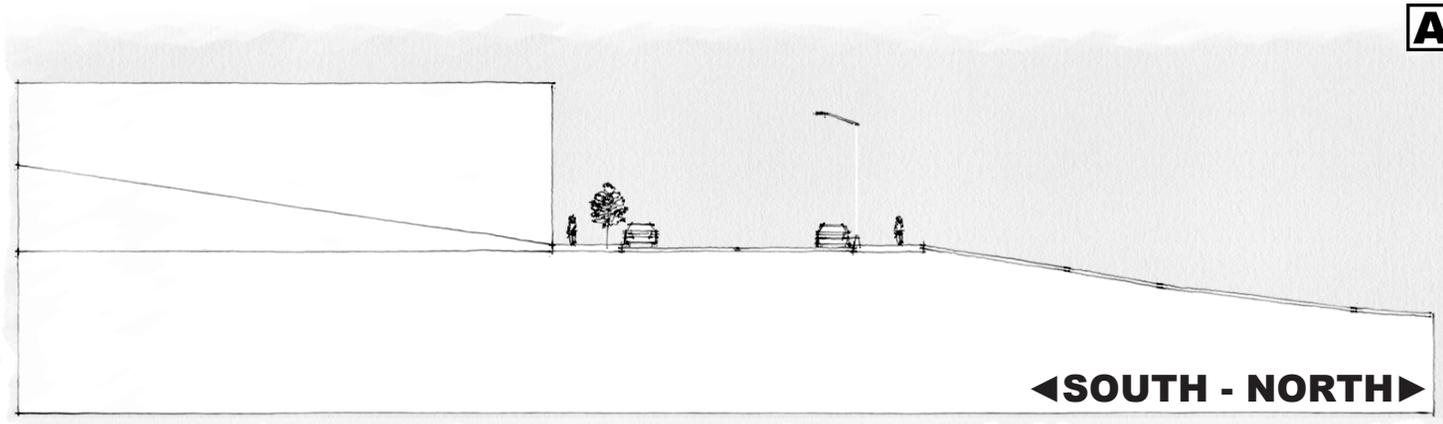


Traveling Northampton Street between Fifth and Eighth can feel like a roller coaster ride. And these slopes don't only run east to west, they also run north to south. These grade changes are both a strength and a weakness to the block. Such slopes can create challenges to development. However, they also frame the block, define its gateways, and provide non-traditional design opportunities. As with many aspects of the 600-Block, it's the "glass half full" perspective that's key.



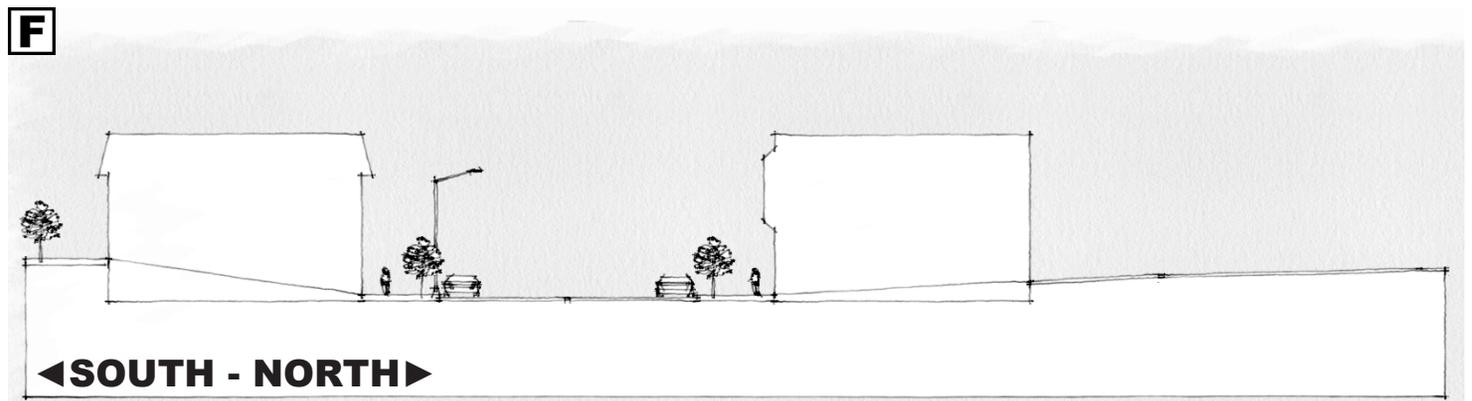
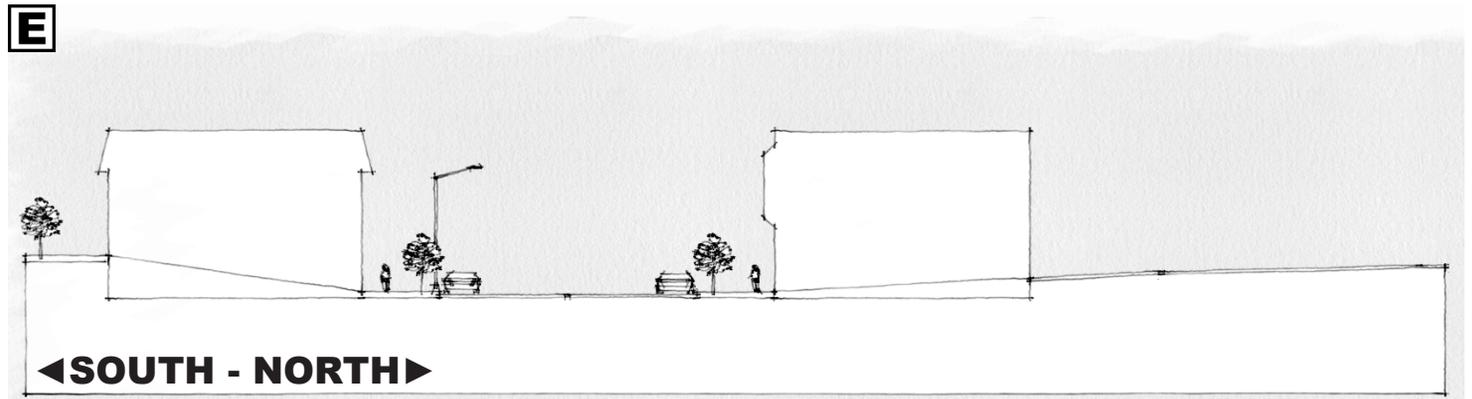
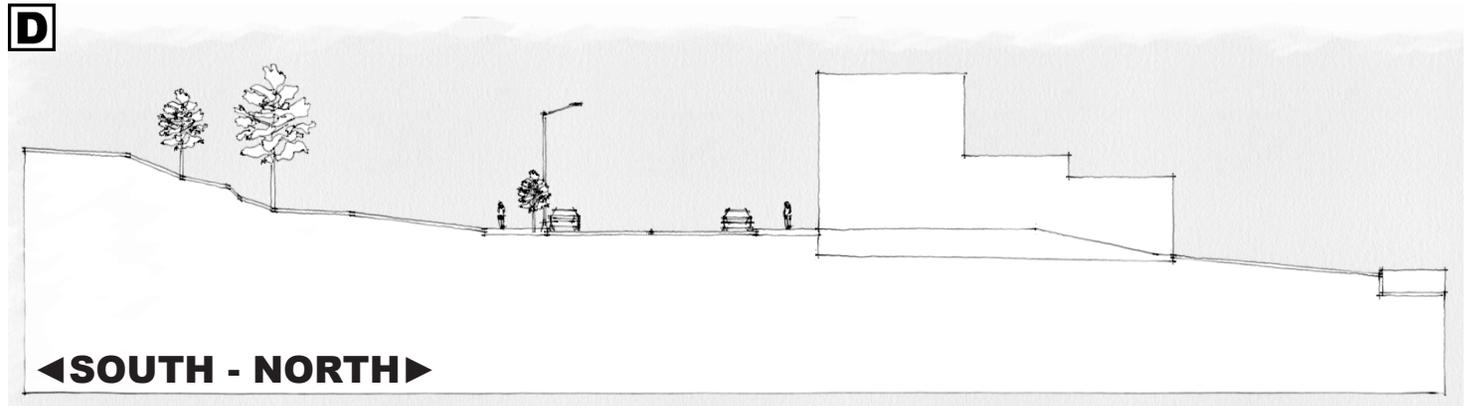
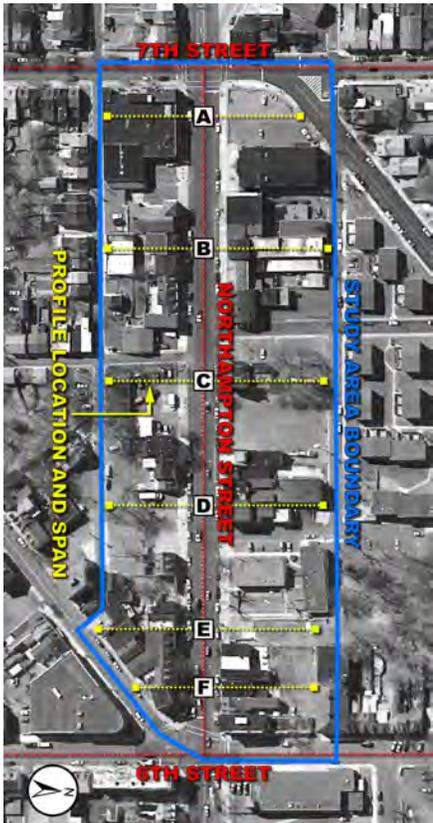
the neighborhood

UP AND DOWN SIDE TO SIDE



the neighborhood

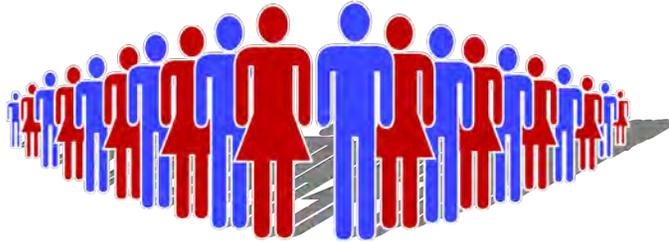
UP AND DOWN SIDE TO SIDE



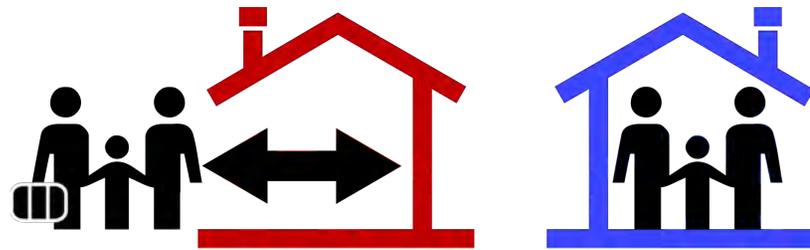
the neighborhood

600 Block by the Numbers

In the Study Area in 2010...



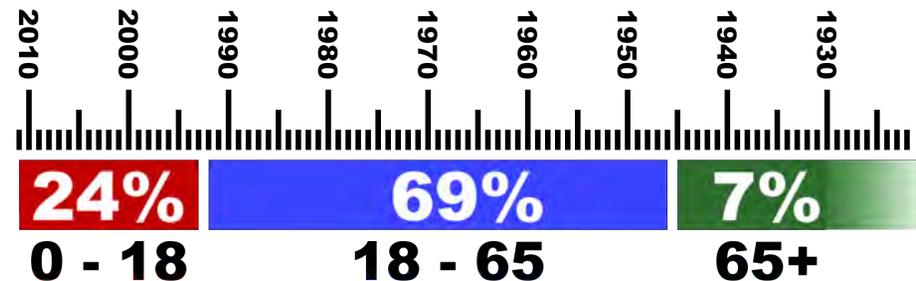
...there were 347 residents.



...only half of the current residents living in the same home as in 2009.



...there were 152 distinct households, with an average household size of 2.3 individuals.



...there were 83 children under age 18, 26 seniors (over age 65), and the median age was 34.

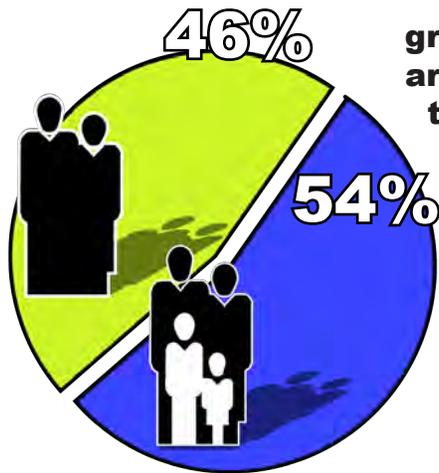
However, the similarities in population, household size, and age composition in comparison to the 2000 Census suggests that market conditions in the Study Area have remained relatively stable. Although the individuals currently living in the Study Area may not be the same as those living in the Study Area ten years ago, they represent similar demographics.

the neighborhood



600 Block by the Numbers

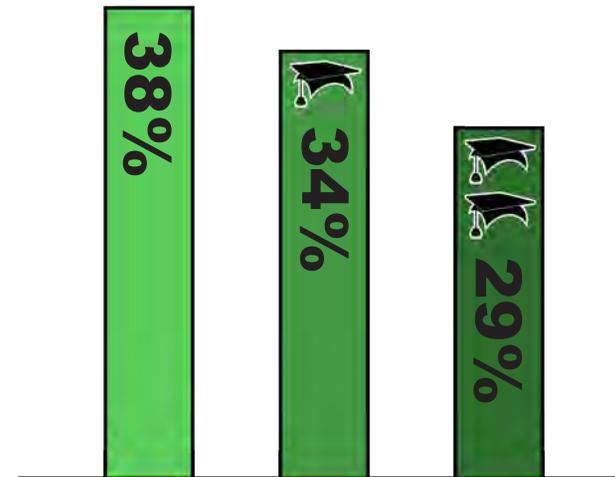
In the Study Area in 2010...



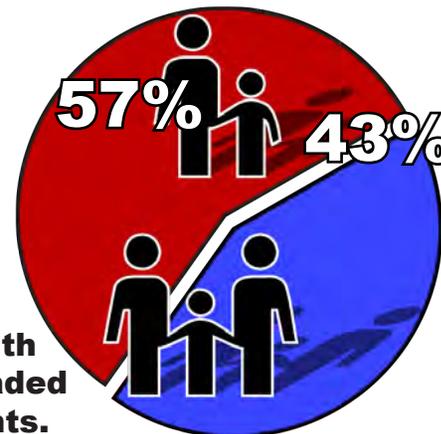
...among the grandparents, 54% are responsible for the care of their grandchildren.



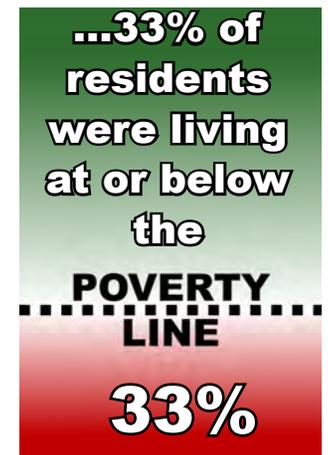
...37% of adults were employed, 6% were unemployed, and 57% were not in the labor force. (The labor force consists of all employed individuals, as well as anyone actively seeking work.)



...38% of adult residents did not hold a high school diploma, 34% held a high school degree or GED and 29% continued their education beyond high school.



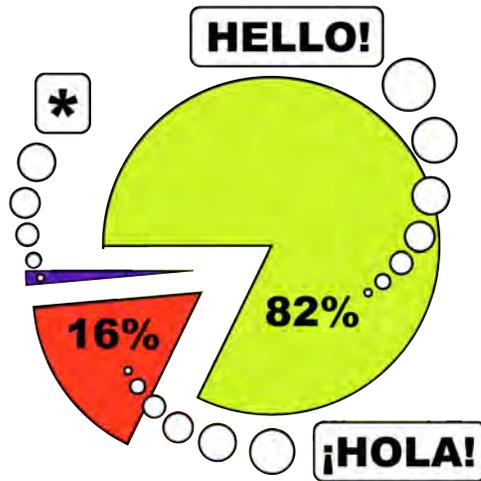
...57% of all households with children are headed by single parents.



...33% of residents were living at or below the POVERTY LINE

600 Block by the Numbers

In the Study Area in 2010...



...82% of residents only spoke English, 16% of residents spoke Spanish as their primary language, and 2% primarily spoke a language other than English or Spanish.

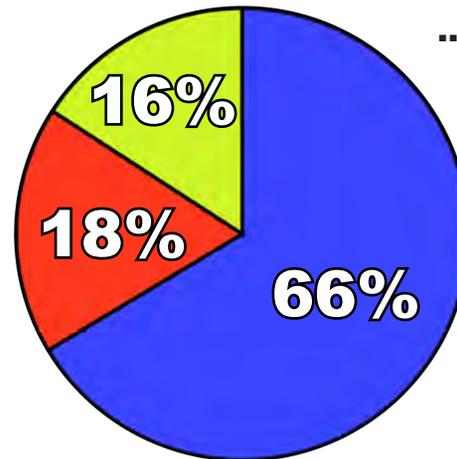
7% of residents self-reported limited English fluency.



...84% of the foreign-born population was born in Latin America.



...21% of residents indicated Hispanic or Latino ethnicity.



...66% percent of residents self-identified as White, 18% as Black or African-American and 16% self-identified as another race.

There is a...

VARIETY OF HOUSING TYPES

...along the 600 Block of Northampton Street Study Area.

These housing types consist of...

SINGLE- AND MULTI-FAMILY HOMES APARTMENTS AND MIXED RESIDENTIAL/BUSINESS

THERE ARE 21 PROPERTY OWNERS
FOR 36 RESIDENTIAL PROPERTIES

and

NOT ONE OF THESE PROPERTIES IS OWNER-OCCUPIED!

Per the City's Rental Housing Licensing Program, there are...

113 LICENSED APARTMENTS

...and there are an additional...

36 LOW-INCOME APARTMENTS

...managed by the...

EASTON HOUSING AUTHORITY.

...and based on the 2010 US Census, there are...

349 RESIDENTS LIVING HERE.

Single Family Residential Units

Address	Licensed Rental Units
638 Northampton	1
640 Northampton	1
642 Northampton	1
672 Northampton	1
672 1/2 Northampton	1
669 Pine	1

Multi-Family Residential Units

Address	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

Residential Apartment Units

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

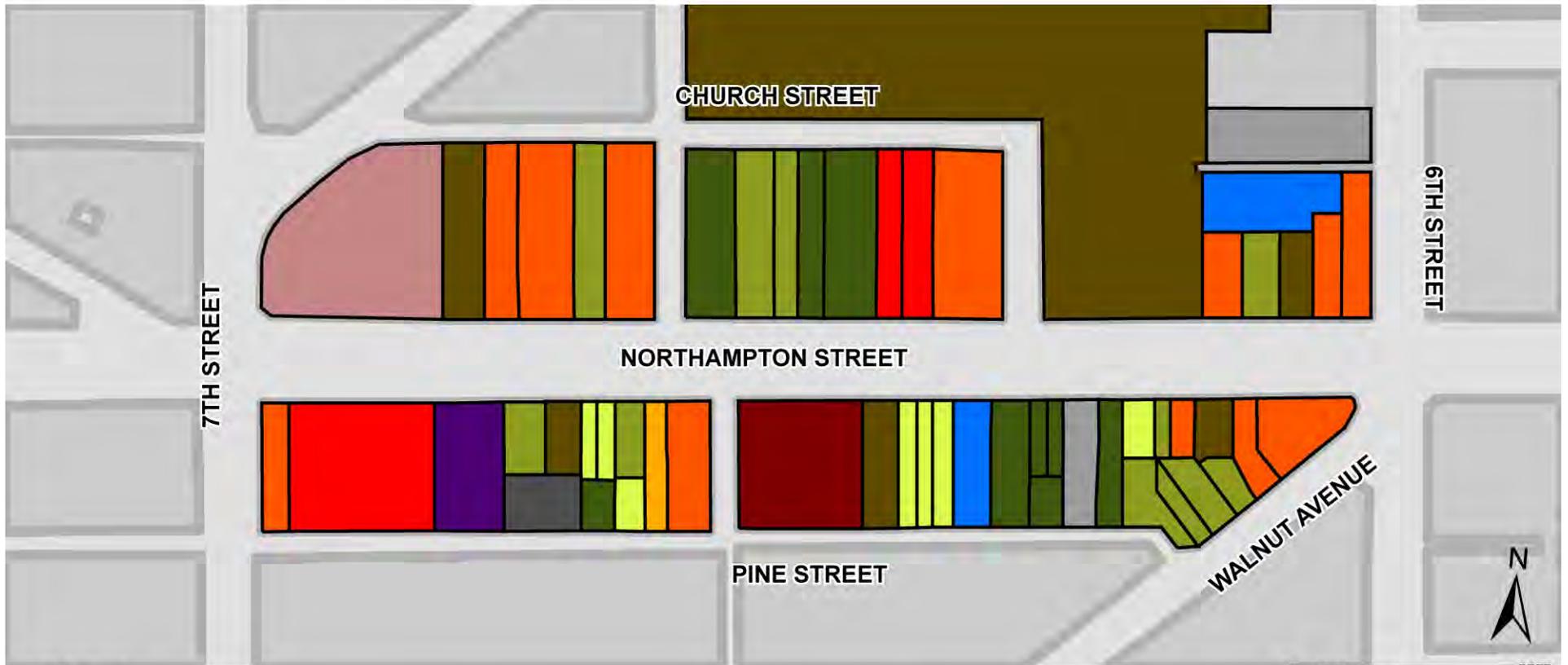


the neighborhood

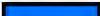
Housing



Land Use



LEGEND

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



the neighborhood

BUSINESSES AND HOUSING TRULY “WORK” TOGETHER ON THE BLOCK AND REINFORCE ITS TRANSITIONAL CHARACTER



Table 4: Mixed Residential/Business

Street Number	Licensed Rental Units
601A Northampton	1
603-605 Northampton	3
612½ 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

Architecture



LEGEND

- | | | |
|---|---|--|
|  FEDERAL |  FEDERAL WITH VICTORIAN ELEMENTS |  UNDISCERNABLE COMMERCIAL |
|  ITALIANATE |  ITALIANATE WITH GREEK REVIVAL ELEMENTS |  NOT CLASSIFIED |
|  GEORGIAN |  FRENCH SECOND EMPIRE |  VICTIM OF FAÇADICIDE |
|  POST MODERN |  MEDIEVAL REVIVAL / RICHARDSONIAN ROMANESQUE | |



the neighborhood

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.



the neighborhood



There are 38 employees for the 15 businesses located in this Study Area. Six of the businesses are family operated, and the family members are considered employees at these businesses. Commercial uses in the 600 Block of Northampton Street Study Area comprise 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. There are 15 businesses currently operating on this block. Given 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, with some having been in operation for over fifty!



the neighborhood

There are...

57 PROPERTIES

...in the study area, with uses including...

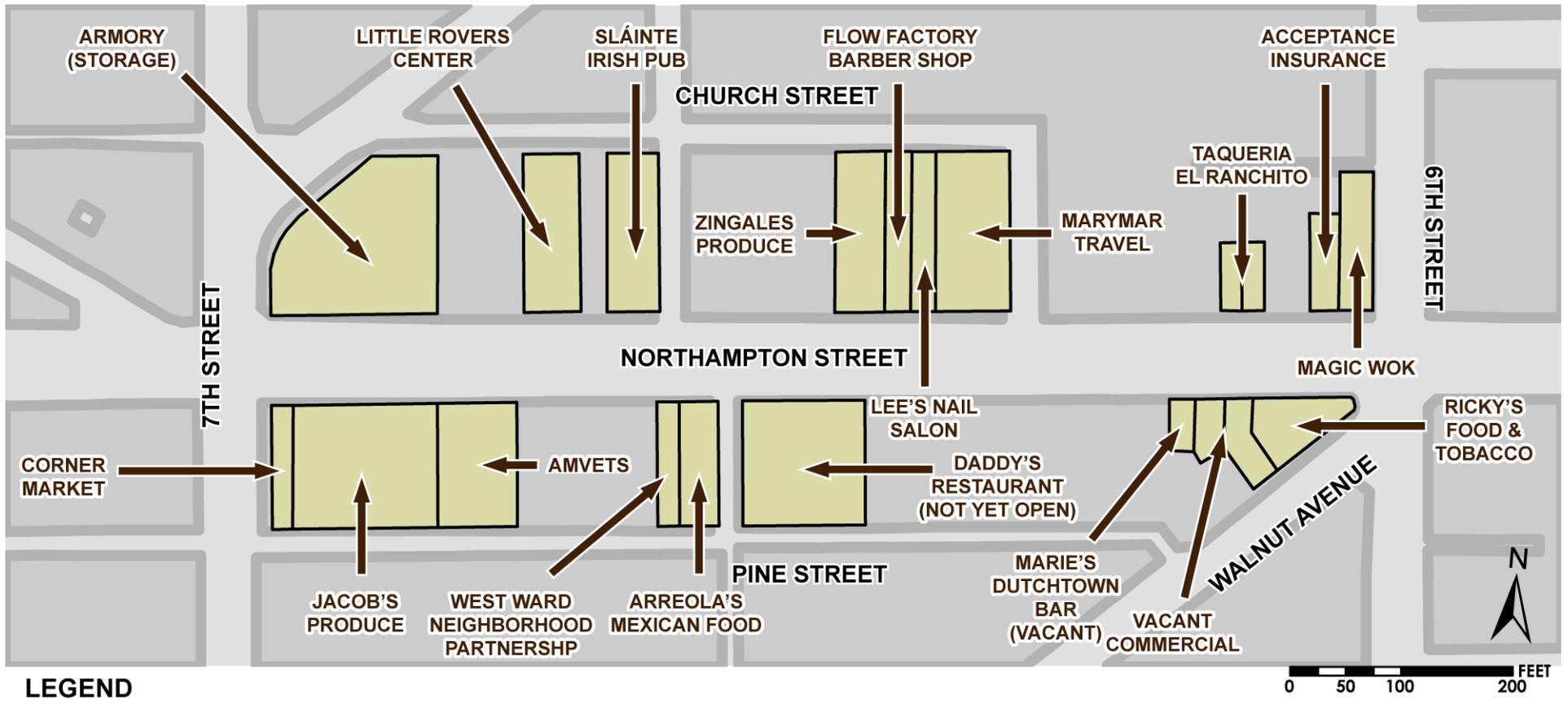
SINGLE-&MULTI-FAMILY HOUSING
APARTMENTS
MIXED-USES
PARKING LOTS
OFFICE SPACES
VACANT LAND
RESTAURANTS
FOOD MARKETS
WAREHOUSING
DISTRIBUTION

The 600 Block of Northampton Street Study Area includes the West Ward Zoning District and the Street Corridor Enhancement Overlay Zoning District. 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.

the neighborhood



Landmark Uses



Vacant/unoccupied properties are a major concern for the 600 Block of Northampton Street. 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 transience. 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.



There is a commercial building that has been vacant/under-utilized 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.

LANTA provides four (4) bus routes through the Study Area. 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.

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.

Roughly 110 people board and 135 people deboard buses in this area on a typical weekday. This includes stops at Northampton & Seventh, Northampton & Sixth, Northampton & Fifth, as well as Walnut & Sixth.



S
T
O
P

6
7
1
9



610-776-7433
lantabus.com

Daily Route Schedule

Bus Route	Weekdays		Saturday		Sunday	
	Inbound	Outbound	Inbound	Outbound	Inbound	Outbound
Easton-Bethlehem-Allentown (220)	13	13	12	12	0	0
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	0	0

Public Transit



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

Traffic



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



the neighborhood

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. Since these intersections are extremely important for travelers and pedestrians, safety is a priority for both travelers and pedestrians traversing these intersections.

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 high speeds through the area. The width and length of Northampton Street make it ideal for installing traffic calming features, which should reduce motorist speed and provide greater safety to pedestrians crossing 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.



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.

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.

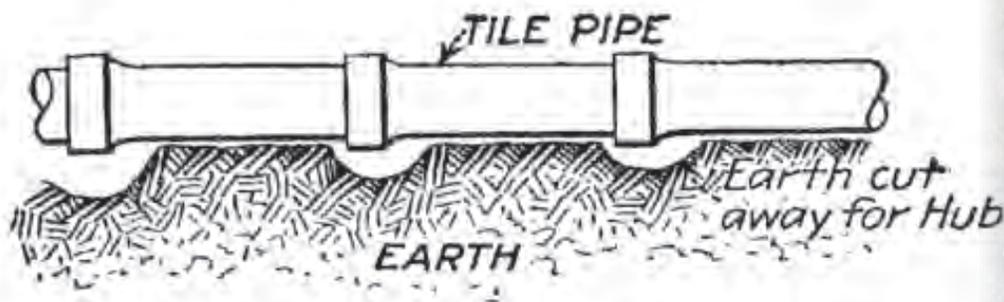
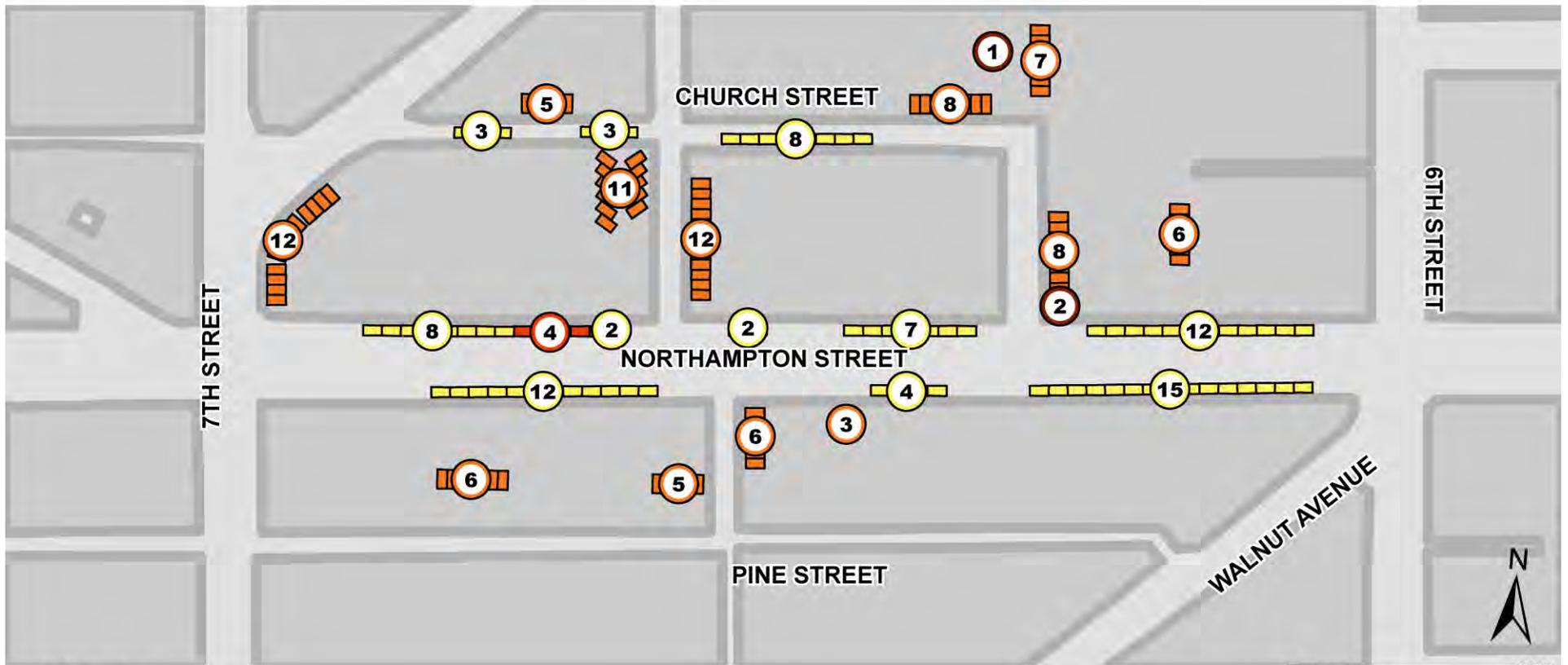


FIG. 38.—Laying terra-cotta pipe.



Parking



LEGEND

- STUDY AREA
- Yellow rectangle ON STREET, NO METER (76 SPACES)
- Orange rectangle ON STREET, TIME LIMIT, NO METER (4 SPACES)
- Brown rectangle PRIVATE (89 SPACES)
- Brown circle PRIVATE, HANDICAPPED (3)

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

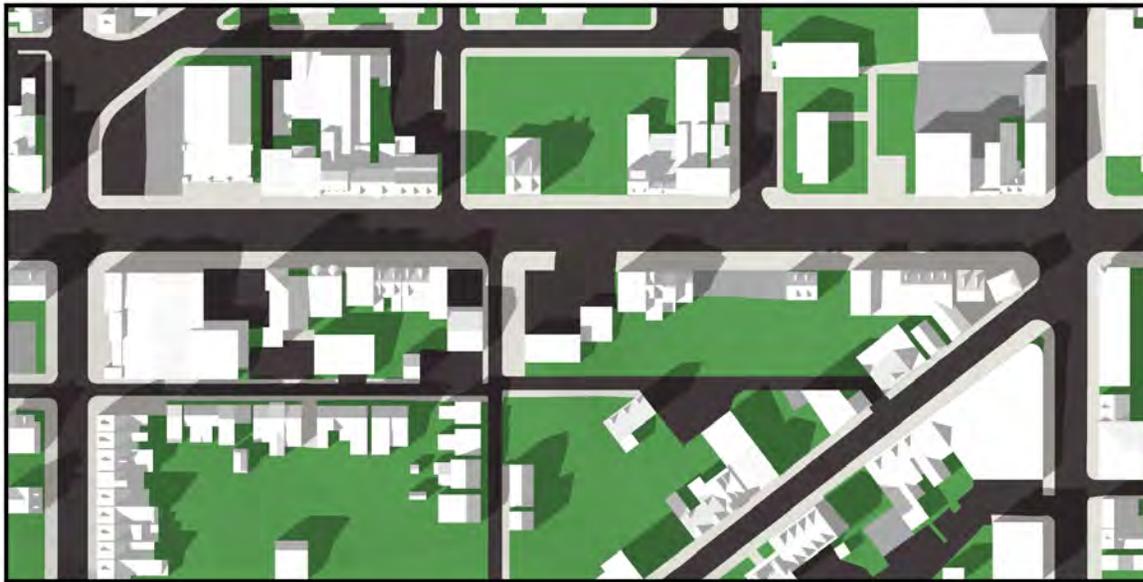
the neighborhood



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.

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 Little Rovers 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.



**Thanks
for
Getting
to Know
Us
Better!**



the neighborhood

d.



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 architectural 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

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, combined with other elements such as iron fences or street walls, were seen as ways to narrow the street corridor. Maintenance of the tree lawn was spotty at best, with many portions being overgrown; residents agreed that the tree lawns "look horrible the 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 as to how the grass strip would be maintained, in particular, whether pavers could prevent seeping into adjoining basements blamed on the installation of the current grass strips.

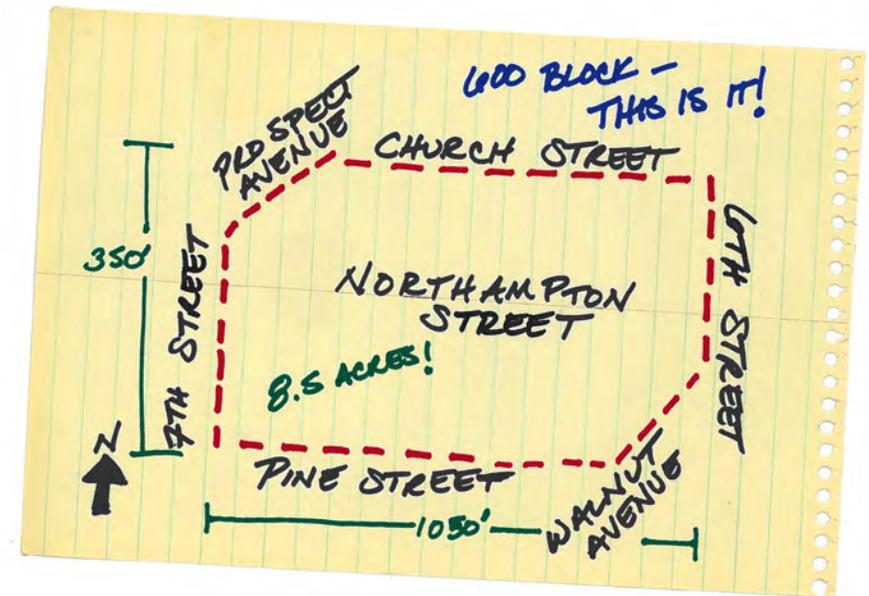
It was announced that a volunteer was willing to make the existing tree wells of a uniform size. (This was done on June 11, 2011.) Pavers would need to be installed by the end of the summer, as per the requirements of the West Ward Neighborhood Partnership. It was decided that the pavers should occupy 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.

Future Community Initiatives

Seasonal uses for vacant lots were suggested, such as nurseries selling items 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 say 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.

Key Points:

- **Improve property maintenance**
- **Create an attractive environment**
- **Promote local businesses**
- **Enhance the climate for living, visiting, and commerce**
- **Preserve our architectural heritage**
- **Promote our rich history**
- **Ensure appropriate new development and redevelopment**
- **Celebrate the unique dynamic of this block**



How do we do it? Be sure to check out the implementation chapter!



e.

priorities

perception • development • business

change the **perception** of the block

improve the **gateways** to the block

maintain existing **housing** stock

maintain **mixed** uses



priorities

Priorities for the 600 Block were developed through...

- The community survey, detailing the vision, perception, key issues, and goals of both 600 Block residents and members of the greater Easton community.
- A comprehensive review of data, ranging from the U.S. Census to information in county and municipal records.
- Condensed datasets, in the form of demographic and community profiles.
- Public meetings with active community participation.
- Input from community leaders and elected officials.
- Considerations and observations raised by City staff.
- Miscellaneous information from a variety of sources, collected throughout the planning process.

...and were determined to be...



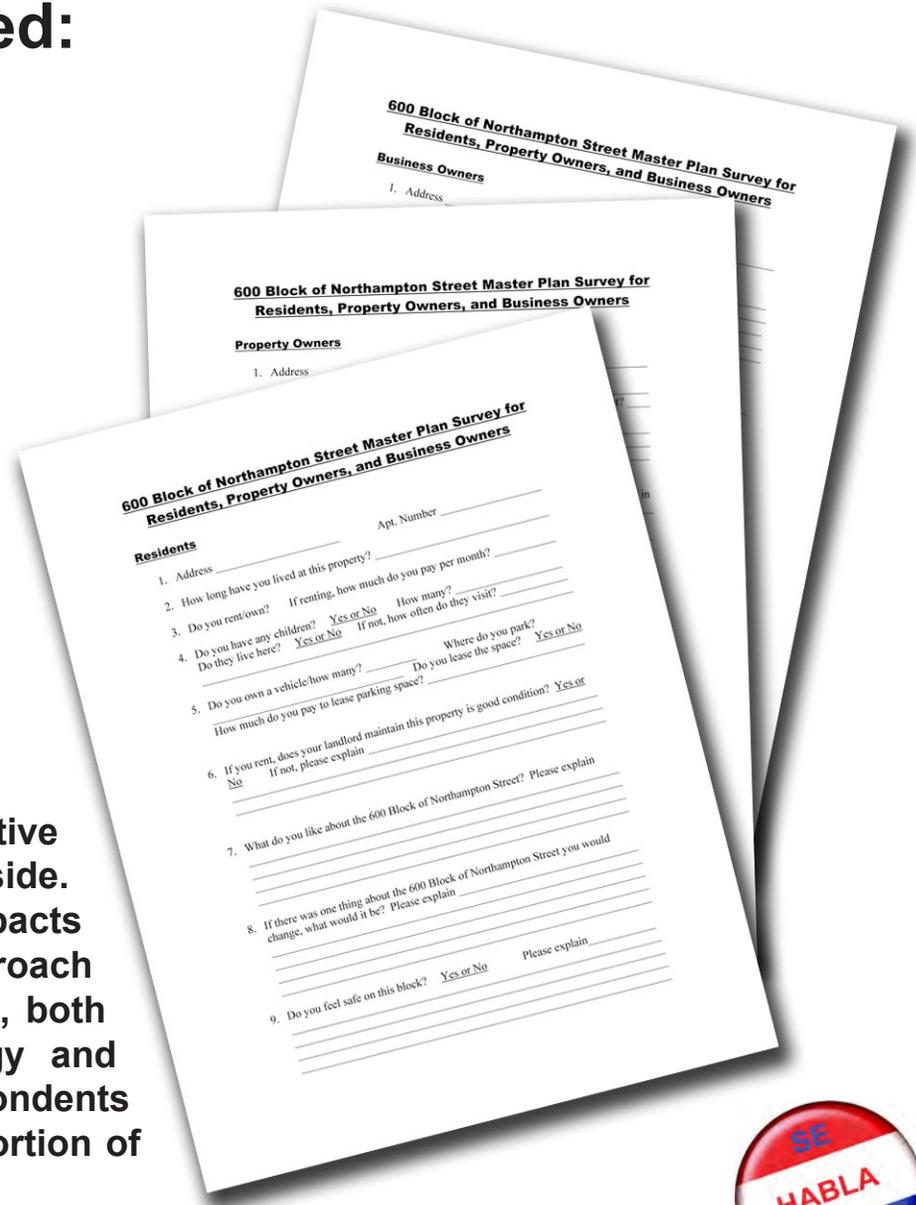
- Secure high rental housing standards
- Capitalize on vacant space
- Encourage commercial activity
- Enhance the streetscape
- Promote community engagement
- Make the 600 Block a destination

priorities 

Four constituencies were targeted:

- **Citizen Stakeholders**
(including Spanish language outreach)
- **Stakeholders in the Surrounding Community**
- **Block Stakeholders**
(such as business/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, and in 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.



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

1. Perception

perception
perception

3. Businesses

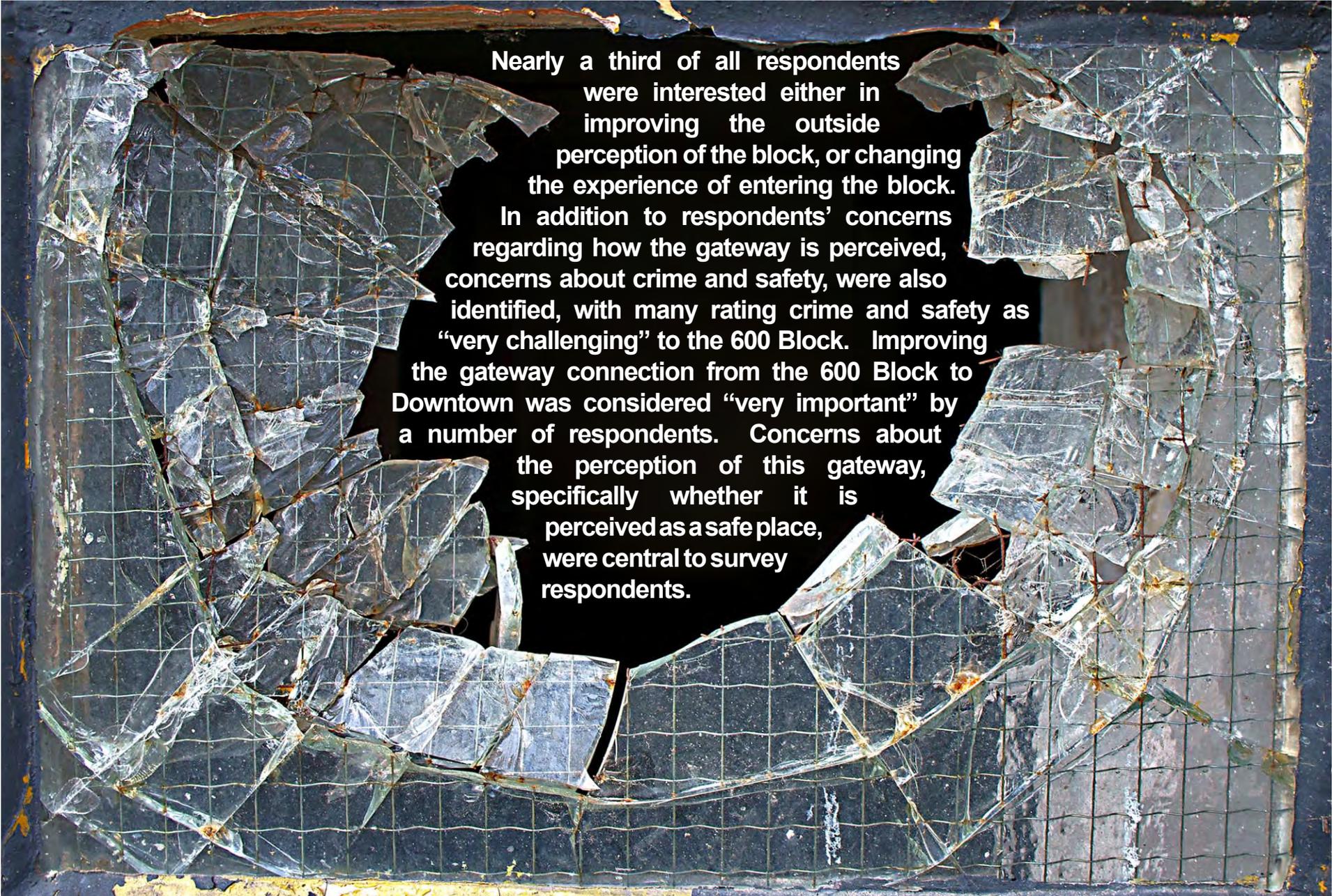
2. Development



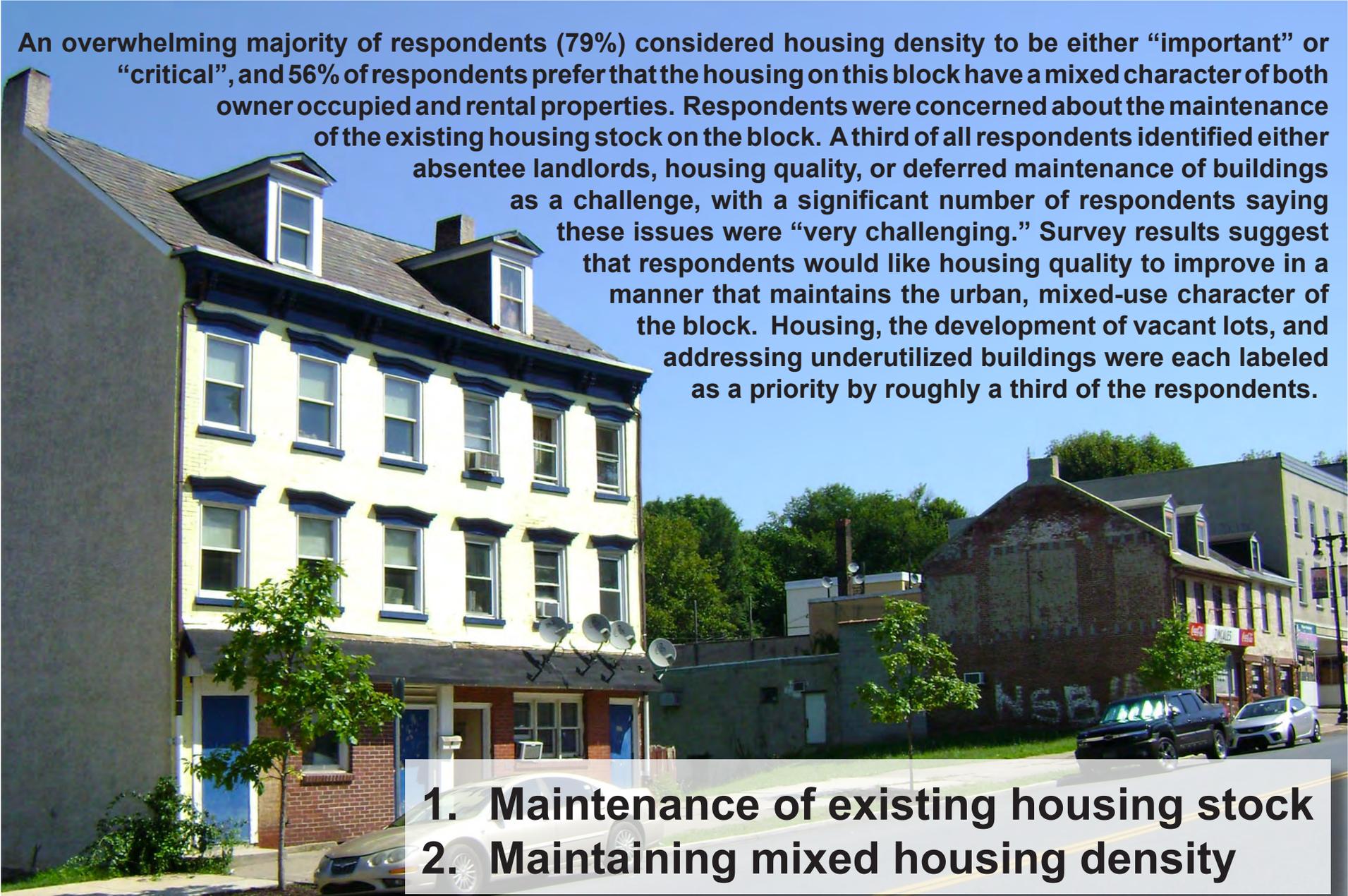
With survey respondents coming from every neighborhood in Easton and a majority interacting with the 600 Block on a regular basis, the role of the 600 Block as the gateway linking the City's Downtown and West Ward Neighborhoods was revealed. The **top two priorities/opportunities** identified by respondents 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.



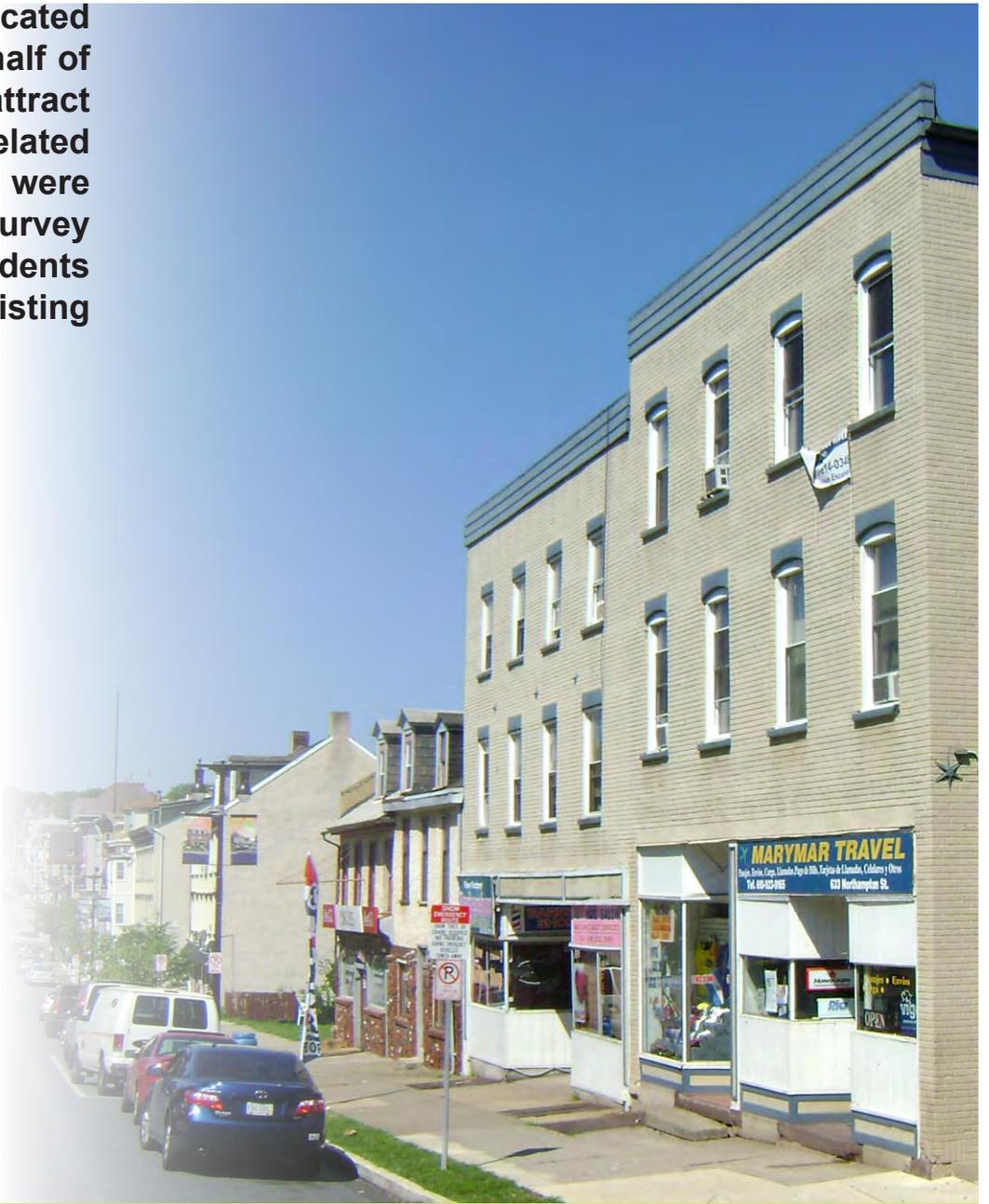
An overwhelming majority of respondents (79%) considered housing density to be either “important” or “critical”, and 56% of respondents prefer that the housing on this block have a mixed character of both owner occupied and rental properties. Respondents were concerned about the maintenance of the existing 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.

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

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 commercial establishments most desired by survey respondents. At the same time, many respondents also see a key opportunity in supporting the existing businesses that inhabit the block.

According to survey respondents, the most visited businesses on the block were:

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





e9 priorities

f.



key issues

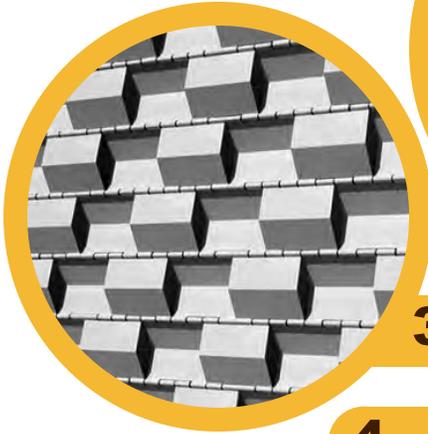
1. Block Perception



2. Block Fragmentation



3. Housing Quality & Diversity



4. Property Maintenance & Vacancy



5. Mix of Businesses



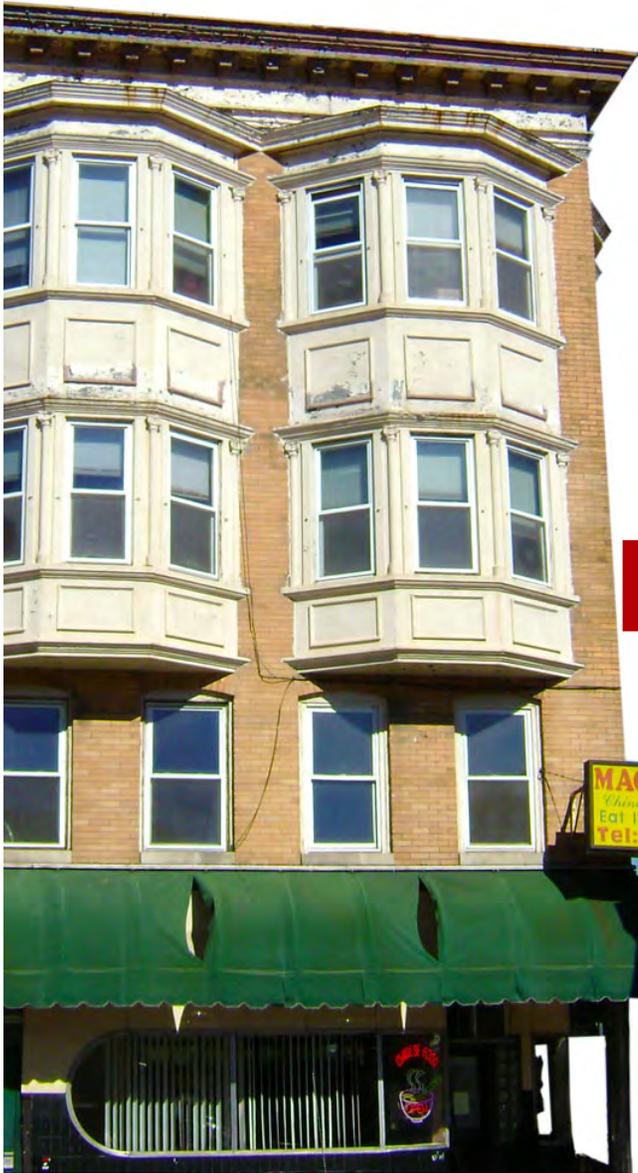
6. Streetscape Design & Safety



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

DISPEL UNFOUNDED BELIEFS ABOUT THE 600 BLOCK

ENCOURAGE AN ACTIVE COMMUNITY STRUCTURE

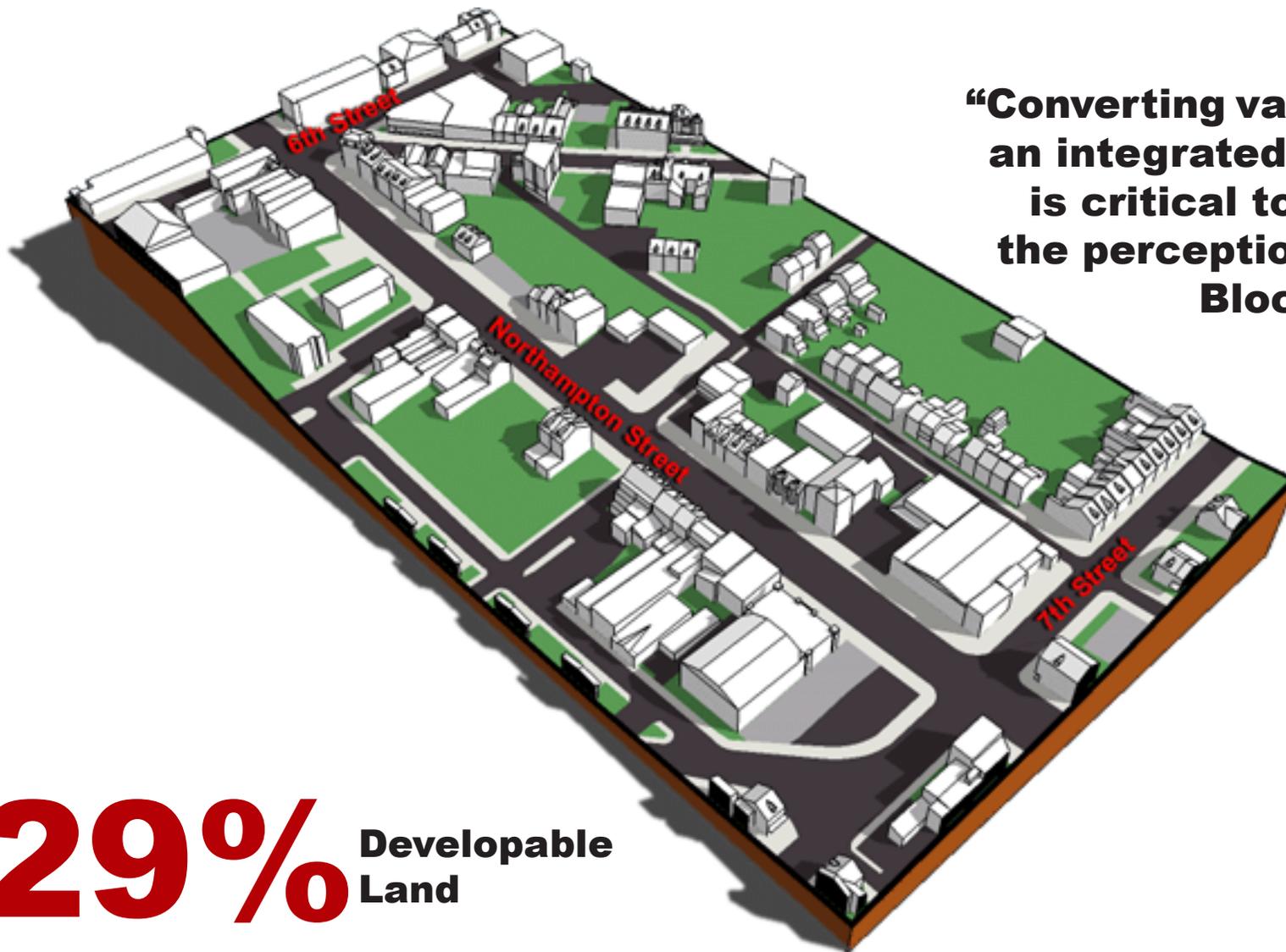
REFRAME PERCEIVED LIABILITIES AS VALUABLE OPPORTUNITIES

“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% Developable Land

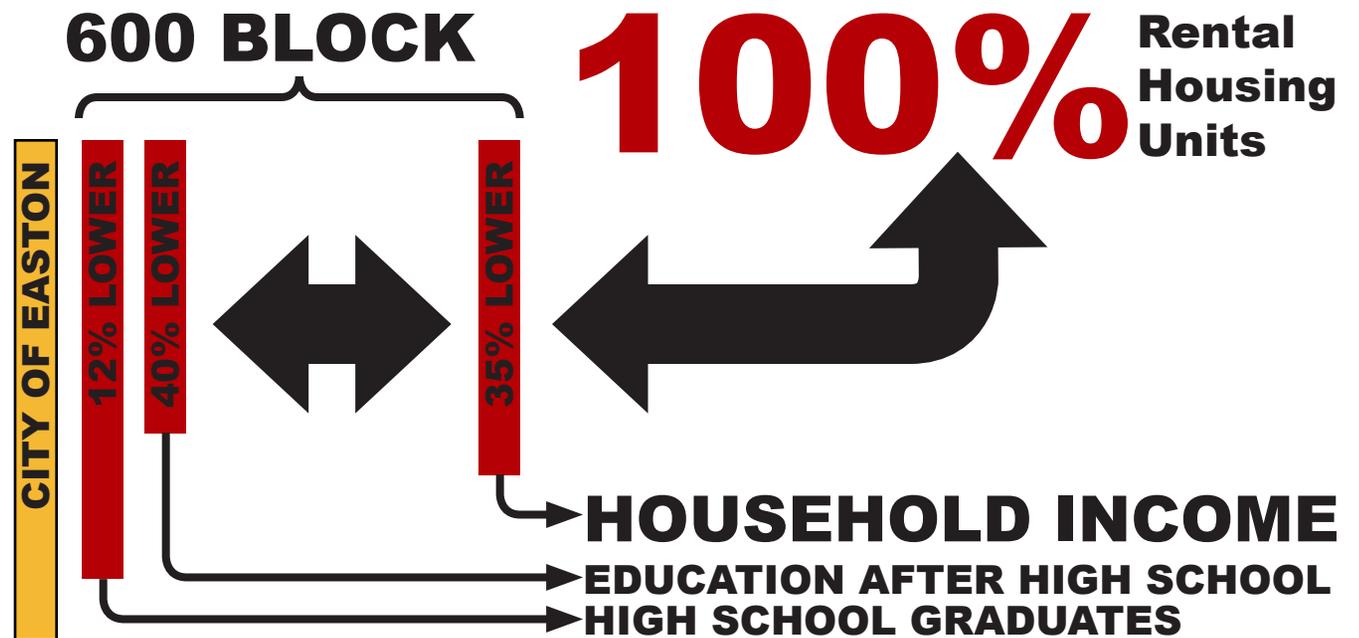


key issues

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 deconversion of rental units and creating affordable opportunities for home ownership are both critically important.”

key issues



Mix of Businesses

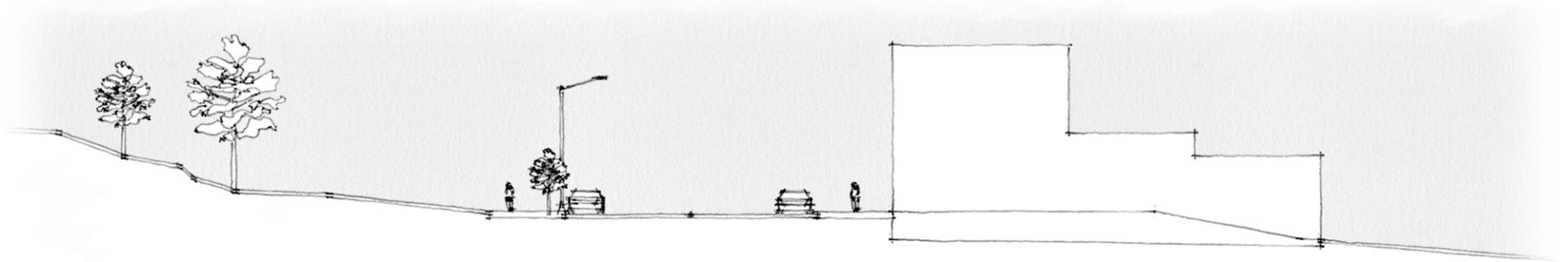


“Businesses need to foster strong ties with the community and maintain a local identity, while serving the needs of residents and providing commercial opportunities for those living inside and outside of the 600-Block.”

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.”

f 7 key issues

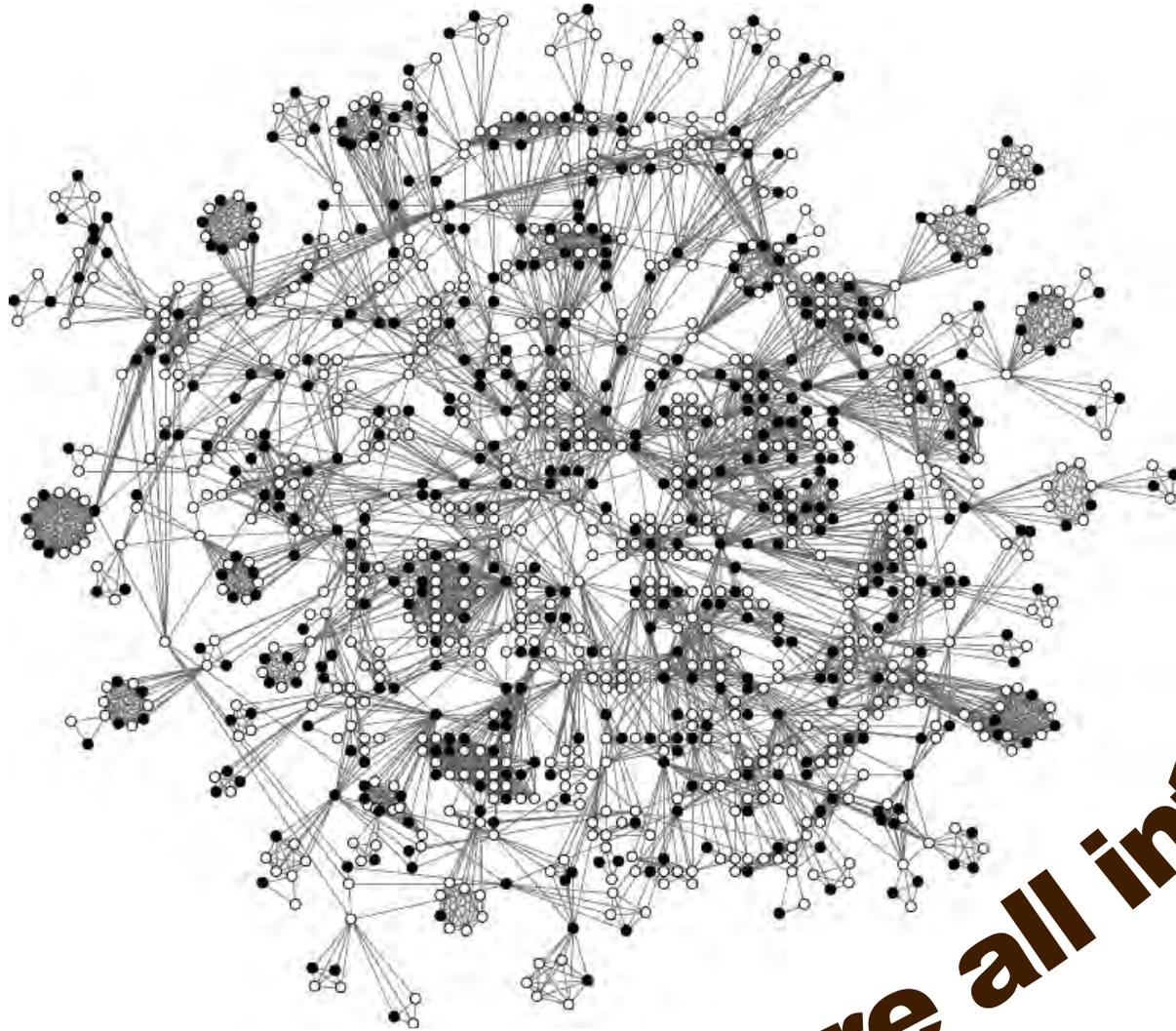
Neighborhood Greenness

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



key issues





and these issues are all interconnected...

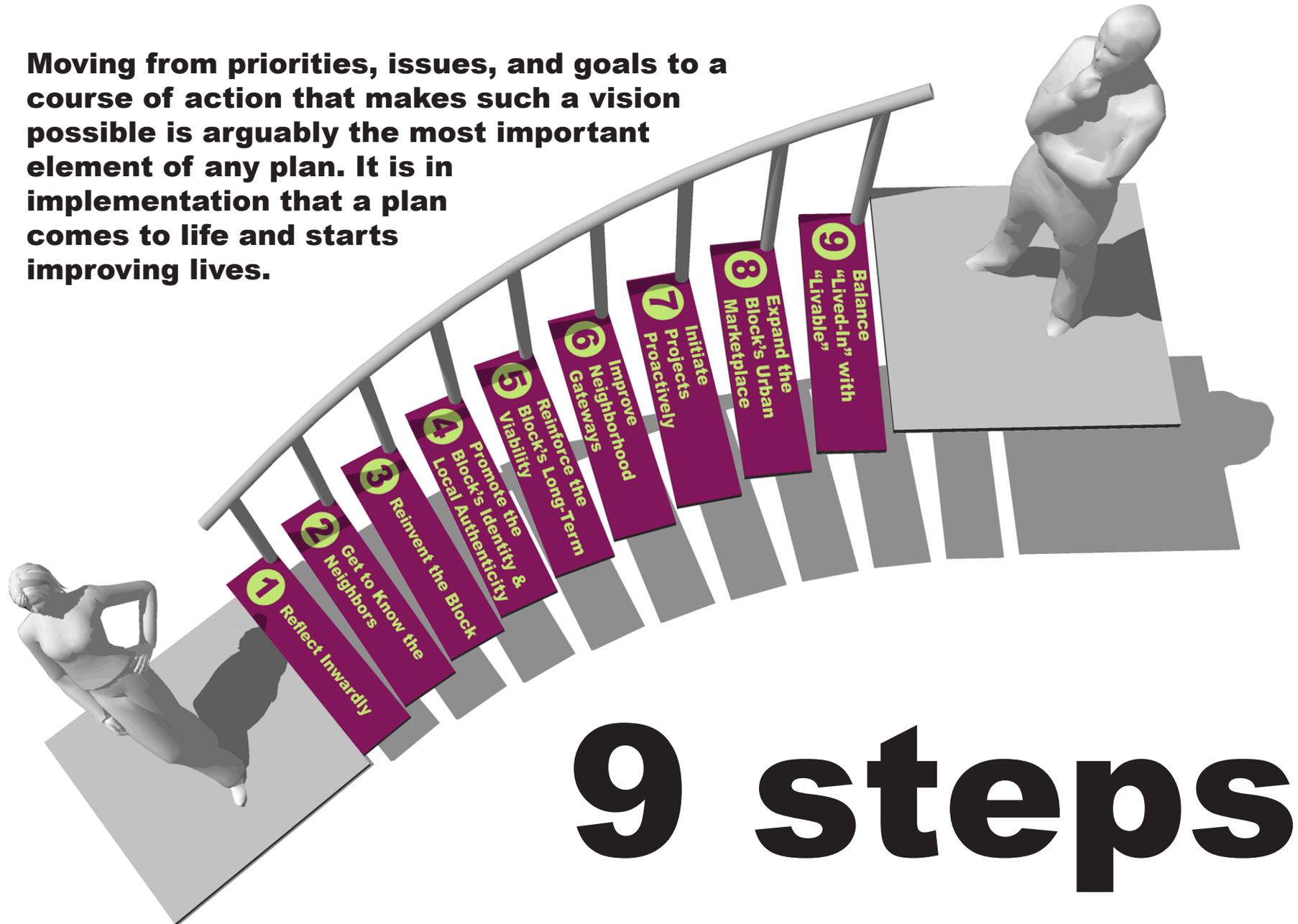
f 9 key issues

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 and starts improving lives.



9 steps

9 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 serves to pull all the attributes of the various parts of the community together in a reflective manner. These are 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

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

The Formula

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

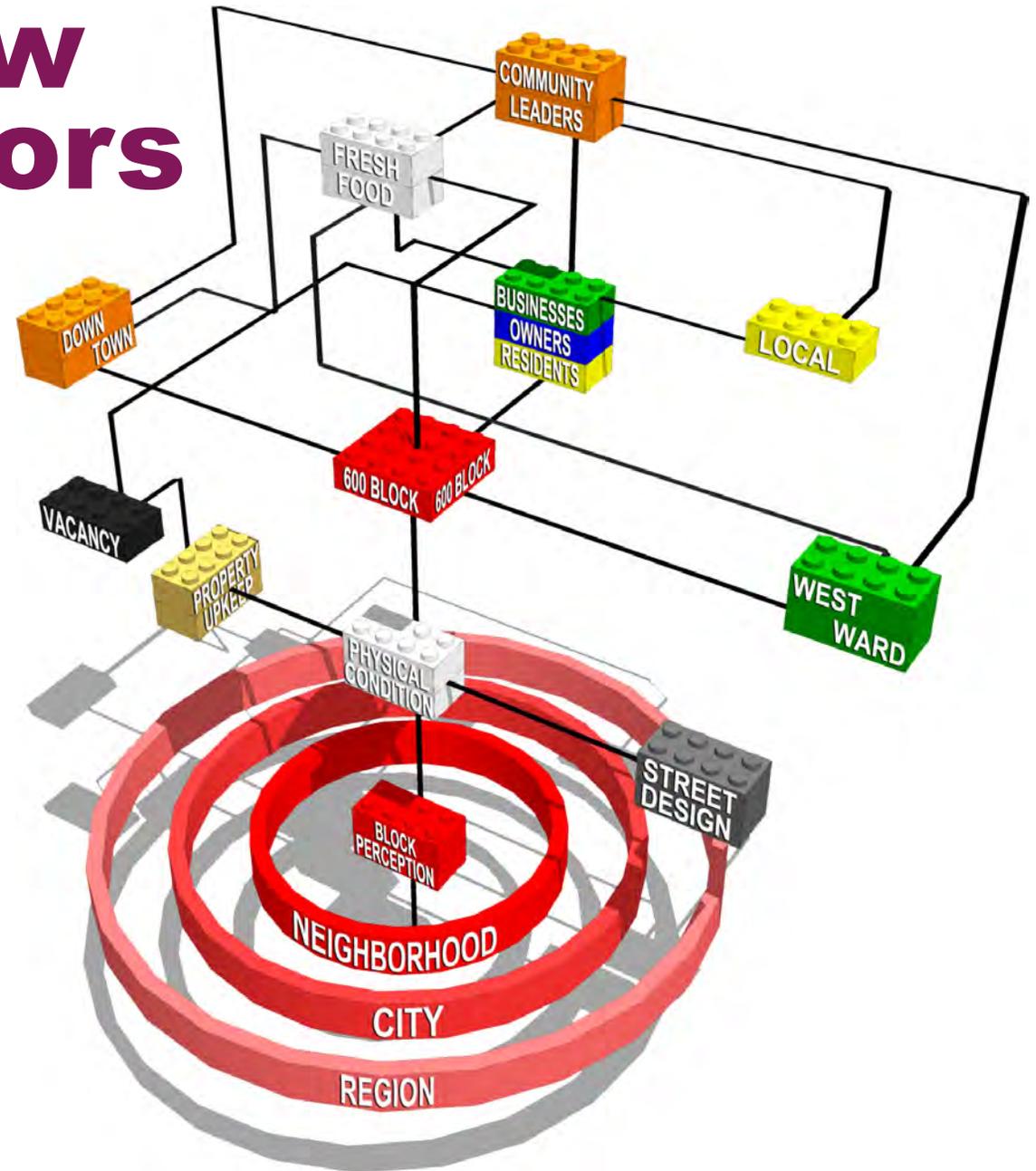
“The block’s future is not in assuming an outside identity, but embracing its own, and allowing it to flourish.”

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 to create multiplier effects and far-reaching benefits.



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



strategic steps

Promote the Block's Identity & Local Authenticity

Certificate of Authenticity

The City of Easton hereby certifies that the 600 Block 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 of 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 (organic bakery, chocolatier/confectioner, 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 and be formalized in City policy. Such initiatives would integrate well with and enhance Easton's established Smart Code.

"The block has already established the framework for such a vision: now it's a matter of bringing it to life."



9
5

strategic steps

Reinforce the Block's Long-Term Viability

▼ WHAT WE WANT TO ACCOMPLISH ▼

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

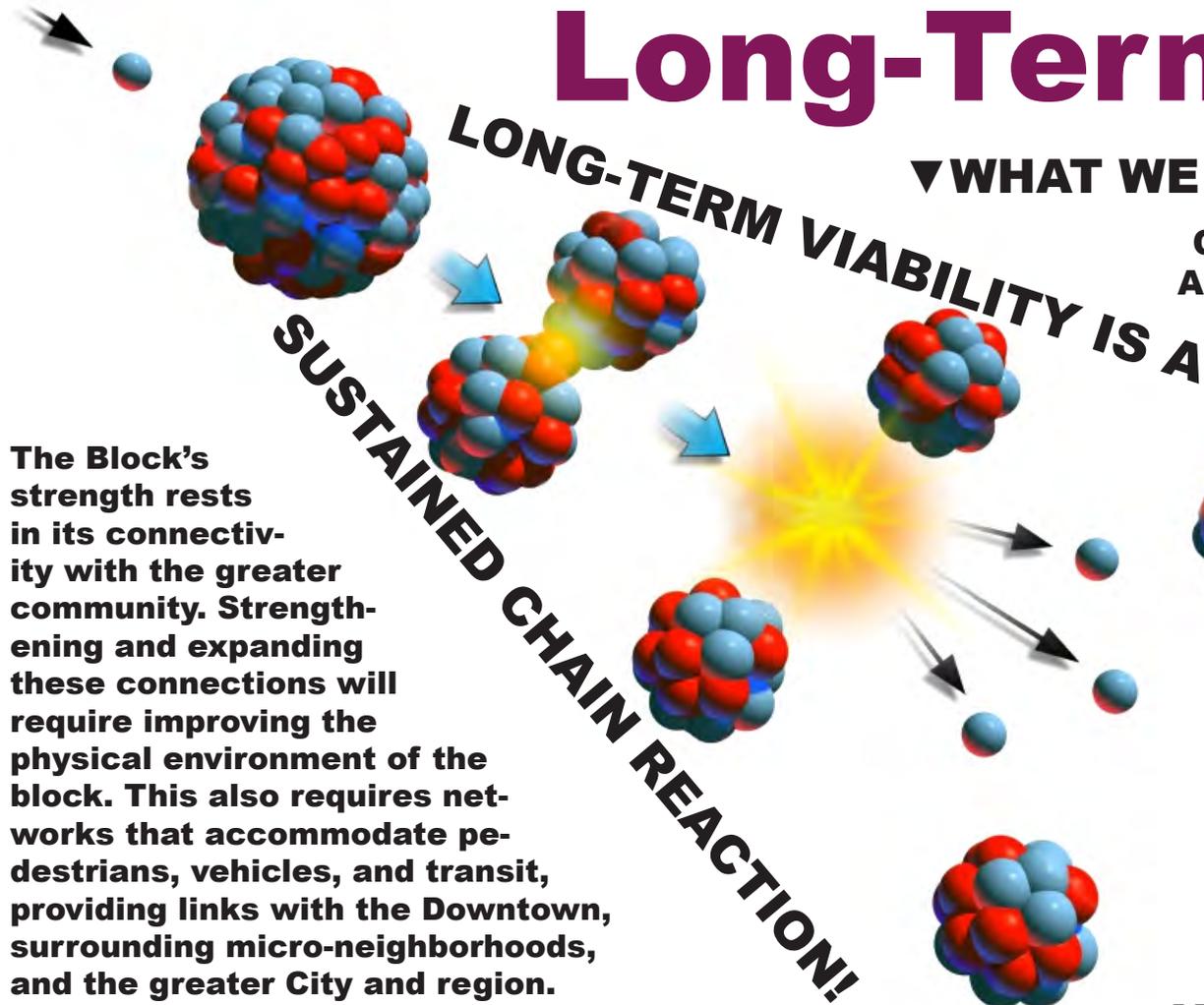
Festival or Market Days
Extend Buildings to Curb
Improve the Streetscape
Improve Pedestrian Safety
Attention-Grabbing Signage
Develop a Long-Term Road Diet
Take Commerce to the Sidewalk
Implement Traffic-Calming Measures

▲ 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

9
6



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 accommodate 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.



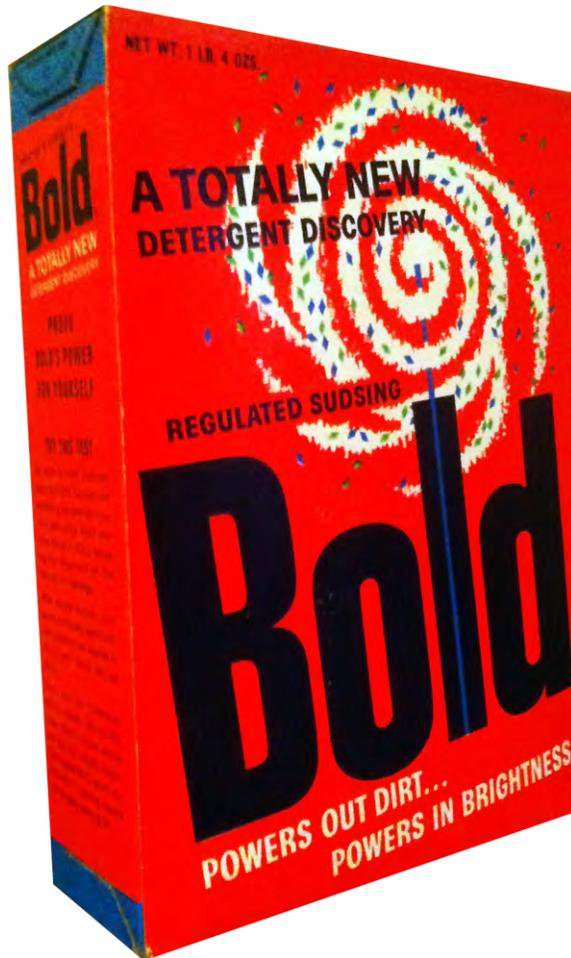
Unfortunately, the present conditions at its eastern and western bounds leave little to be desired. Empty buildings send a message of abandonment, in clear contradiction to the goals of the neighborhood. We need to announce this block's presence. Monumental gateway features such as arches, obelisks, 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.”

9 strategic steps

Initiate Projects Proactively

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 consistency. Even when permanent improvements are out of reach, maintain the focus on temporary ones to maintain momentum.



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.

"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.”

9 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



STATE OVERARCHING
EMOTIVE
STRATEGY
CONGRUENCY PLAN
MARKET
STATEMENT
RESOURCES
EXTERNAL
INFORMALLY
WEAKNESSES
DIRECTION
ACHIEVE
LEVEL
INTERNAL
STRATEGIC
VISION
FUTURE
RANK
MISSION
ENVIRONMENT
ANALYSIS
SITUATION
CHANGE
ACTIVITY
PLANNING
GOAL
ANTECEDENT
STRENGTHS
STAIRWAY
PRIORITIZE
TECHNIQUES
SUCCINCTLY
CHARITY
DESIRED
MEANS
COMPONENTS
ANALYZE
PURSUE
IMPORTANT
REFER
IDEALISED
FACTORS
PRIORITIES
HIERARCHY
MAXIMS
STAKEHOLDERS
ORGANIZATIONAL
HEADED
APPROACH
ROADMAP
FRAMEWORK
SEQUENCING
SPECIFICITY



strategic steps



h.

implementation

Gateways welcome to...



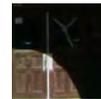
ricky's



jacob's



armory



hillton



...where?



implementation

Gateways

The 600 Block of Northampton Street functions as a gateway in several respects. It is one of the primary commercial corridors of the predominantly-residential West Ward, connecting the neighborhood to the Downtown Business District. Wood Avenue – a primary artery connecting Downtown Easton to City neighborhoods north of Northampton Street and bordering municipalities – terminates just past the 600 Block. The 600 Block provides a natural zone of transition between the West Ward and Downtown neighborhoods.

The 600 Block itself is anchored by two noticeable gateways with distinctive architecture. The intersection with 6th Street is marked by the Mount Vernon Ale House, recently revitalized as Two Rivers Brewing Co., and the Easton Hillton. The intersection with 7th Street features the Armory, one of Easton's most recognizable landmarks, and Porters' Pub, one of Easton's most-beloved third places.



Gateways

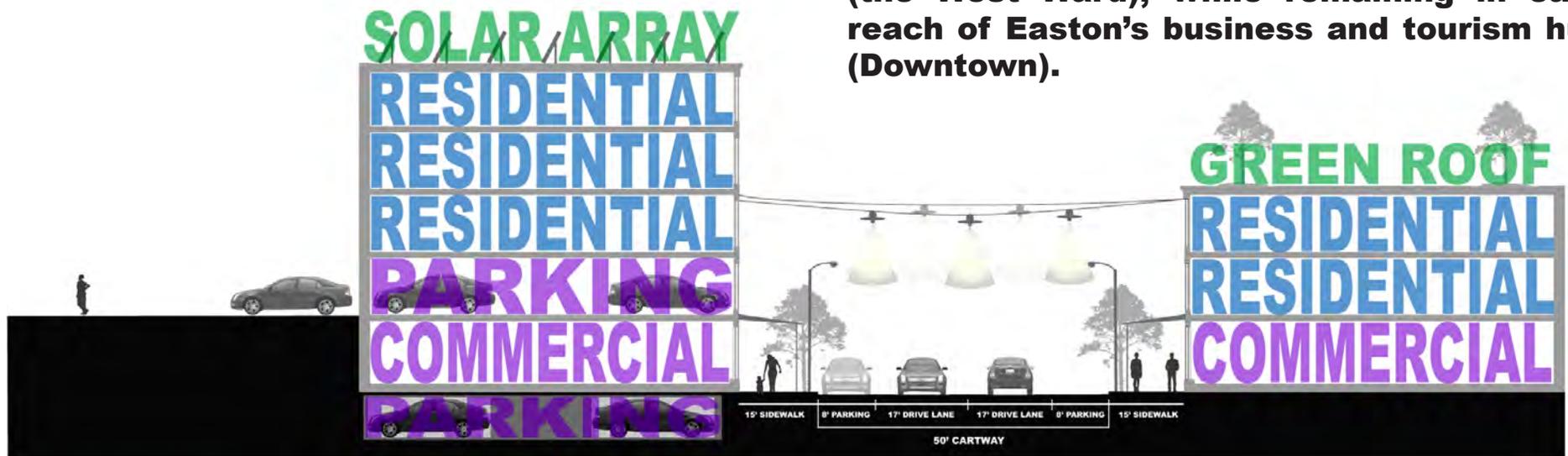
The 600 block should offer a clear sense of arrival, and a reflection of Easton's civic pride, to visitors and neighbors alike. It should offer a unique sense of place reflective of its role as a connector between the Downtown and West Ward neighborhoods, and between Easton's business district and residential areas. The gateway intersections on either end of the block should create coherent and clearly-defined, yet inviting, boundaries. Ultimately, the 600 block should function as a destination with its own identity, while still maintaining its utility as a connector and a corridor.



implementation

Community & Business Development

The study area offers tremendous untapped potential for business and economic development. As of this writing, there are nine vacant lots and two vacant buildings within the study area. These properties are readily accessible to the 9,723 carloads, and countless pedestrians, that utilize Northampton Street daily. They are located in a prime position to serve the routine needs of residents of Easton's largest neighborhood (the West Ward), while remaining in easy reach of Easton's business and tourism hub (Downtown).



implementation



Community & Business Development

The study area offers incredibly flexible zoning, potentially accommodating a wide range of businesses. It is located in both the West Ward Zoning District, designed to enhance the high-density urban mixed-use character of the neighborhood, and the Street Corridor Overlay District, designed to encourage vibrant, varied streetscapes along Easton's major thoroughfares. Both of these districts encourage a broad mix of development characters and intensities. Consequently, residential, commercial, and industrial uses, both local and regional in scope, can be accommodated on the 600 Block. The City's innovative Context Sensitive Design Standards create a consistent, coherent, and inviting design language that extends across all City blocks. This leads to a high-quality urban form throughout the City, placing individual businesses in an inviting, dynamic context.

The zoning code allows for a wide range of uses in the study area, whether as a matter of course or through a Special Exception from the Zoning Hearing Board. Housing of multiple densities and intensities, from single-family detached homes to mid-rise rental housing, may be developed within the study area. Multiple types of retail, from food to hardware to boutiques, can be accommodated. Restaurants, galleries, performing arts venues, and other attractions can draw visitors to the study area. A vast range of personal and professional services, such as medical, legal, and financial offices; personal wellness services; laundry and dry cleaning; and business services are also possibilities. For a detailed listing of permitted uses, please reference the "Zoning" section of this study.



implementation

Community & Business Development

The study area's dramatic changes in grade serve as one of its defining elements. The City's Steep Slope Conservation Overlay District provisions call for development that both maintains the unique topographic character of the neighborhood and conserves the natural environment. The development standards within this district encourage innovative approaches to incorporating topography into architectural design, allowing for unique, eye-catching buildings.

Economic and business development possibilities within the study area are boundless. Creativity, innovation, and imagination – among Easton's defining values – can be readily practiced on the 600 Block.



implementation

h
6

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. 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. 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, with installation coinciding with the soonest climate-appropriate period. After installation, specifications should be retained for any future work to maintain consistency. These materials should be standardized, easily available, match the existing character of the block.



implementation

Streetscape: Trees Wells

CONSIDERATIONS:

A variety of tree well 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 and ongoing 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 each spring, annually, to allow new plantings. Plans should also account for any regular maintenance work to the paved strip.

ACTION:

Materials should be selected and consistency maintained, with installation to take place upon the completion of all necessary arborist activities. This should be done in coordination with the City Forester to promote 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:

Excessive road widths along the 600 Block are problematic. 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.

ACTION:

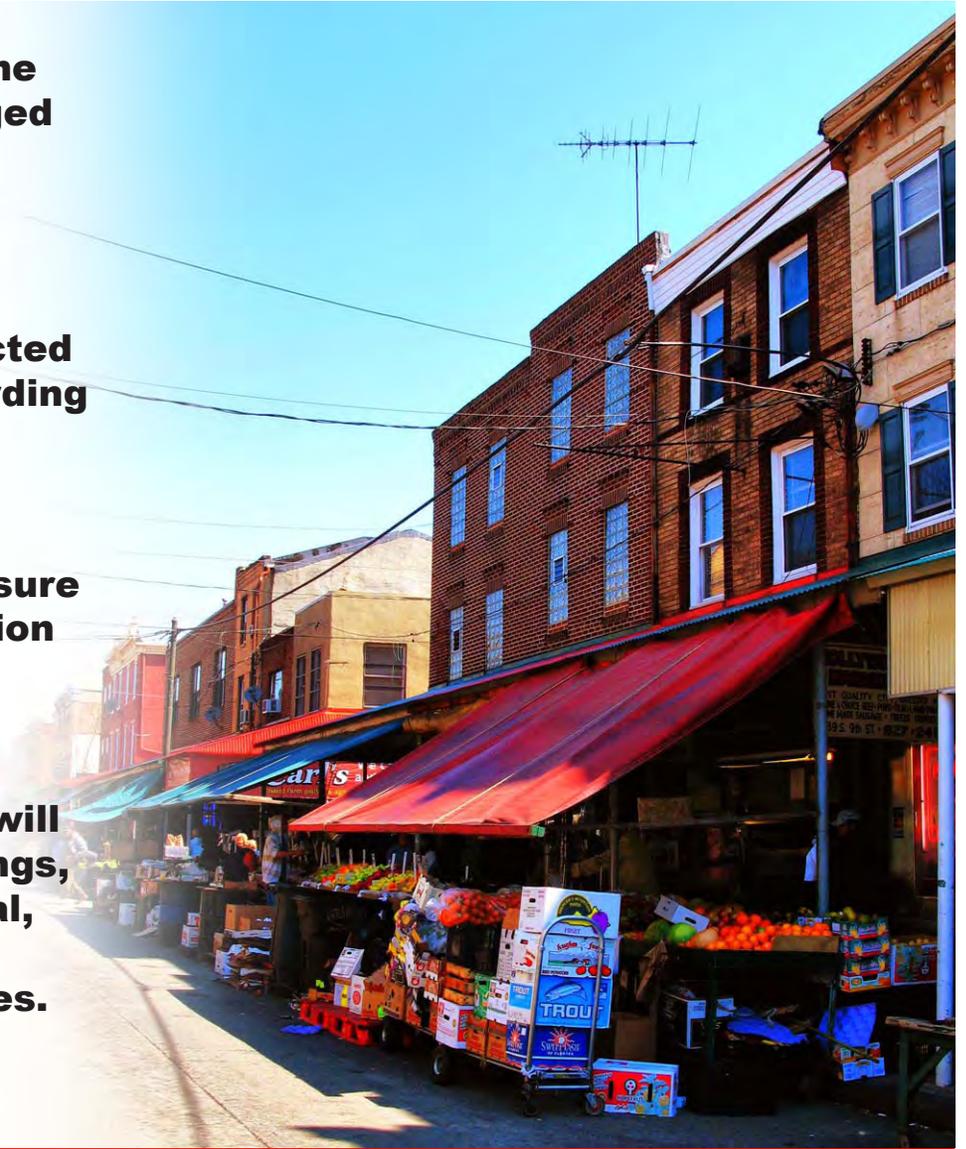
Outreach to local businesses should be conducted to explore interest and answer questions regarding street awnings on the 600 Block.

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, and conformity to State Building Codes.



implementation

Building Stock: Maintenance

The HOME grant program is designed to assist low and moderate income homeowners in making major improvements to their homes that increase energy efficiency, extend the life of the property, and bring the property up to code compliant state. Major improvements such as new roofs, window replacement, siding, furnace replacement, plumbing, and electrical upgrades are significant expenses that are difficult, if not impossible to finance for low- to moderate-income homeowners. These upgrades drastically improve the quality of life for the homeowners by increasing the chances that they will remain in their homes for a longer period of time. This in turn assists in stabilizing the City's neighborhoods. The HOME grant from the Pennsylvania State Department of Community and Economic Development was for \$500,000. The HOME program offers a 0% interest, no payment loan, payable in full when the recipient no longer owns and occupies the property.



Economic Development Incentives (EDI) Program:

- Level 1: Matching dollars for home efficiency improvements up to \$5,000
(\$10,000 project cost)**
- Level 2: Matching dollars for commercial property efficiency improvements up to \$10,000
(\$20,000 project cost)**
- Level 3: Matching dollars for deconversions up to \$9,000
(\$18,000 project cost)**
- Level 4: Matching dollars for small business development up to \$5,000
(\$10,000 project cost)**
- Level 5: Matching dollars for upper floor housing creation in mixed use buildings up to \$10,000
(\$20,000 project cost)**

implementation



Building Stock: Investment

CONSIDERATIONS:

Funding sources on the 600 Block are limited, and to affect physical changes on the block, outside capital must be infused.

ACTION:

Incentivise development on the 600 Block through redevelopment-friendly policies.

ACTION:

Secure new grant awards to improve the physical/built environment on the 600 Block as sources become available.

ACTION:

Lobby local banks to adopt affordable financing policies that promote investment in the 600 Block.



implementation

Building Stock: Blight

Properties that fall into disrepair can negatively affect a whole city block. They may lower real estate values, reduce the block's aesthetic appeal, and impede the perception of a "Clean and Safe" physical environment. The City's blight designation program provides a means to mitigate the neighborhood-wide effects of poor property maintenance. Properties may be deemed "blighted" if they meet any of the following criteria:

- **Creation of a public nuisance**
- **Creation of an attractive nuisance to children**
- **Property unfit for human habitation**
- **Creation of fire or other safety hazards**
- **Abandoned properties**
- **Utilities disconnected or destroyed**
- **Lots harboring debris, rodents, or vermin**
- **Two years of tax delinquency**
- **Vacant properties, which have received a notice to rehabilitate from the City, and failed to take appropriate action within one year**



687 NORTHAMPTON



614-16 NORTHAMPTON



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The Vacant Property Review Committee initiates the blight designation process, subjecting potential blighted properties to a two-phase review. Properties deemed blighted by the Vacant Property Review Committee are then forwarded to the Planning Commission for further review. City Council ultimately finalizes the blight designation process through a resolution. Once City Council has approved a blight resolution on a particular property, the City may act more proactively to ensure the property in question is suitably maintained.

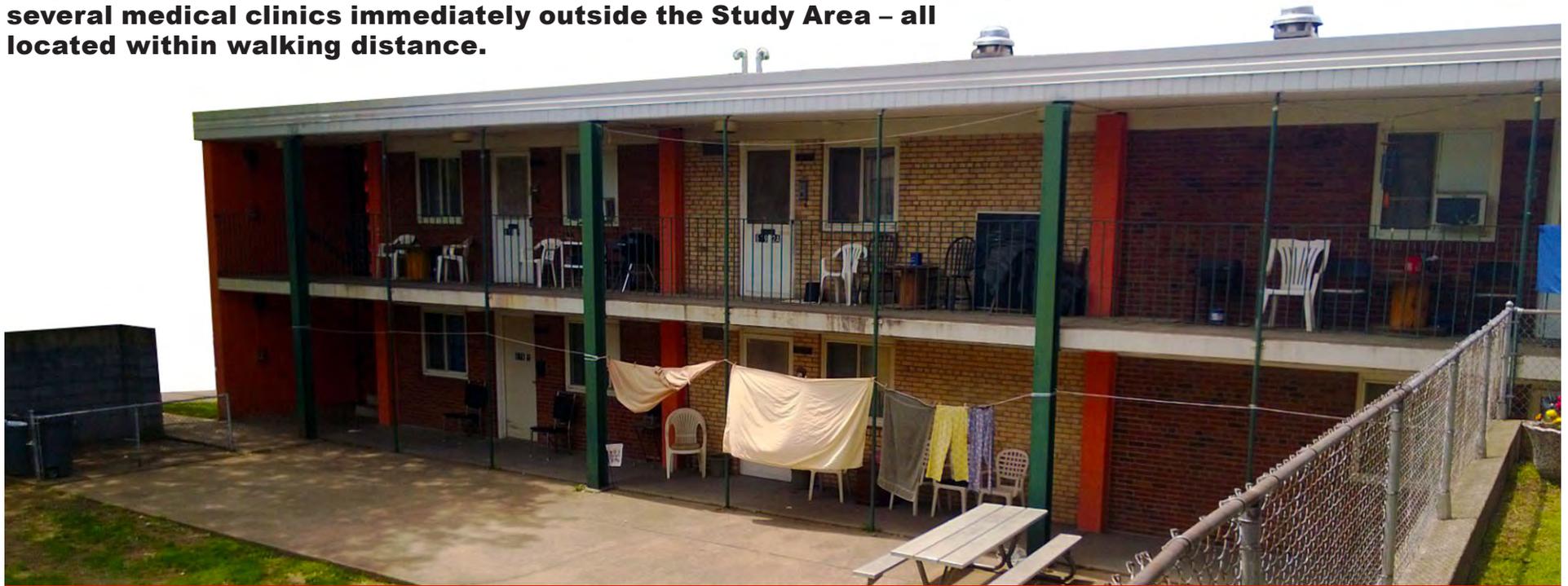
implementation



Building Stock: EHA

The Easton Housing Authority maintains 57 total units within the Study Area, which have been occupied since 1963. These units primarily serve families, with 12 units occupied by elderly residents or disabled individuals. Households below 80% of Area Median Income, elderly individuals age 62 and up, and disabled individuals are eligible to receive housing within the development. At present, the development continues to sufficiently serve Easton's public housing needs, and should continue to do so into the future. As of this writing, the Easton Housing Authority has no plans to replace the development. However, it maintains an active capital improvement planning process, with a prioritized list of improvements and renovations.

The City should ensure a high degree of connectivity between the Easton Housing Authority development and the surrounding Study Area. Many of the development's residents do not own cars, and rely on transit and walkability to meet daily needs. Residents regularly access the West Ward Neighborhood Partnership office, the LANTA stop at the end of the 600 block of Northampton Street, and several medical clinics immediately outside the Study Area – all located within walking distance.



implementation

Building Stock: EHA

Fresh food access poses a challenge to Easton Housing Authority residents without cars, though, due to the lack of a full-service grocery store within the Study Area.

Within the Study Area, the Easton Housing Authority will continue the provision of low-income housing over the long-term. Consequently, the City should promote the development of a comprehensive range of daily services, located within walking distance of the Easton Housing Authority development, in the Study Area and its immediate environs. Close future communication is also recommended between the Easton Housing Authority and the City of Easton, to ensure that City facilities, utilities, and infrastructure appropriately serve the needs of Easton Housing Authority residents.



implementation

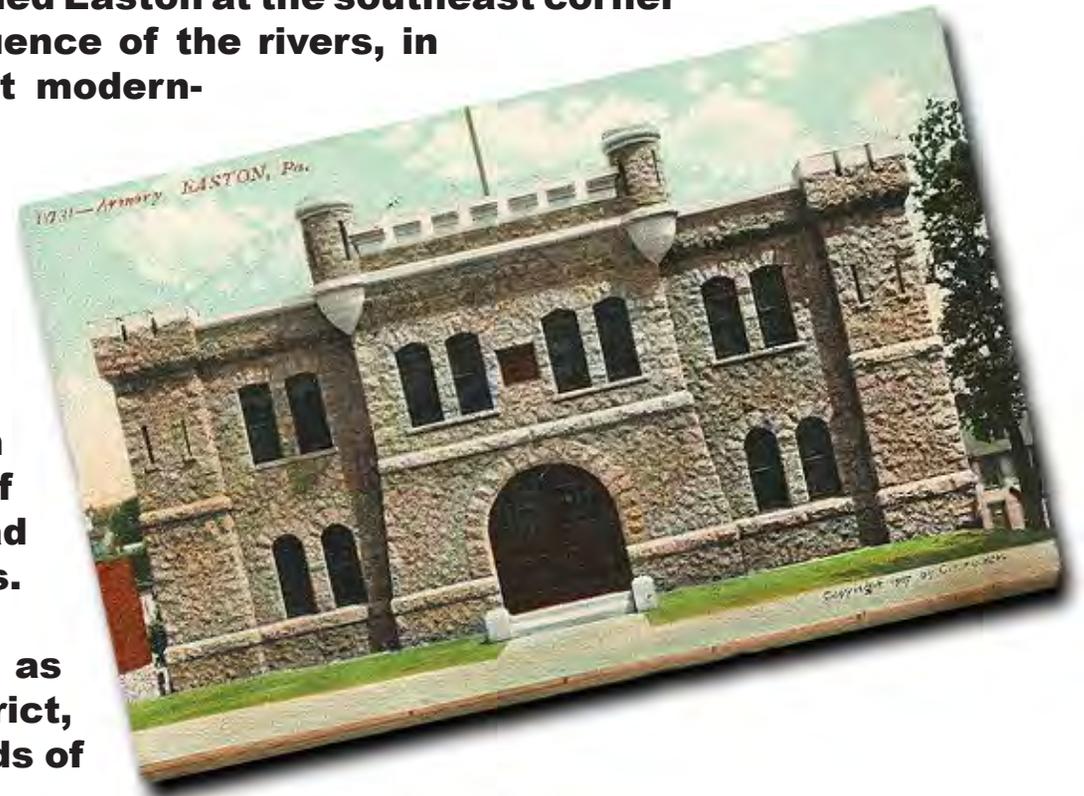


Building Stock: Historic

The Study Area holds strong historic provenance, representing the first addition to Easton's National Register of Historic Places district. It also displays the same block-based, mixed-use urban form that lends the City its energy and vibrancy. Preservation, both of the Study Area's urban form at-large and of individual buildings, should be a high priority.

In 1736, Benjamin Eastburn, surveyor general, surveyed a tract at the confluence of the Delaware and Lehigh Rivers for Thomas Penn's personal use. Penn termed this tract the "thousand acre tract." Penn established Easton at the southeast corner of his holdings, at the immediate confluence of the rivers, in 1752. This initial settlement ended at modern-day 6th Street. After the Revolutionary War, the remainder of the "thousand acre tract" was surveyed and divided into five-acre tracts. The land between 6th Street and 7th Street, which came to be known as "Dutch Town" due to its inhabitants' German heritage, represented the first western expansion of Easton. By the 1850s, the 600 block of Northampton Street and its environs had been incorporated into Easton city limits.

The block has historically functioned as an extension of the Downtown District, connecting it to residential neighborhoods of



implementation

Building Stock: Historic

the West Ward. As such, each end of the 600 block of Northampton Street features a gateway framed by architecturally distinctive buildings. The eastern gateway to the block, located at the intersection of Northampton Street and 6th Street, highlights three distinctive Victorian-era buildings. The Mount Vernon Ale House, built in the Queen Anne style in 1855, was well-known in its day for its excellent bar. Today, it continues this legacy as the popular Two Rivers Brewing Company. The building housing Ricky's Tobacco, built in the French Second Empire style, and the Easton Hillton, built in the Federal style, round out the block's eastern gateway.

The western gateway, located at the intersection of Northampton Street and 7th Street, highlights one of Easton's most recognizable buildings – the Armory. Built in 1907, it housed the Easton City Guards, and provided the 42nd Infantry (“Rainbow”) division with a base of operations during World War I. Jacob's Produce, built in the Art Deco style, also defines the gateway. The intersection of Northampton Street and 7th Street additionally features Porters' Pub, a key initiator of Easton's current restaurant renaissance.

The important “gateway” buildings mentioned above represent the highest priorities for preservation along the 600 block of Northampton Street. In addition to preserving the integrity of these buildings, the appeal of the gateways should be strengthened through the use of “placemaking” features, such as distinctive



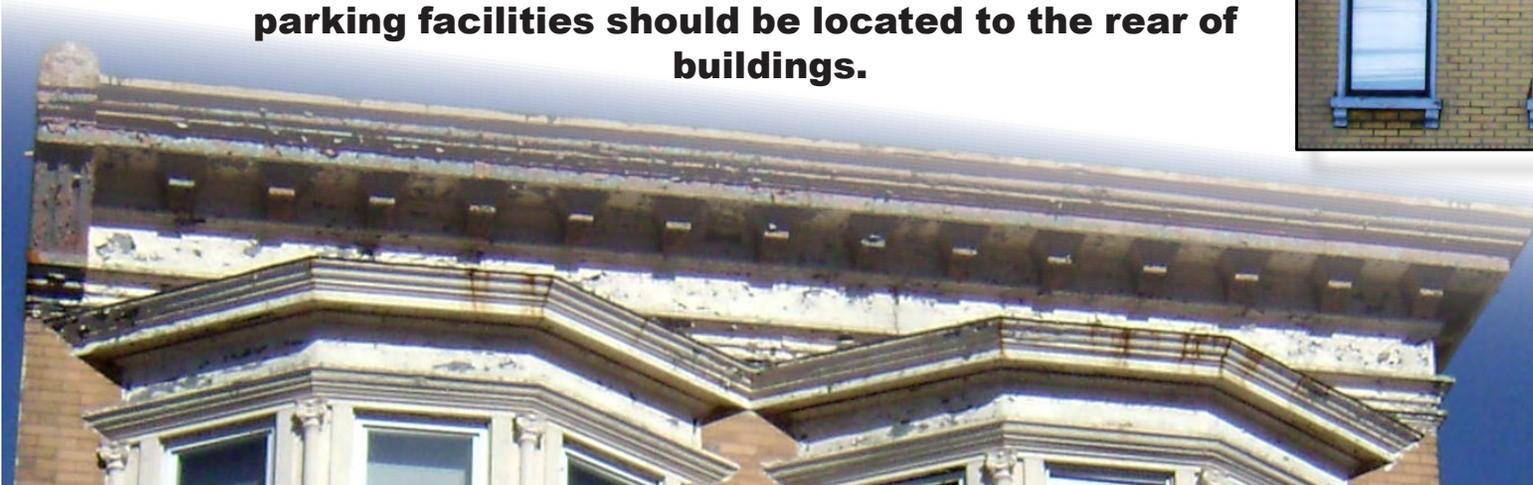
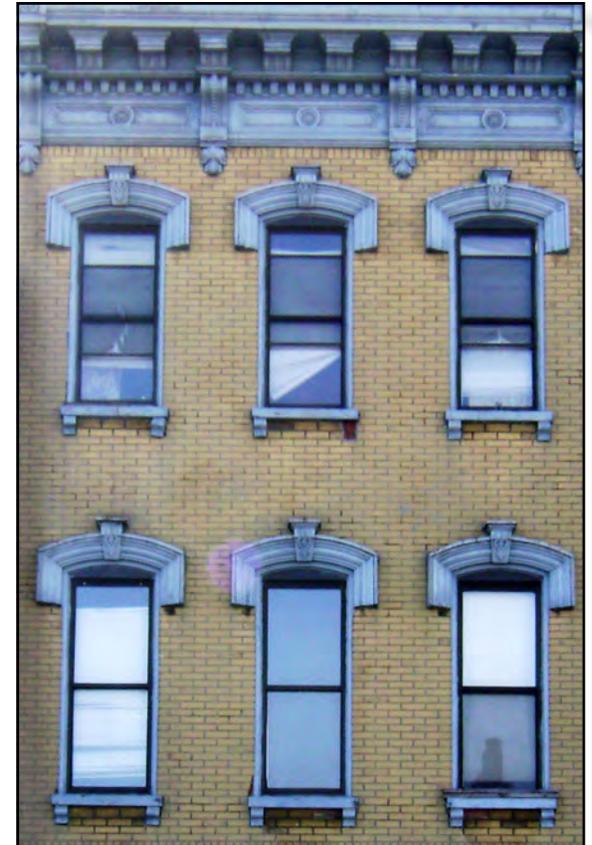
implementation



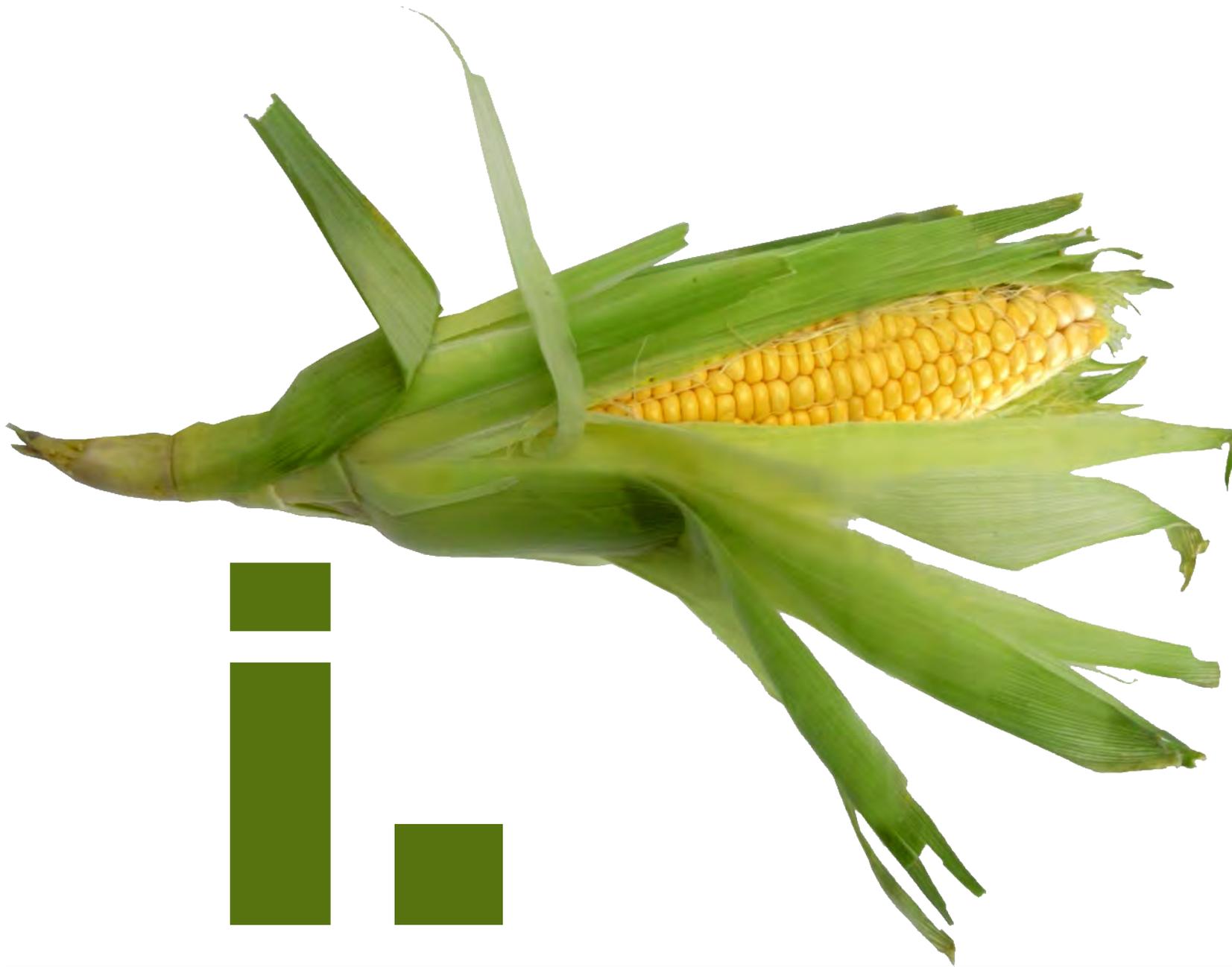
Building Stock: Historic

landscape, lighting, and crosswalks. The gateways as a whole should communicate a clear sense of arrival to or departure from the block, providing a satisfying transition between the mixed-use Downtown District and the more predominantly residential West Ward.

Between the gateways, the block is lined by buildings of mixed architectural provenance and historical significance, dating from throughout the 19th and 20th centuries. From a preservation standpoint, the historic merit and preservation needs of these buildings should be assessed on a case-by-case basis. The overall urban form of the block should serve as the main preservation priority, with an emphasis on defining a consistent street wall. Gaps in originally-continuous rows of buildings should be filled in wherever possible, and off-street parking facilities should be located to the rear of buildings.



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 the neighborhood comes alive.



italian market model





The Italian Market is the popular name for the South 9th Street Curb Market, an area of Philadelphia featuring many grocery shops, cafes, restaurants, bakeries, cheese shops, butcher shops, etc., many with an Italian influence. The historical heart of the market is the area of 9th Street between Christian Street and Washington Avenue, and is now generally considered to extend from Fitzwater Street at the north to Wharton Street at the south. The term Italian Market is also used to describe the surrounding neighborhood between South Street to the North and Wharton Street to the South running a few blocks to the east and west of 9th street. It is entirely contained in the Bella Vista neighborhood.



italian market model

Although it is considered the social and commercial heart of the Philadelphia Italian community, the Ninth Street Market was an ethnic mix from its inception. In recent years, an influx of immigrants from Latin America, mainly from Mexico, has significantly changed the Italian Market area. It is now also home to many stores and restaurants catering to Philadelphia's Hispanic population.

The area continues to attract new immigrants as a significant number of Vietnamese, Korean, Chinese and Mexican-run businesses have joined the traditional Italian shops in the market. Many new Mexican stores have opened up around the market. Many Latino immigrants also work in the market.



italian market model





The “outdoor” market features bright colorful metal awnings cover the sidewalks where vendors of fruit, vegetables, fish, and housewares conduct business year round. Ground floor shops in traditional Philadelphia rowhouses line the street. Owners would have originally lived above their shops, and many still do.

italian market model

The market is open year-round, generally from 9 am to 5 pm, though it varies from business to business. Most businesses are open until lunchtime on Sunday, and closed Monday. Outdoor stands and cafes open at the crack of dawn, and restaurants serve patrons late into the evening. The broad awnings shield shoppers from sun, rain and snow. In the winter, vendors set up burn barrels in the street near their stands, to stay warm.



italian market model



Fresh Food & High Quality



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

While still predominantly an Italian fare, the market offers the best of many cultures and cuisines. Gourmet cooks and tourists alike can explore the depth and breath of the multitude of products available at this unique location.

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

This is a place to experience and discover, exploring the sights and cultures in a one-of-a-kind, open-air, food market 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 relive 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 several 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 there; children grow up there. It's more than a simple shopping area; it's a community.

italian market model



But Here?



ETHNIC FOODS?



FRESH PRODUCE?



ZINGALES



ACCESSIBLE?



The 600 Block has many of the elements of the Italian Market ready to bustle with life. The key is bringing them together in a cohesive manner and making the neighborhood a destination. This isn't about duplicating a place, but rather examining its dynamic and building our own. By building on these assets, the 600 Block can be a space of life and commerce, investment and sustainability.



YES!

 **italian market model**



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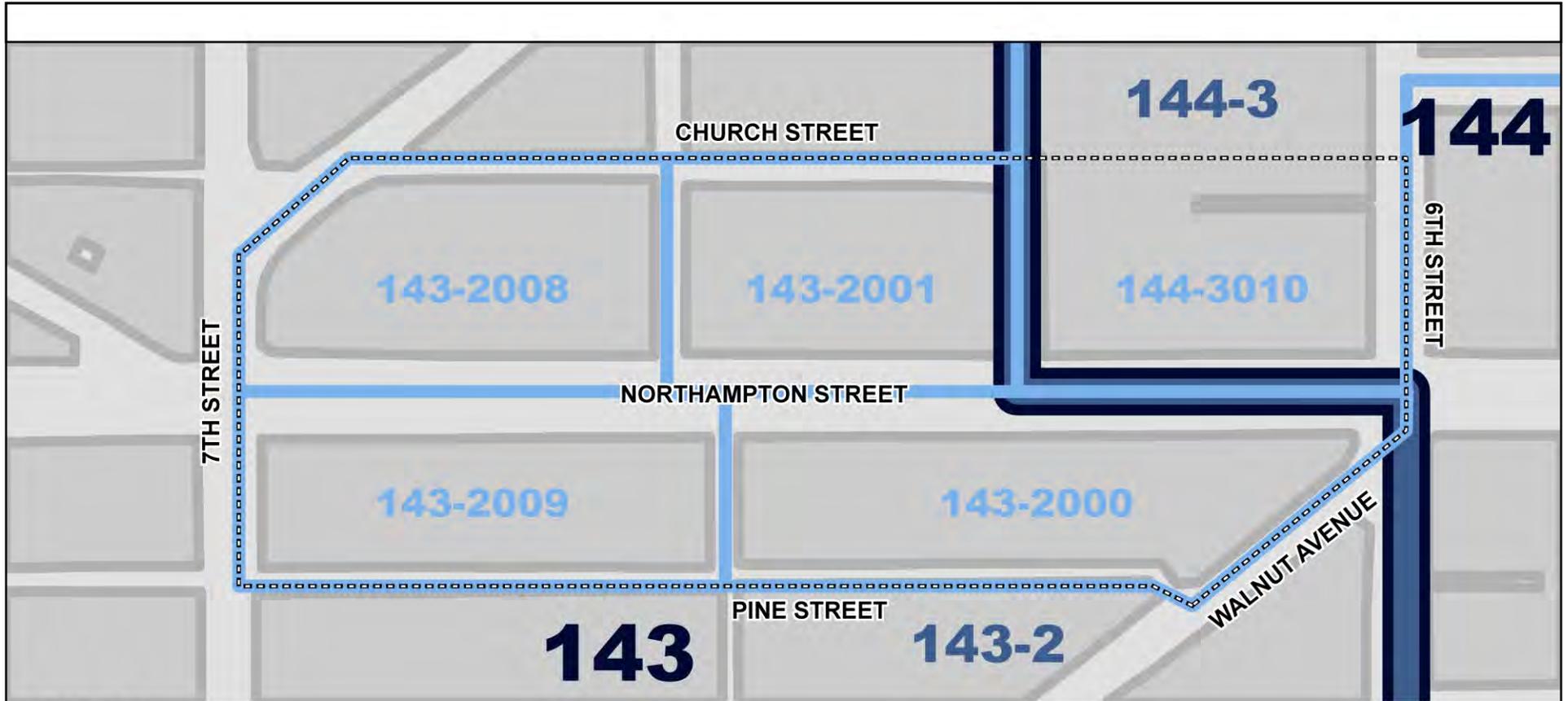
appendix

This appendix contains additional figures (maps, charts, tables, etc.) not found in the main portion of the document. The information contained within represents a broader view of the foundation upon which this plan was developed.



appendix

Census Boundaries



LEGEND

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

0 50 100 200 FEET



Detailed Boundaries

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. 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. Census Blocks 143-2000, 143-2001, 143-2008, and 143-2009 share boundaries, and 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 levels. 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, 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.



Population/Housing

In the 2000 US Census data, the population within Census Tract 143 consisted of: 73% White/Caucasian, 17% Black/African American, and 10% representing other/multiple races. Of all the inhabitants combined within this Census Tract, 17% were considered to be of Hispanic/Latino ethnicity.

Based on the 2005-2009 US Census American Community Survey data, the population within Census Tract 143 consisted of: 58% White/Caucasian, 24% Black/African American, and 18% representing other/multiple races. Of the inhabitants of this Census Tract, 20% were considered to be of Hispanic/Latino ethnicity.

In the 2010 US Census Data, the population within Census Tract 143 consisted of: 66% White/Caucasian, 18% Black/African American, and 16% representing other/multiple races. Of all the inhabitants combined within this Census Tract, 21% were considered to be of Hispanic/Latino ethnicity.

It is unclear why there is this level of volatility between these three datasets, though the American Community Survey, based largely on imputations, may suffer from statistical errors. Despite these discrepancies and within the margins of error, some trends do appear to be developing: in the study area, the racial

composition is likely stable, with a growing Hispanic/Latino presence.

Relative to the entire City of Easton, fewer White/Caucasian individuals live in the study area, per capita. The percentage of individuals of Hispanic/Latino ethnicity for the City of Easton as a whole are also lower than the block. This speaks to greater diversity in terms of cultural, ethnical and racial backgrounds.

There is a variety of housing types within the 600 Block of Northampton Street. These housing types comprise single-family, multi-family, apartments and mixed residential/businesses. There are 21 property owners for the 36 residential housing properties within the Study Area, and none are owner occupied. Per the City's Rental Housing Licensing Program, there are 113 licensed apartment units located in this Study Area.

There are 36 additional apartments not included in the City's Rental Housing Licensing Program that are owned and inspected Easton Housing Authority. These apartments are designated for low-income residents.



Housing Statistics

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
669 Pine	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



Employment/Commercial

There are 38 employees for the 15 businesses located in this Study Area. 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.

Commercial uses in the 600 Block of Northampton Street include 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.

Table 5: Employment

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

There are 15 businesses currently operating on this block. 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 Figures

Ricky's Food & Tobacco	
Years in Operation:	3
Description:	Corner convenience store in nature providing daily goods, supplies, food, beverages 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:	Restaurant/Bar selling alcoholic beverages (Recently Closed)
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

Land Use

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.

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



Zoning

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

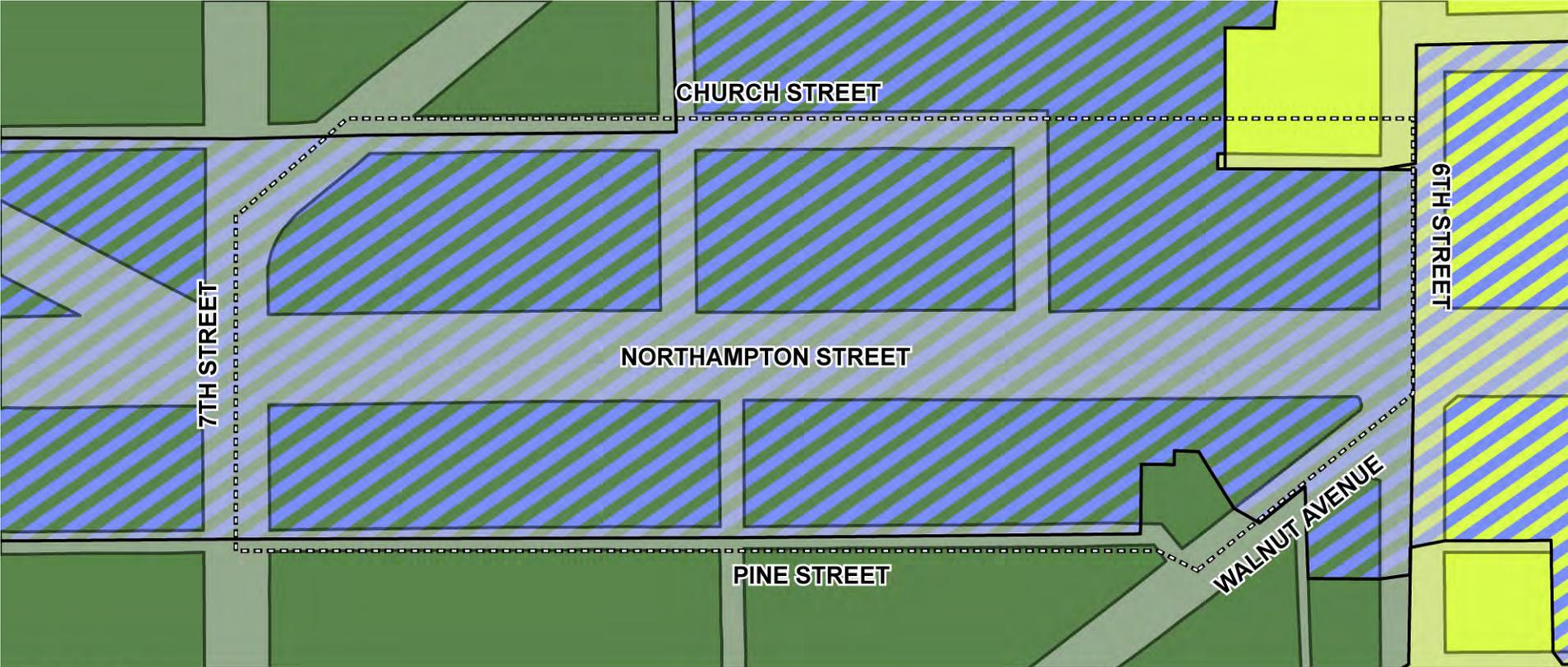
Non-Residential Uses Permitted by Special Exception Continued
Street Corridor Overlay District
(D2) Finance, Insurance and Real Estate
(D3) Personal Services
(D4) Business Services
(D5) Repair Services
(D6) Professional Services
(D7) Administrative Offices
(D9) Bed and Breakfast
(D10) Community Services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

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

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	

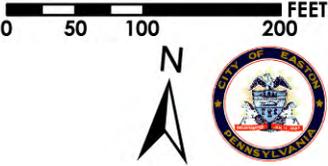
Permitted Residential Uses	
West Ward Zoning District	Street Corridor Overlay District
(A1) Single-Family Detached	(A7) Multifamily
(A2) Single-Family Semidetached	(A12) Mixed Residential/Business
(A3) Single-Family Attached	
(A4) Two-Family Detached	
(A5) Two-Family Semidetached	
(A6) Two-Family Attached	

Zoning



LEGEND

- STUDY AREA
- Yellow-hatched box DOWNTOWN ZONING DISTRICT
- Green box WEST WARD ZONING DISTRICT
- Blue-hatched box STREET CORRIDOR OVERLAY ZONING DISTRICT



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.



appendix

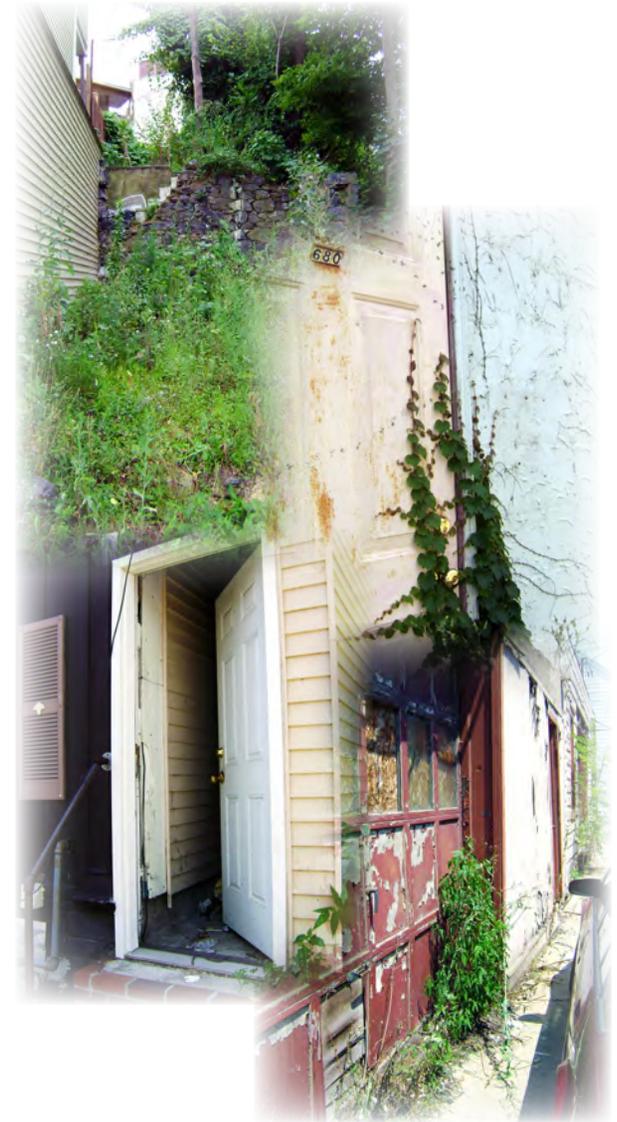
Vacancy

Vacant buildings and parcels are a major concern for the 600 Block of Northampton Street Study Area. The vacant properties with buildings show signs of poor maintenance, and become liabilities to the community and to the City. Vacated properties occupied by buildings become havens for crime and transience. 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, its size, and its unique architecture. 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.)	With Adjacent Vacancy
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



Traffic Calming/Pedestrian

A possible traffic calming feature is a bump-out. Bump-outs extend the curb into the street at logical pedestrian crossing points, with a length equal to approximately that of a parked vehicle. Bump-outs increase the visibility of pedestrians attempting to cross the street, and provide safety to pedestrians by shortening the walking distance from one side of the street to the other. Bump-outs also slow motorists by tightening street widths and providing a visible obstacles along the vehicular cartway.



Survey Responses

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)

Survey Responses

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)

Meetings

Meeting #1

Future Community Initiatives

Seasonal uses for vacant lots were suggested, such as nurseries selling goods 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 saw 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.

Meeting #2

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.

