

WEST SCRANTON NEIGHBORHOOD PLAN

West Side
PRIDE
West Scranton Neighborhood Plan



NeighborWorks®
NORTHEASTERN
PENNSYLVANIA

OCTOBER 2020

WRT

ACKNOWLEDGMENTS

The West Scranton Neighborhood Plan was funded by a Neighborhood Planning Grant from the Wells Fargo Regional Foundation (WFRF).

The planning process was led by NeighborWorks Northeastern Pennsylvania with guidance from their consultant WRT and a Steering Committee comprised of neighborhood-based stakeholders.

Thank you to all who participated in our focus group meetings, community meetings, and surveys.

THANK YOU TO THE FOLLOWING STEERING COMMITTEE MEMBERS:

NEIGHBORWORKS NORTHEASTERN PENNSYLVANIA

Jesse Ergott, President & CEO
Todd Pousley, Neighborhood Revitalization Manager*

GEISINGER

Brian Ebersole, Senior Director, Springboard Health

WEST SCRANTON HYDE PARK NEIGHBORHOOD WATCH

Karin Foster, President*

REP. MARTY FLYNN

Thom Welby, Chief of Staff*

SCRANTON SCHOOL DISTRICT

Paul Dougherty, Director of Secondary Education*

WEST SCRANTON HIGH SCHOOL

Rob DeLuca, Principal*

CITY OF SCRANTON

Mary-Pat Ward, Deputy Director, Office of Economic and Community Development*
Carl Graziano, Chief of Police

UNITED NEIGHBORHOOD CENTERS OF NORTHEASTERN PENNSYLVANIA

Lisa Durkin, President & CEO
Rosemary Broderick, Board Chair

UNITED NEIGHBORHOOD COMMUNITY DEVELOPMENT CORPORATION

Marty Fotta, Vice President of Community Development

FRIENDS OF THE POOR

Meghan Loftus, President & CEO

SCRANTON AREA COMMUNITY FOUNDATION

Laura Ducceschi, President & CEO
Vivian Williams, Community Initiatives Coordinator*

GERRITY'S

Joe Fasula, Owner*

U.S. SENATOR BOB CASEY

Kristin Magnotta, Director of Outreach*

THE ARC NORTHEASTERN PENNSYLVANIA

Pat Quinn, Director of Program Operations*

EDUCATIONAL OPPORTUNITY CENTERS

Carolyn Quinn, Executive Director*

LACKAWANNA HERITAGE VALLEY

Owen Worozbyt, Trail & Environmental Projects Manager

PA DEPARTMENT OF TRANSPORTATION

April Hannon, Project Manager
Michael Taluto, Safety Press Officer*

PA DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT

Ted Ritsick, Local Government Policy Specialist

Chris Casciano, Resident*

Izzy DeFlice, Resident*

Annette Palutis, Resident*

**Denotes West Scranton Resident*



PLANNING CONSULTANT
WRT

CONTENTS

1 INTRODUCTION 1

Neighborhood Snapshot.....	2
Planning Goals	4
Planning Process	5
Plan Themes & Working Group Structure.....	6

2 EXISTING CONDITIONS 9

Neighborhood History + Culture	10
Physical Character	12
Commercial Corridors	20
Demographic Patterns + Trends	28
Employment + Quality of Life	30
Housing + Real Estate Market.....	32

3 PLAN VISION + FRAMEWORK..... 41

Community Engagement Summary.....	42
Resident Survey Results	44
Community-Driven Vision.....	46
How do we get there?	48

4 PLAN STRATEGIES 55

How do we Get There?.....	56
Plan Goals	57
Community Character.....	58
Commercial Corridors	64
Services + Amenities	74
Housing	84

5 KEY DISTRICTS + CATALYST SITES 93

District 1	96
District 2	106
District 3	114
District 4	120
District 5	124

6 IMPLEMENTATION 131

Implementation Approach.....	132
Community Character.....	140
Commercial Corridors	142
Services + Amenities	146
Housing	150



Looking at Main Avenue in West Scranton.



INTRODUCTION

INCLUDED IN THIS CHAPTER:

Neighborhood Snapshot.....	2
Planning Goals	4
Planning Process	5
Plan Themes & Working Group Structure.....	6

INTRODUCTION

NEIGHBORHOOD SNAPSHOT

West Scranton is located west and north of downtown Scranton, along the western side of the Lackawanna River and bordering Taylor Borough and Ransom Township in Lackawanna County. The neighborhood closely identifies with its public schools (Francis Willard Elementary, West Scranton Intermediate, and West Scranton High) and has a history of local-serving business along Main Avenue catering to West Scranton residents. There are several smaller neighborhoods in West Scranton including Hyde Park, West Mountain (north of Keyser Avenue), the Keyser Valley, Bellevue, and Tripp Park.

For the purposes of the neighborhood plan, the West Scranton Focus Area (Figure 1) is a targeted area of about 1 square mile, centered on the primary corridors of Main Avenue and Luzerne Street and bordering the Lackawanna River and Heritage Trail to the east. Generally a compact walkable area in scale, there are significant grade changes with areas west of Main Avenue at higher elevations compared to east of Main Avenue. West Scranton is unique in that it is situated very close to downtown, however, limited street connections and physical barriers (Lackawanna River to the east, railroad and industrial uses to the south) have resulted in the neighborhood developing its own independent character and culture over time.

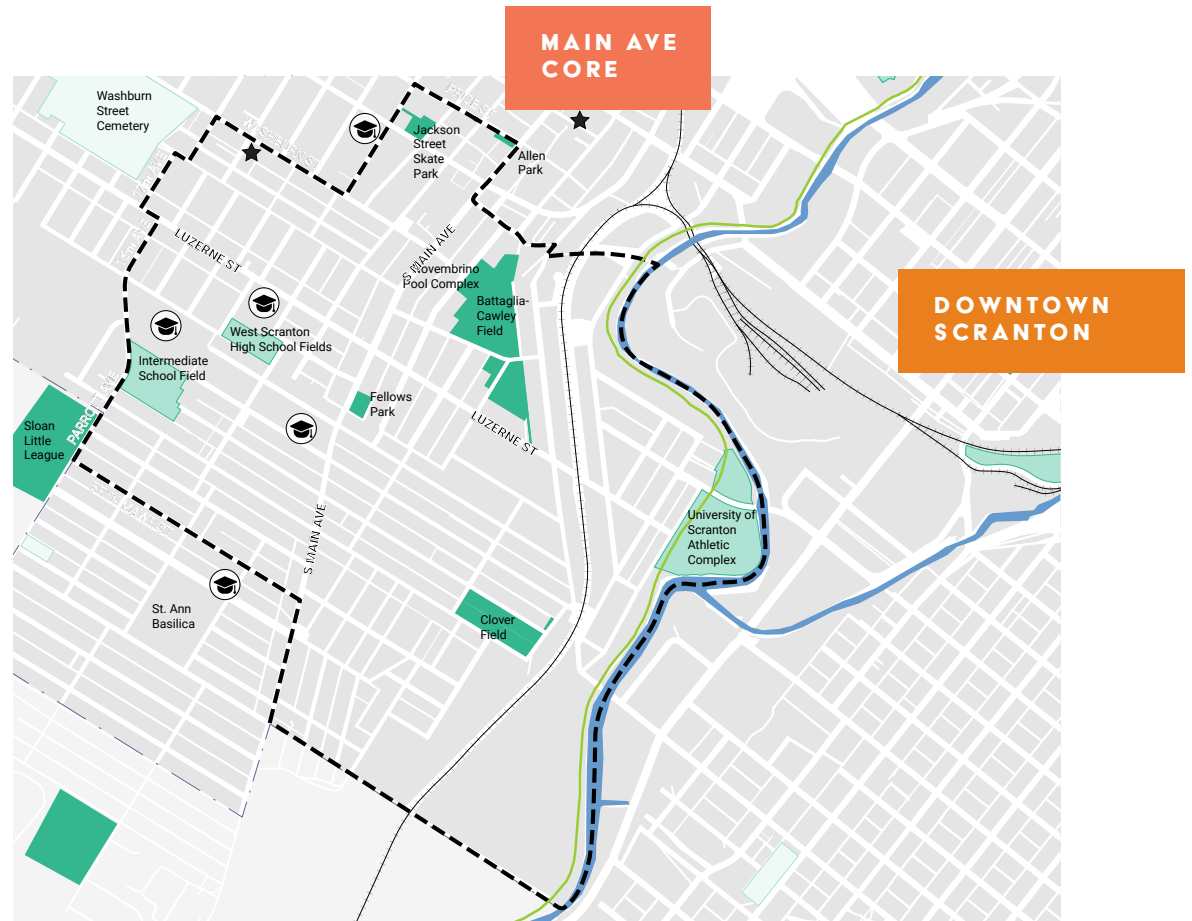


FIGURE 1. WEST SCRANTON FOCUS AREA

KEY ASSETS

- ★ Community/Recreation Centers
- 🎓 Schools

OPEN SPACES

- Public Park
- School Field
- Cemetery
- Lackawanna River Heritage Trail

- Target Area
- City of Scranton
- Waterways
- Railway

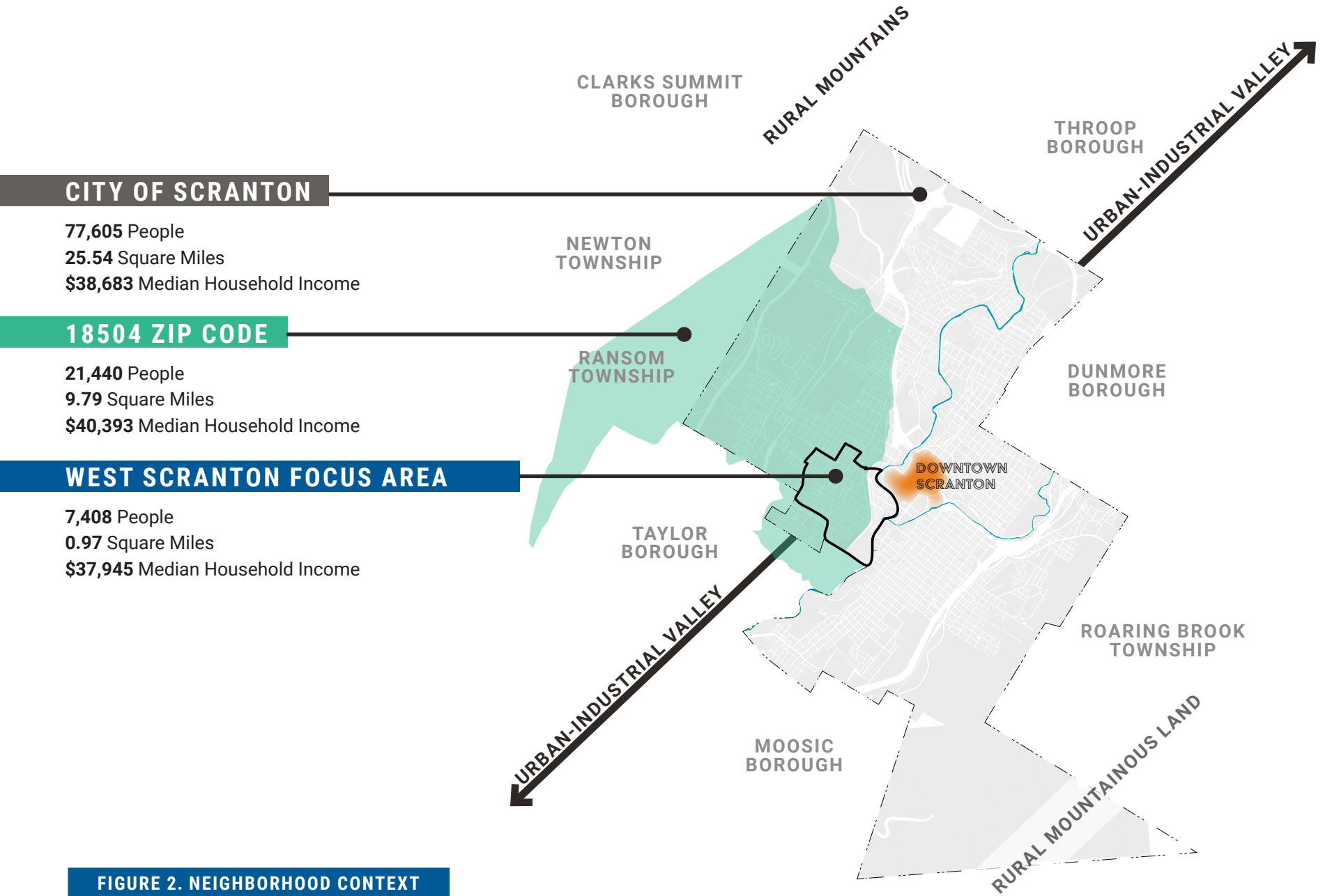


FIGURE 2. NEIGHBORHOOD CONTEXT

The Neighborhood Plan Focus Area forms the core of the larger West Scranton neighborhood.

PLANNING GOALS

NeighborWorks Northeastern Pennsylvania provides multiple community services in West Scranton, including financial coaching and education, homebuyer education, property acquisition and redevelopment, aging in place assistance, and overall neighborhood beautification and revitalization. In 2019, NeighborWorks was awarded a Wells Fargo Regional Foundation planning grant to complete a neighborhood revitalization plan for the West Scranton area. Working with a local steering committee and a consultant urban planning and design firm, WRT, the neighborhood plan includes strategies to improve the condition of the neighborhood's housing stock, reduce blight, promote economic development, improve access to community services, and establish a neighborhood brand identity. A primary focus of the planning process from its inception was to identify early action projects and an implementation strategy with funding sources for projects and initiatives to improve the neighborhood for all residents, employees, and visitors.

The West Scranton Focus Area is considered a "middle neighborhood," which are relatively stable neighborhoods without extreme poverty or wealth that are reasonably affordable and safe. Middle neighborhoods generally have a strong foundation and great potential but may still struggle to fight off divestment and decline because they are often not the priority or focus for public investment dollars and therefore must rely on private investment to maintain stability and strength.

PLANNING PROCESS GOALS:



BUILD CAPACITY

Identify resident leaders and local champions for future implementation and enhance community collaboration.



ENHANCE A SENSE OF PLACE

Develop public space activation strategies, streetscape interventions and traffic safety improvements to address neighborhood quality and mobility challenges.



FOSTER ECONOMIC VITALITY

Encourage small business growth along key corridors like Main Avenue and Luzerne Street.



SUPPORT THE HOUSING MARKET

Harness the insights of the Land Bank's recent blight and vacancy study along with community input and ideas to address specific housing needs in the neighborhood.

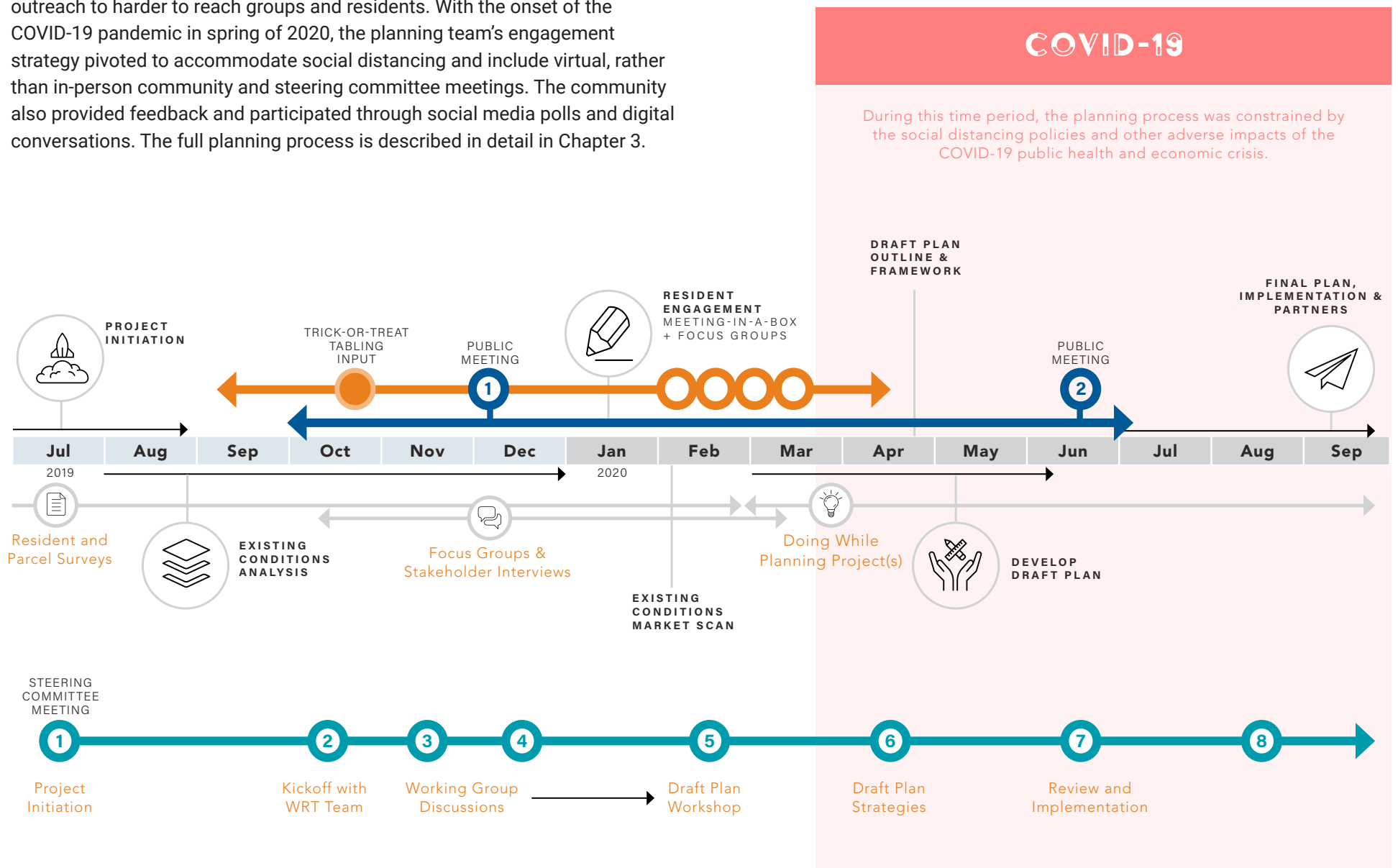
For this reason it is particularly important for middle neighborhoods like West Scranton to plan collectively for the future so that there is a clear, actionable set of strategies that can focus limited public and private investment where it will have the greatest impact.

Neighborhood assets, Figure 1 on the previous page, in the Focus Area include, local parks, schools, religious organizations, community resources, and nearby landmarks. The plan Focus Area benefits from a strong sense of community pride and neighborhood belonging. Recent

investments in the University of Scranton Athletic Complex, the Lackawanna Heritage Trail, and Novembrino Splash Park and Recreation Complex are a positive sign for renewed investment and interest. The plan will build on recent momentum and seek to identify early project interventions (those that can make an immediate impact) as well as longer-term strategies for on-going neighborhood investment. There is a recognized need for more resources for residents to improve their homes and blocks, reducing pockets of blight and vacancy, and for visible improvements to public spaces.

PLANNING PROCESS

The planning process, which kicked off in the summer of 2019, included an engaged Steering Committee, community-wide meetings, and targeted outreach to harder to reach groups and residents. With the onset of the COVID-19 pandemic in spring of 2020, the planning team's engagement strategy pivoted to accommodate social distancing and include virtual, rather than in-person community and steering committee meetings. The community also provided feedback and participated through social media polls and digital conversations. The full planning process is described in detail in Chapter 3.



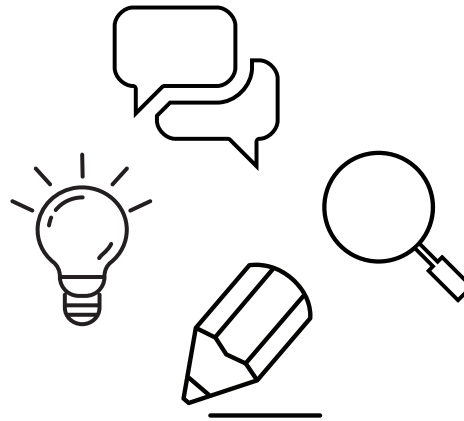
PLAN THEMES & WORKING GROUP STRUCTURE

In October of 2019 the Steering Committee agreed on four central themes to be led by sub-groups or “working groups” so that, in small groups, the Steering Committee members could focus in on a theme or topic that is most important to them or an area where members have particular expertise. Community members and stakeholders were then invited through the community meetings and online engagement to participate in each of the four working groups. These four working groups provided input and framed the analysis of constraints and opportunities as well as the plan recommendations.



FOCUS

In small groups, Steering Committee members can focus on a theme or topic that is most important to them or an area where members have particular expertise.



ENGAGE

Recruit community members and stakeholders to contribute to and feel a sense of ownership over a part of the plan.



BUILD

Cultivate trust and build capacity through ongoing collaboration during and after the planning process. Leverage this to establish a strong implementation framework.



COMMUNITY CHARACTER

This Working Group focuses on what is unique, valuable, and distinctive about the community and lifestyle in West Scranton. This is a way of identifying what aspects of life in West Scranton should be emphasized and supported in the plan and what aspects perhaps need to change. A lot of this has to do with heritage and culture, but it also may involve identifying some physical places in the neighborhood that are visually or conceptually significant.



COMMERCIAL CORRIDORS

This Working Group focuses on the strengths, issues, and opportunities for the neighborhood's two primary commercial corridors – Main Avenue and Luzerne Street. This group helped determine the sub-districts along each corridor, as well as the optimal balance between the circulation and commercial functions of these roads.



SERVICES + AMENITIES

This Working Group is primarily about identifying what community services and amenities exist already, how well they are serving community needs, and what else is needed to support a high quality of life for residents. This starts with understanding the current assets, such as parks, open spaces, schools, and social service providers, as well as the programming, activities and services that operate out of and make use of those physical assets. Once that foundation is established, the next step is to identify gaps or shortcomings in the existing network of services and amenities in the neighborhood.



HOUSING

This Working Group is focused on identifying the strengths, issues, and opportunities for West Scranton's housing stock from the perspective of homeowners, renters, and landlords. The overall goal is to (1) understand what types of infill housing are needed to align with the mix of household sizes, structures and lifestyles of West Scranton residents, (2) identify adaptations and updates needed to the existing housing stock to make it perform best for its occupants, (3) determine what types of programs or projects are needed to ensure that people have access to the resources they need to uphold a high standard of property maintenance, feel confident investing in their neighborhood, and achieve financial stability in their West Scranton home, and (4) determine what kind of housing typologies and amenities are needed to attract and retain new residents.



Character of West Scranton's Main Avenue Commercial Corridor



EXISTING CONDITIONS

INCLUDED IN THIS CHAPTER:

Neighborhood History + Culture	10
Physical Character	12
Commercial Corridors	20
Demographic Patterns + Trends	28
Employment + Quality of Life	30
Housing + Real Estate Market.....	32

NEIGHBORHOOD HISTORY + CULTURE

PERIODS OF SCRANTON'S HISTORY

First inhabited by the Capoose Tribe of Native Americans, Scranton and the wider area that would later become known as Lackawanna County was sought out by European settlers in the late 1700's for its rich iron ore deposits. Moving west from Connecticut, these white settlers quickly set about mining the iron ore and erecting blast furnaces and forges to transform this valuable raw material into the iron and steel that was in high-demand for railroads and manufacturing across the industrializing North American continent. By 1811 Slocum Hollow, located where Scranton is today, was large enough to open its first post office.

Not long after these iron and steel industrial operations were up and running, the rich deposits of Anthracite Coal throughout the region were discovered, setting in motion the coal mining and distribution industry that would become the primary driver of the region's economy throughout its industrial heyday, shaping not only the immigrant communities and cultures that were drawn to the region, but also the political and social systems that governed decision-making and the infrastructure networks and vernacular

building styles that would shape the physical character of the City of Scranton. The City's strong connections to neighboring coal mining communities as well as to the rail networks and industrial production centers in New York City and Philadelphia continue to shape both the social networks and the economic opportunities for residents and businesses in the area.

Like many of the United States' important centers of industrial production at the turn of the century, Scranton benefits from a rich, varied heritage and culture but has suffered through a recent history of structural divestment and economic hardship as the national economy shifted away from industrial production towards a knowledge economy, leaving our industrial cities to fend for themselves.

The growth, decline, and recent resurgence of the City of Scranton's population reflects this broader national pattern. Throughout the region we are seeing a recommitment to the preservation and celebration of the industrial heritage and distinctive vernacular architectures that give urban communities like Scranton such a rich character.

In parallel, we are seeing a recognition that urban industrial heritage communities like West Scranton have a wonderful human-centric design, an approachable scale and a great network of walkable streets and open spaces that can support the kind of amenity-rich, socially vibrant urban lifestyle that is increasingly sought-after by millennials and baby boomers alike.

The City of Scranton's population peaked at 143,433 in 1930 before its primary industries – coal mining, iron and steel manufacturing, and textile and vinyl production – began to experience structural shifts in their economic geography. The city's population hit its lowest point in 2010 at 76,085 – just over half of its peak population – before rebounding to the current population of just over 77,000. Important aspects of the recent recovery are the 2009 opening of the Geisinger Commonwealth School of Medicine as well as the renewed interest and investment in Downtown Scranton where iconic buildings and sites have been redeveloped as heritage tourism and arts and culture destinations.

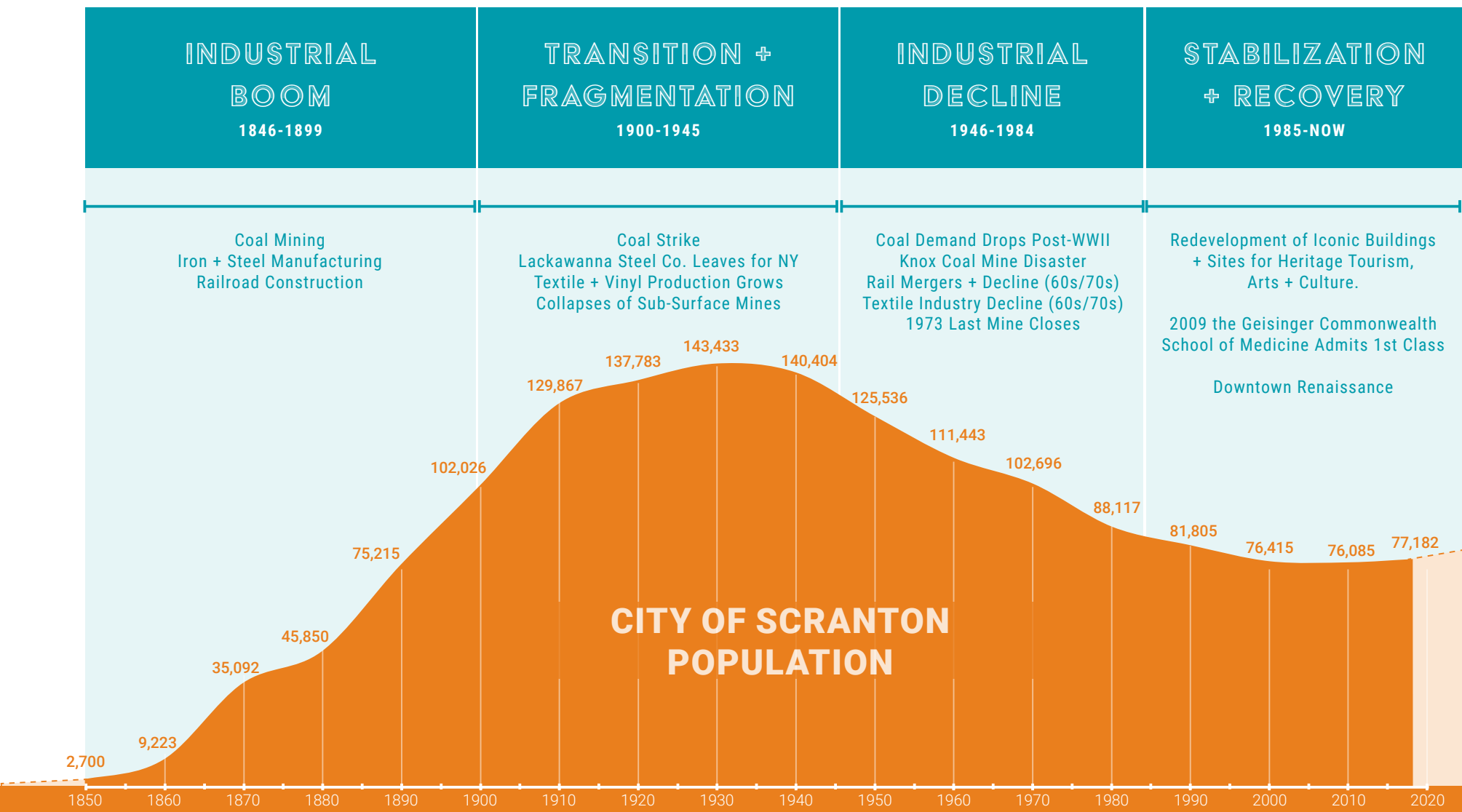


FIGURE 3. PERIODS OF POPULATION CHANGE IN SCRANTON

Scranton's population grew rapidly in the early part of the 20th century until coal demand began to decline after WWII. After years of decline, the city is experiencing growth and investment in downtown and many neighborhoods.

PHYSICAL CHARACTER

TRANSPORTATION NETWORK

STREET HIERARCHY + ROLE

Main Avenue and Luzerne Street are the two main thoroughfares that run through the neighborhood. Main Avenue continues north through the neighborhood and into North Scranton and beyond, while Luzerne Street dead ends abruptly at 3rd Street and the University of Scranton's Athletic Complex. There are few connections across the Lackawanna River to South Side and Downtown Scranton, including: Elm Street; Broadway Street/Hickory Street; and Lackawanna Avenue (to the north). The area has three COLTS bus routes, but service is somewhat limited with 1-hour headways limiting frequency of service. There is very limited bike lane infrastructure (i.e., currently bike lane striped on Broadway Street at the Lackawanna River Heritage trail), however there is a current planning effort for a bicycle and pedestrian study of downtown Scranton, which recently identified potential for bike lanes on Luzerne Street, Providence Rd, and Olive Street connecting to the High School and potentially to the Lackawanna River Heritage Trail, which is currently a multi-use walking/biking trail.

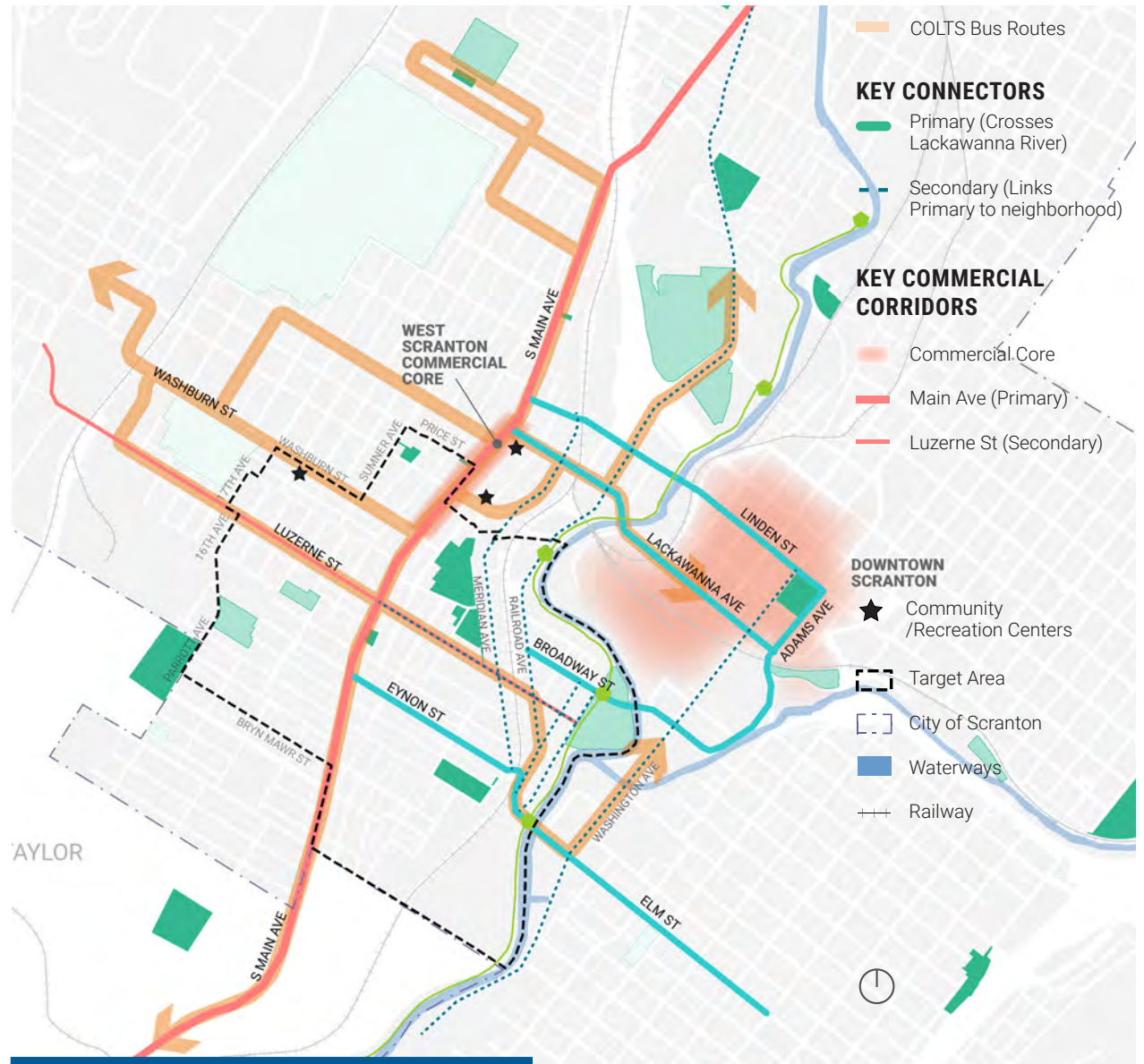


FIGURE 4. TRANSPORTATION NETWORK

Figure 4 illustrates the key commercial corridors (Main Avenue and Luzerne Street), primary connectors (crossing Lackawanna River) and secondary connectors (linking primary to the neighborhoods).

VEHICULAR CIRCULATION

Travel through the neighborhood can be confusing by car as there are a number of one-way travel streets as illustrated in Figure 5: Vehicular Circulation.

Initial community feedback suggests residents would like to see more investment in mitigating traffic congestion and improving the walking and biking network throughout. While the Focus Area is compact and walkable, there are gaps in the sidewalk network, areas in need of repair, and limited safe pedestrian crossings.

Residents through surveys and feedback noted concern over traffic and congestion, confusing traffic patterns results from one-way streets, and parking.

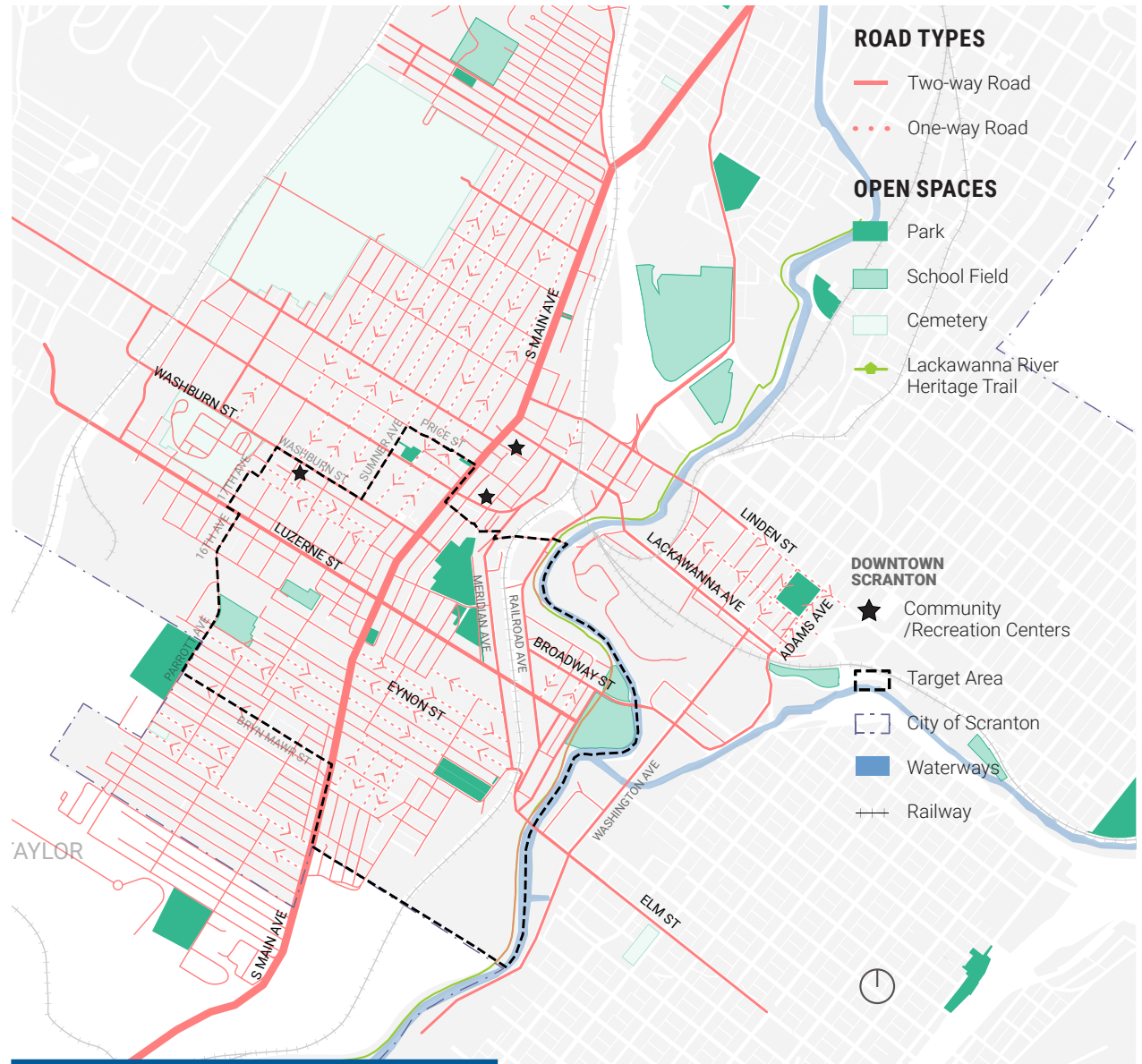


FIGURE 5. VEHICULAR CIRCULATION

The neighborhood has a network of one-way and two-way streets making it somewhat difficult to navigate for newcomers.

TOPOGRAPHY, SIGHTLINES + MOVEMENT

The dramatic topography of the Lackawanna River valley makes for iconic and distinctive views – some that provide sweeping panoramas and others that frame landmark buildings and key sites. Within West Scranton alone, there is a nearly 300-foot change in elevation from more than 900 feet at its highest point to approximately 650 ft at its lowest point. In West Scranton and throughout the Scranton metro area, the hills have been sought-after perches for good reason – they offer wonderful vistas of the industrial heritage and urban grandeur set against green rolling hills and expansive sky.

However, while the topography certainly lends a distinctive, dramatic and beautiful visual experience throughout the neighborhoods that is a wonderful draw for residents to settle in this area, it is not without its drawbacks – the road network is quite irregular within the West Scranton Focus Area where the strain of negotiating between a gridded layout and a complex double-peak topography moving down into the industrial valley has resulted in many intersections and traffic

patterns that are both confusing and potentially dangerous. As cars have become the dominant mode of transportation, navigating this irregular road network has become a sort of informal test for whether you are a true “West Sider.”

Additionally, the often steep and varied topography serves as an impediment to cycling – both as a recreational pursuit and as an alternative mode to commute to work and school. Finding ways to create a network of approachable, gently-sloped and safe bike routes through West Scranton to potential cycling destinations – such as the Lackawanna River Heritage Trail, schools and parks, the various colleges and universities, and the large employment centers – will require considerable thought and careful testing. The topography suggests that Scranton would be a good market for e-bikes that would enable individuals to use a motor assist on the upward slopes while enjoying powering the bike with their own strength on less strenuous portions of their ride.

ELEVATION CHANGE WITHIN THE FOCUS AREA

920 FT
HIGHEST POINT

652 FT
LOWEST POINT

268 FT
ELEVATION CHANGE

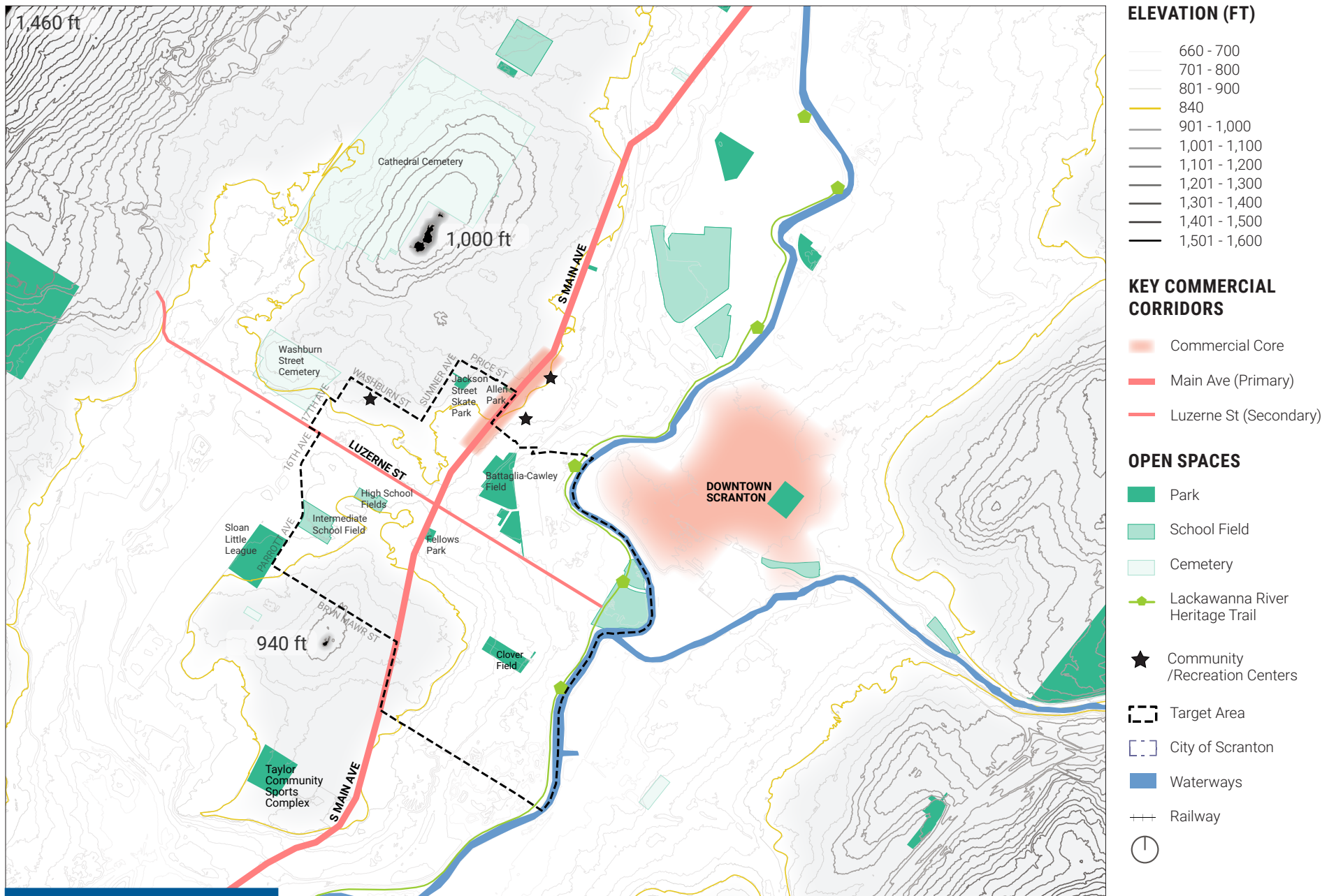


FIGURE 6. TOPOGRAPHY

Higher elevations are shown with the darker line groupings. The highest elevation point of 940 feet is adjacent to the Focus Area on the south side.

OPEN SPACE NETWORK

The park and open space system in the West Scranton Focus Area is robust with a mix of athletic facilities, trails, and parks. Parks and open space facilities include Battaglia-Cawley Field and the adjoining Novembrino Pool Complex (together forming the largest and most central of the open spaces), as well as the Jackson Street Skate Park, two small pocket parks (Allen Park and Fellows Park), the Lackawanna River and Heritage Trail and the local school and multi-purpose fields.

However, lack of funds and deferred maintenance over years has resulted in a mix of quality and use of facilities. Several key initiatives and planned improvements will bring new clarity and dynamism to the open space network through thoughtful renovations and programming that will help the open space network serve a more diverse range of users.

CITY OF SCRANTON 2019 PARK EVALUATION

In 2019, the City of Scranton conducted a park evaluation in advance of preparing a recreation plan for the city's park system. Each evaluation included an initial assessment of the level of maintenance (scale of 1-5, where 1 represents poor condition and 5 represents excellent condition). Note that the Novembrino Pool Complex and park was not evaluated because it was slated for a splash park makeover. Evaluated West Scranton parks include:

CLOVER FIELD

The athletic field is maintained by the Scranton School District and the City maintains the upper area by cutting grass, weed mitigation, and garbage removal.

ALLEN PARK

City maintenance includes grass cutting, weed mitigation, and sidewalk care for all seasons. Snow removal is important on all Main Avenue parks.

FELLOWS PARK

City maintenance includes weekly grass and weed maintenance. Snow removal is important on all Main Avenue parks.

JACKSON PARK

Jackson Terrace Park, commonly known as the "Jackson Street Skate Park," has some neighborhood care in the community garden and skate park. The basketball courts are in need of blacktopping and replacement of the hoops that are too high. The skate park area has beginner-intermediate equipment. The terrain is terraced with steep embankments. Maintenance is labor intensive and difficult. It has not had regular city mowing schedule. Mediation is needed to eliminate knot weed. The building itself is used by the Scranton Police and neighborhood association.

OPEN SPACE BY THE NUMBERS

47.8 ACRES

ATHLETIC FACILITIES

- 13** BASEBALL/SOFTBALL FIELDS
- 4** MULTI-PURPOSE FIELDS
- 5** BASKETBALL COURTS
- 4** TENNIS COURTS
- 1** TRACK

OTHER FACILITIES

- 2** POOLS (CLOSED)
- 2** POCKET PARKS
- 1** SKATE PARK
- 1** PLAYGROUND
- 1.3** MILES OF TRAIL

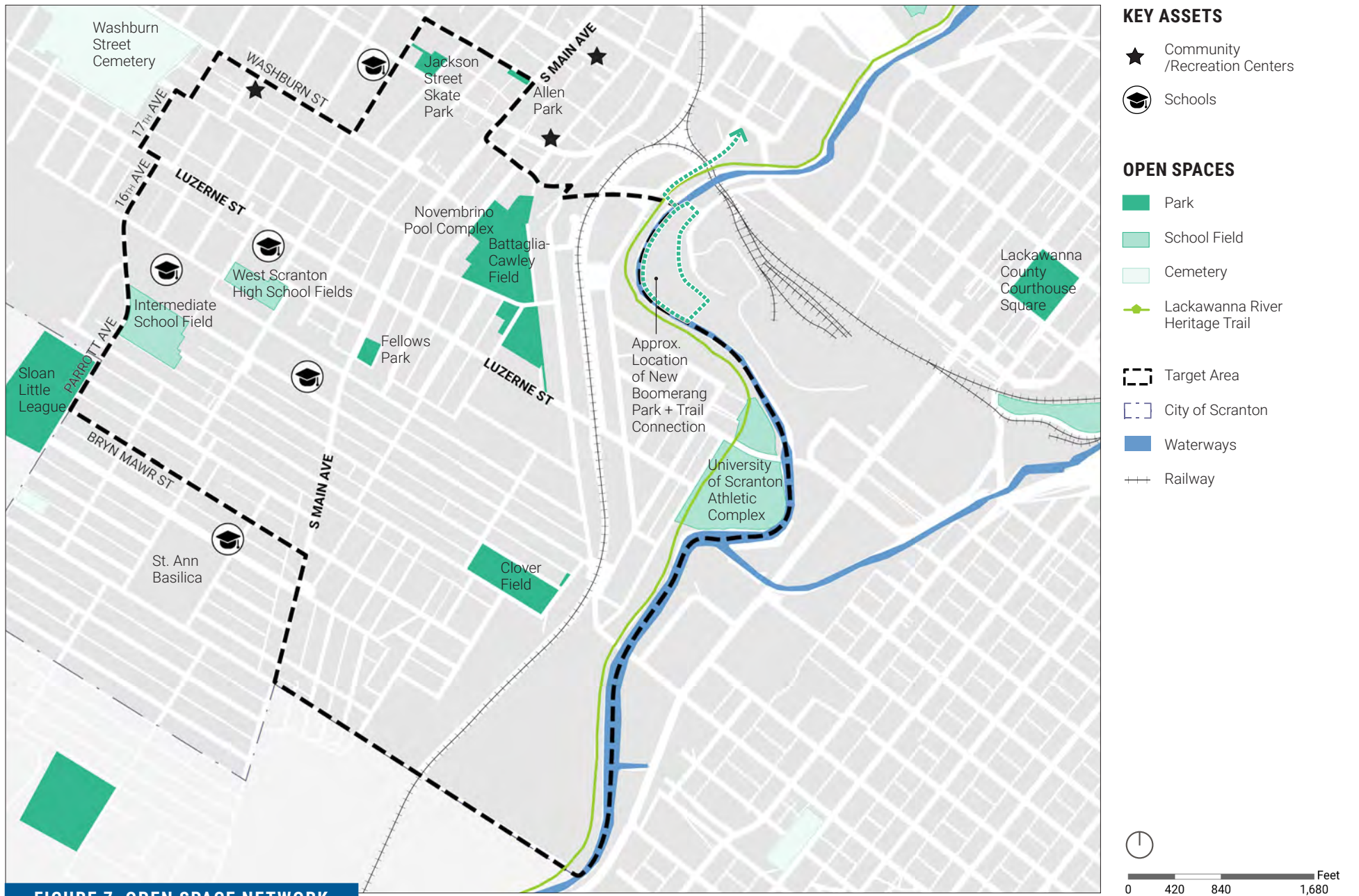


FIGURE 7. OPEN SPACE NETWORK

The open space network includes passive and active spaces used for recreation, sports and school games, swimming, community activities, walking, and relaxing.

OPEN SPACE NETWORK IMPROVEMENTS



1

UNIVERSITY OF SCRANTON ATHLETIC COMPLEX

In May of 2018 the dedication ceremony was held for the new 11-acre, \$14 million University of Scranton Athletic Complex located along Broadway Street in West Scranton where it is sandwiched between the Lackawanna River and the Lackawanna River Heritage Trail. This is undoubtedly a major milestone for the University of Scranton, providing state-of-the-art facilities for the University's soccer, lacrosse, field hockey, baseball and softball teams, complete with bleacher seating and a field house with locker rooms and a training room for the teams. However, it is also a direct benefit for West Scranton - it not only draws student athletes and spectators bringing a new reason for people to visit and stop in West Scranton, it also includes a community basketball court and children's play area that are open to the public.



2

LACKAWANNA RIVER HERITAGE TRAIL ENHANCEMENTS AND EXTENSIONS

TRAILHEAD SAFETY IMPROVEMENTS AT ELM STREET AND BROADWAY STREET

The Lackawanna River Heritage Trail has three trailheads in the West Scranton Focus Area - Elm Street, Broadway Street, and 7th Ave. Safety improvements have been implemented at both the Elm Street and Broadway Street trailheads where the trail crosses busy roads. These safety improvements include enhanced crosswalks, signage and signals designed to increase visibility and safety of those using the trail to bike, walk or run.



BOOMERANG PARK + CONNECTING STEAMTOWN TO WEST LACKAWANNA AVENUE

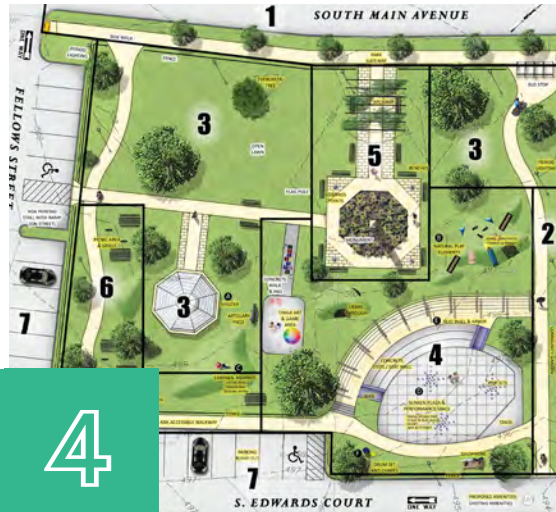
Preparations are underway to connect the Lackawanna River Heritage Trail from the approximate location of the current 7th Street trailhead to a new, more visible and accessible trailhead at West Lackawanna Avenue as well as across the Lackawanna River via a pedestrian and bike bridge that will connect directly to the Steamtown National Historic Site and a new "boomerang" shaped park on the east bank of the river where the new bridge will be. This new connection will greatly improve access to and visibility of the trail at the point where it is closest to the Main Avenue commercial corridor and downtown Scranton.



3

NOVEMBRINO SPLASH PAD PROJECT

The Novembrino Pool was closed in 2011 due to its long-term maintenance needs exceeding the city's budget capacity. However, a renovation of the complex is in progress that will bring the community a new splash park, renovated pool house building, seating areas, as well as an amphitheater and pavilion space, and landscape upgrades throughout. The new facility will be a draw for area residents and provide much needed activation of open space in the Focus Area.



4

POCKET PARK COLLABORATIVE

JACKSON STREET SKATE PARK, FELLOWS PARK + ALLEN PARK

The Scranton Area Neighborhood Park Collaborative (commonly referred to as the Pocket Park Collaborative) came together in 2015 with the support of a Pennsylvania Humanities Council (PHC) Civic Engagement Grant to develop plans to improve the use and experience of Fellows Park, Jackson Street Skate Park, and Allen Park with a particular focus on how these parks could be used as host sites for public events and humanities programming (theatre, music, literature, culture).

The ideas shared and developed through the work of the Pocket Park Collaborative remain an important foundation and guide for how design and programming can activate these parks.

FELLOWS PARK 2015 CONCEPTUAL PLAN

The Pocket Park Collaborative also prepared a conceptual design for Fellows Park that would

- Establish a more inviting gateway
- Increase multi-use passive recreation spaces
- Increase ADA-accessible walking paths
- Add nature-based activities for children
- Add Green infrastructure

The park design, shown in the image to the left, was conceptualized around the following zones:

1. **MAIN AVENUE:** classic streetscape - tree lawn, decorative fence, and focused main entrance.
2. **COMMUNITY GARDEN:** raised beds to grow community support and encourage positive park usage, wellness and healthy urban living.
3. **HISTORY & HERITAGE:** highlight and preserve the park's original design and heritage - period gazebo, monuments, open lawn, shade trees.
4. **PLAY & PERFORMANCE:** provide unique, multi-functional and flexible play and performance spaces using a sunken plaza, natural play elements and musical instruments that will facilitate creative thinking and play.
5. **THE ENTRANCE:** enhance and create a more functional, defined and dramatic entrance into the Park that utilizes an arbor and memorial pavers to highlight the monument and provide more seating.
6. **FAMILY PICNIC GROVE:** add features that encourage family gatherings and park usage.
7. **PARK INFRASTRUCTURE:** functional features that increase park safety/utility (parking, roads, stormwater management, ADA accessibility).
8. **WELLNESS TRAIL:** an ADA-accessible loop trail that traverses and connects all park zones. (

COMMERCIAL CORRIDORS

CURRENT ZONING

As the current zoning reveals, West Scranton is home to two commercial corridors – Main Avenue and Luzerne Street – each with a different character and function in the neighborhood.

Main Avenue is almost exclusively zoned for Neighborhood Commercial (C-N), whereas Luzerne Street is predominantly Medium Density Residential (R-2) with the exception of where it crosses Main Avenue and in the portion closest to the railroad tracks, where it is zoned for General Commercial (C-G) which allows for more auto-oriented commercial uses as well as light industrial uses such as auto repair and home improvement stores.

The City's zoning ordinance is currently being reviewed and updated with support from the Lackawanna County Planning Commission as part of an effort to update ordinances and regulations for nine participating municipalities and is expected to be completed for Scranton by summer 2020. Current zoning standards for development in the C-N, R-2, and C-G districts include:

	C-N DISTRICT	R-2 DISTRICT	C-G DISTRICT
Min. Lot Area	1,000 SF	4,000 - 6,000 SF depending on use	5,000 SF
Min. Building Setback	0' Front, 0' Side, 5' Rear	20' Front, 4-8' Side if not attached, 25' Rear	10' Front, 5' Side, 10' Rear
Max. Height / Max. No. of Stories	40' / 3 Stories (w/ exception)	35'	50' / 5 Stories (w/ exception)
Max. Building Coverage	70%	50%	60%
Max. Impervious Surface	100%	80%	95%

Zoning and subdivision requirements are an important tool to shape development outcomes for the neighborhood – as zoning can regulate height, building setback, parking, landscape, and signage requirements. The neighborhood plan will include an analysis of the strengths, weaknesses, anchors, and organic clustering of business types with recommendations for density, massing and what mix of uses would best support the continued success and growth of West Scranton's business community. Targeted incentives (e.g., density bonuses) can also help to recruit and support the establishment of new businesses, amenities and services that can fill in gaps in the existing business mix and enhance resident quality of life.

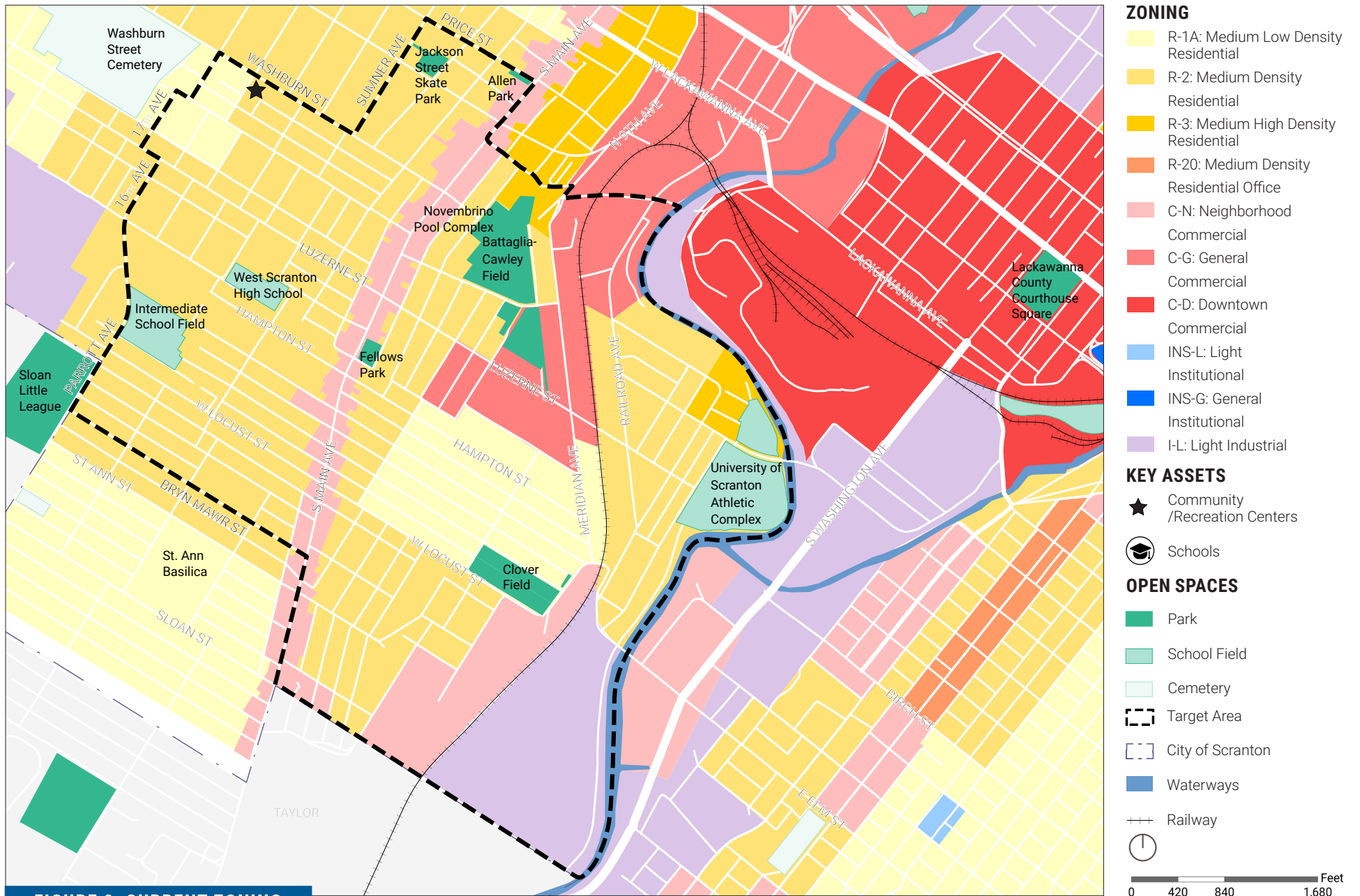


FIGURE 8. CURRENT ZONING

Current zoning districts are predominantly residential in the neighborhoods with C-N along Main Street.

CURRENT BUSINESS MIX

Commercial land uses are by no means uniform - it is a large category that contains a rich variety of uses. Figure 9 illustrates the mix of business types represented within the areas zoned for Neighborhood Commercial, General Commercial, and even within the areas zoned for residential use. Following the mapping of these existing businesses in the neighborhood, we identified five “clusters” of businesses which could be understood as commercial districts.

DISTRICT 1

Along Main Avenue in District 1, the businesses are predominantly in the “Retail, Food and Entertainment” category or the “Personal and Professional Services” category. The businesses are tightly packed along the corridor with relatively small street frontages and deeper lots. This is a typical mix and layout for a neighborhood commercial corridor that is all about a dynamic, sociable experience. This mix of uses supports a vibrant street life and encourages frequent visits to multiple businesses and shops. Some of the individual business types represented in this district include: bars and restaurants, apparel retail, accommodations, photography, tattoo shop, a post office, law offices, hair salons and spas, furniture, hardware, home improvement and construction, financial services and funeral homes.

DISTRICT 2

Along Main Avenue and Luzerne Street where they cross at the center of the Focus Area, the businesses are predominantly in the “Personal

and Professional Services” category with a few in the “Retail, Food and Entertainment,” “Medical/Health Facility,” and “Industrial and Auto Services” categories. The businesses in this district are slightly more spaced out with institutional, open space and residential uses interspersed between commercial businesses. This mix gives District 2 more of a leisurely pace and makes it more conducive to individual visits specific to one business or another rather than a window-shopping experience or a social street life attraction. However, the relationship with parks, schools and the neighborhood’s primary grocery store – Gerrity’s Supermarket - makes this an important hub for families and offers great opportunities for multigenerational programming and recreational uses to intermingle with the businesses in this area. Some of the individual business types represented in this district include: hair salons, pharmacy, travel agency, bakeries and restaurants, grocery stores and general retail, furniture, financial services, and a funeral home.

DISTRICT 3

This district is anchored by the Luzerne Shopping Center and is generally more auto-oriented with long street frontages and longer walking distances between businesses – despite the almost uninterrupted commercial uses along Luzerne Street and Meridian Avenue. This district is dominated by Retail, Food and Entertainment as well as Industrial and Auto Services with a few other business types at the edges, including a Medical/Health Facility, Daycare Facility and some Personal and Professional Services. Some

of the individual business types represented in this district include: grocery and general retail stores, pharmacies, warehousing and distribution, construction services, daycare, dental and medical services, veteran services, auto parts and repairs, social organizations, fast food, beauty services.

DISTRICT 4

This southern end of Main Avenue has more sparse commercial uses with residential uses in between. This district is primarily Personal + Professional Services with a growing Medical/Health Facility representation as well as Industrial and Auto Services at the edges and a few Retail, Food and Entertainment establishments towards the center of the district at St. Ann Street and Bryn Mawr Street. Some of the individual business types represented in this district include: hair salons, beauty and spa services, car sales and a gas station, a printing/reproduction company, an insurance agency, medical office spaces and dentists, as well as restaurants and cafes/delis and non-profit office space.

DISTRICT 5

This district is exclusively an Industrial and Auto Services district with no businesses representing the other business types. This area is mostly uninterrupted industrial land uses but there are a few places where the industrial uses are integrated with residential uses and have significant interaction and shared use of the streets. Some of the individual business types represented in this district include: quarries and mines, coal processing and distribution, a salt storage yard, junk yards and auto service garages.

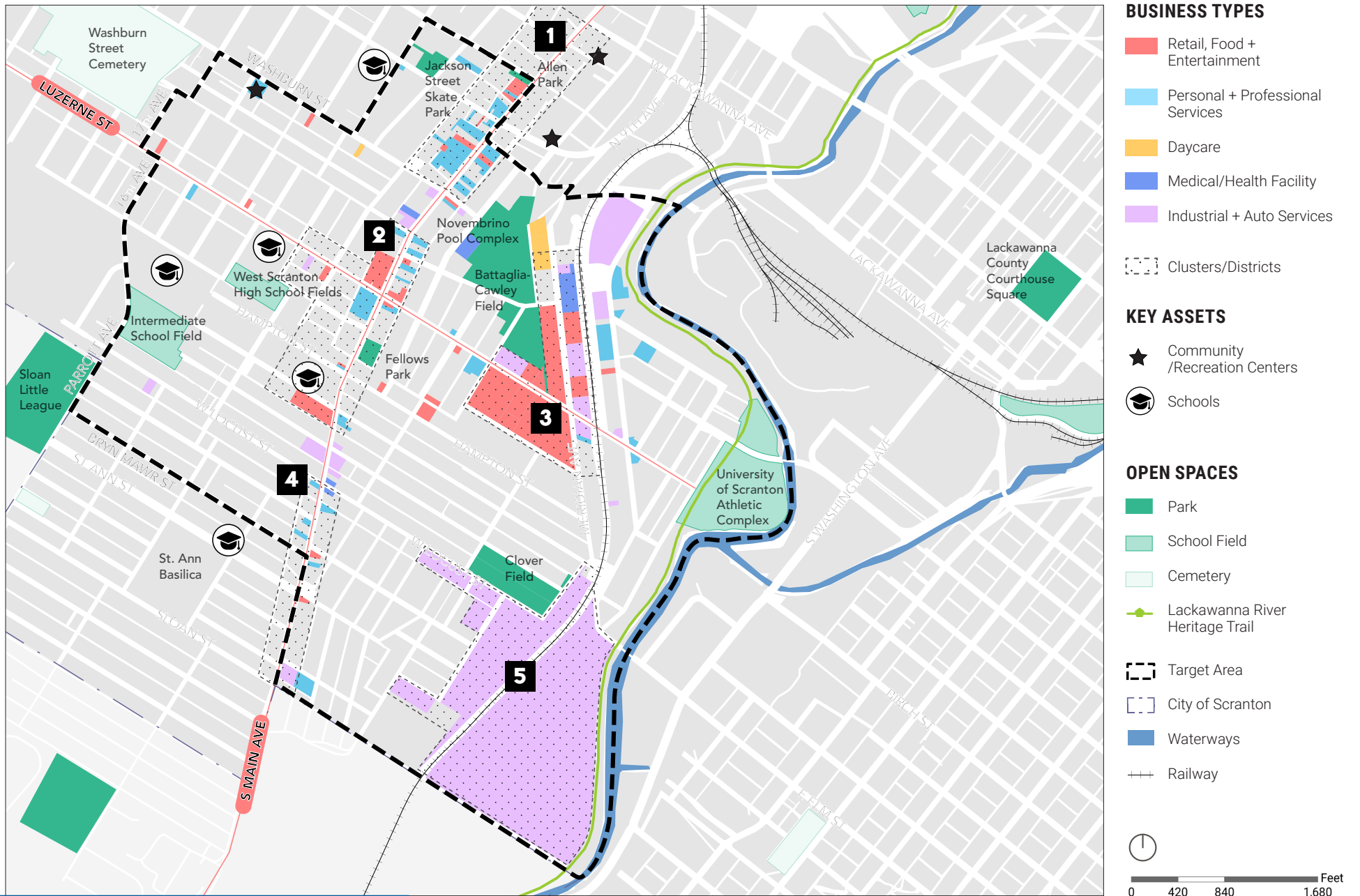


FIGURE 9. BUSINESS CLUSTERS + TYPES

Potential business and activity clusters to better define and focus the primary corridors.

MAIN AVENUE

Main Avenue is the neighborhood's primary commercial corridor connecting retail, offices, schools and open spaces.

Historically the neighborhood's economic and social core, Main Avenue from Lackawanna to Washburn has retained much of its approachable, lively character, charming buildings and walkable scale. Main Avenue also remains one of the key connectors between the neighborhood's schools - West Scranton High School, Francis Willard Elementary School, and the Intermediate School - and the various open spaces, restaurants, and the new community center that youth in the neighborhood visit after school.

However, the road also doubles as one of the few through-streets for cars looking to get from one end of West Scranton to the other and has become a high-speed, high-volume thoroughfare with too many cars treating it as a highway rather than a commercial corridor. The quality of the sidewalks and pedestrian amenities - such as street trees, benches, enhanced crosswalks and bus waiting environments - has suffered in recent years as the corridor has become more auto-oriented. Traffic congestion and lack of safe bicycle routes make it difficult to travel by bike. Finally, the maintenance and upkeep of the buildings along the corridor

has lagged as business and property owners have struggled to find the capital, technical assistance, and enforcement support they need through the City and State to address problem properties and implement planned improvements. The loss of a business association has also hindered the ability of individual business owners to advocate for and plan events and physical improvements for their collective benefit.

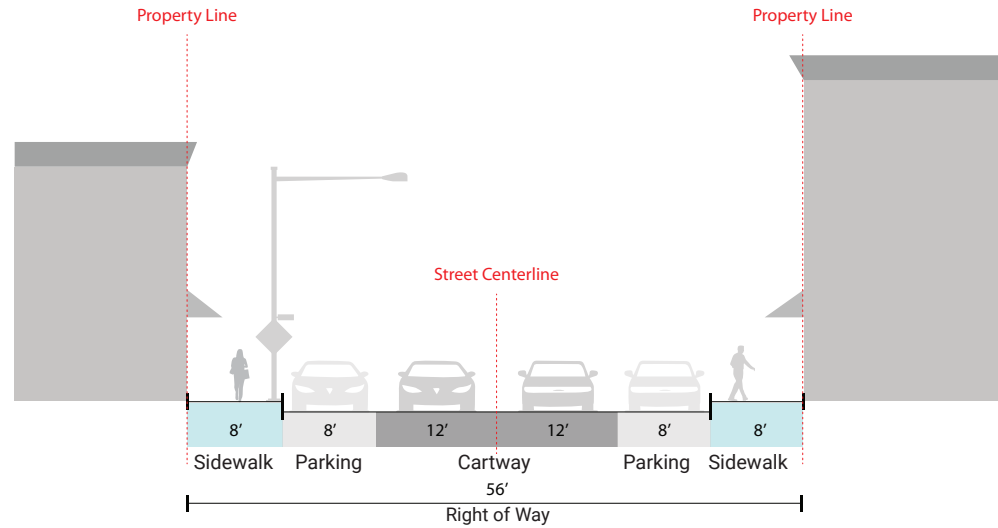


FIGURE 10. MAIN AVENUE TYPICAL STREET SECTION



FIGURE 11. MAIN AVENUE CHARACTER

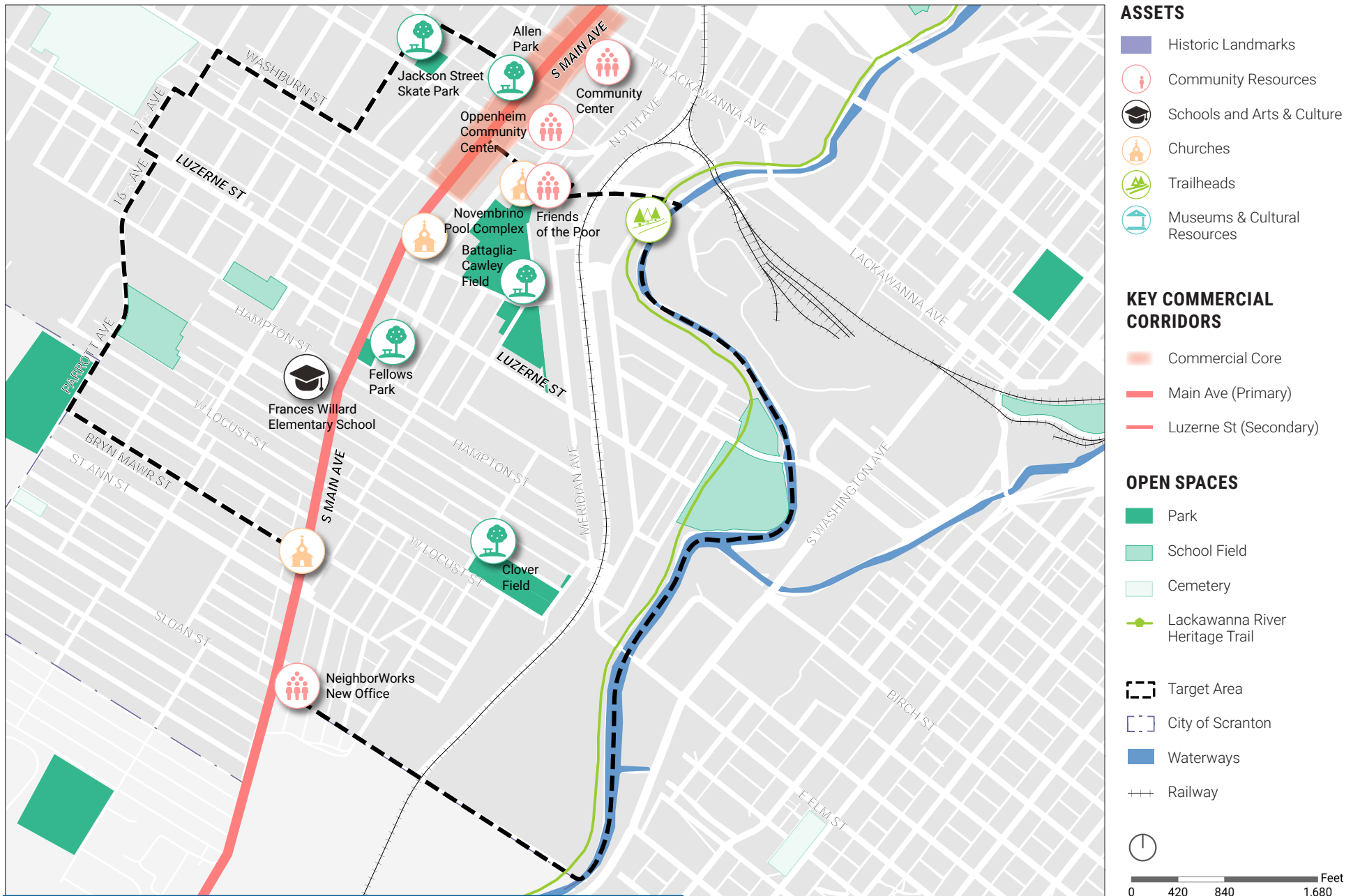


FIGURE 12. MAIN AVENUE COMMERCIAL CORRIDOR ASSETS + ANCHORS

Community assets and gathering places are located along or close to Main Avenue.

LUZERNE STREET

Luzerne Street is the neighborhood’s primary educational and recreational corridor, connecting many of the schools and green spaces.

Like Main Avenue, Luzerne Street is one of the key connectors between the neighborhood’s schools - West Scranton High School, Francis Willard Elementary School and the Intermediate School – and the various open spaces and the existing community center that youth in the neighborhood visit after school. This role as a youth walking connection between school and recreation is an especially important role for the portion of Luzerne between West Scranton High School and Main Avenue.

Southeast of Main Avenue, Luzerne shifts from its dominant residential character to an auto-oriented commercial zone between 8th Avenue and Meridian Avenue that we are referring to as the Luzerne Shopping Center. This auto-oriented commercial character blends light industrial shops and services – such as home improvement supply stores and auto repair shops - with fast food stores and key residential amenities and services like the Price Rite grocery store and Rite Aid pharmacy. These important services and amenities, however, are set far back from the road with expansive, underutilized parking lots and little to no pedestrian infrastructure to support the many residents that walk to these shops and services. Furthermore, despite being immediately adjacent to the neighborhood’s largest open space – Battaglia-Cawley Field and the adjoining Novembrino Pool Complex

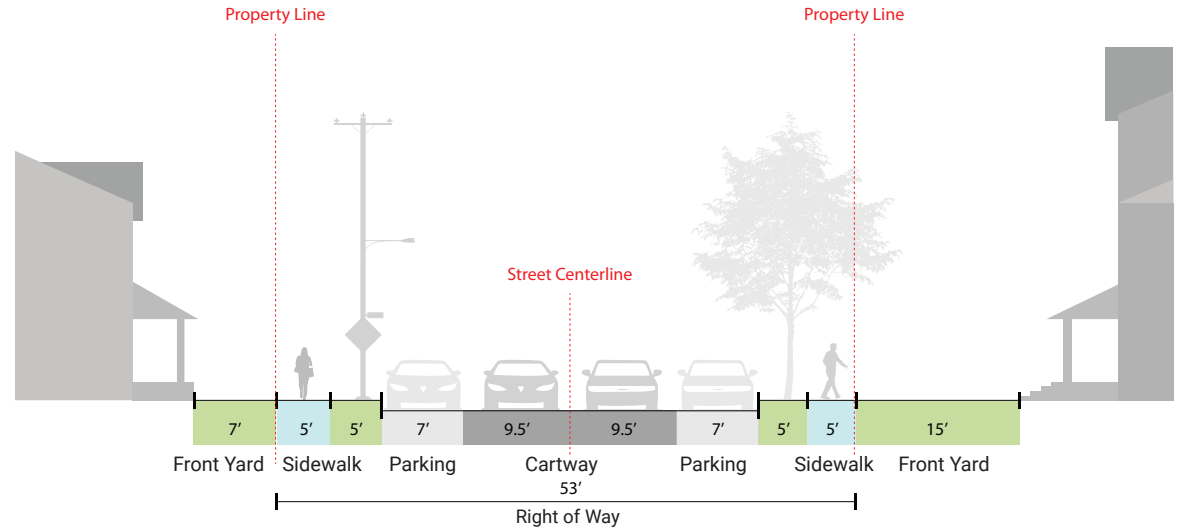


FIGURE 13. LUZERNE STREET TYPICAL STREET SECTION

– the Luzerne Shopping Center has no design qualities or amenities that attempt to cater to and connect with the youth and families that may be frequenting this open space.

Overall, the streetscape of Luzerne Street, which has roughly the same public right-of-way as Main Avenue – feels quite generous and expansive due to the significant setbacks from the property line (current zoning requires a 20’ setback, contrasted against the Main Avenue buildings which predominantly are built to the lot line). This norm of having a more generous setback would make it the ideal candidate for larger street trees and more intentional accommodations to make biking and walking the corridor safe, comfortable and inviting. The stretch of road bisecting the Luzerne Shopping Center and between West Scranton High School and Main Avenue are of particular importance because of their highly visible quality and their dense use.



FIGURE 14. LUZERNE STREET CHARACTER

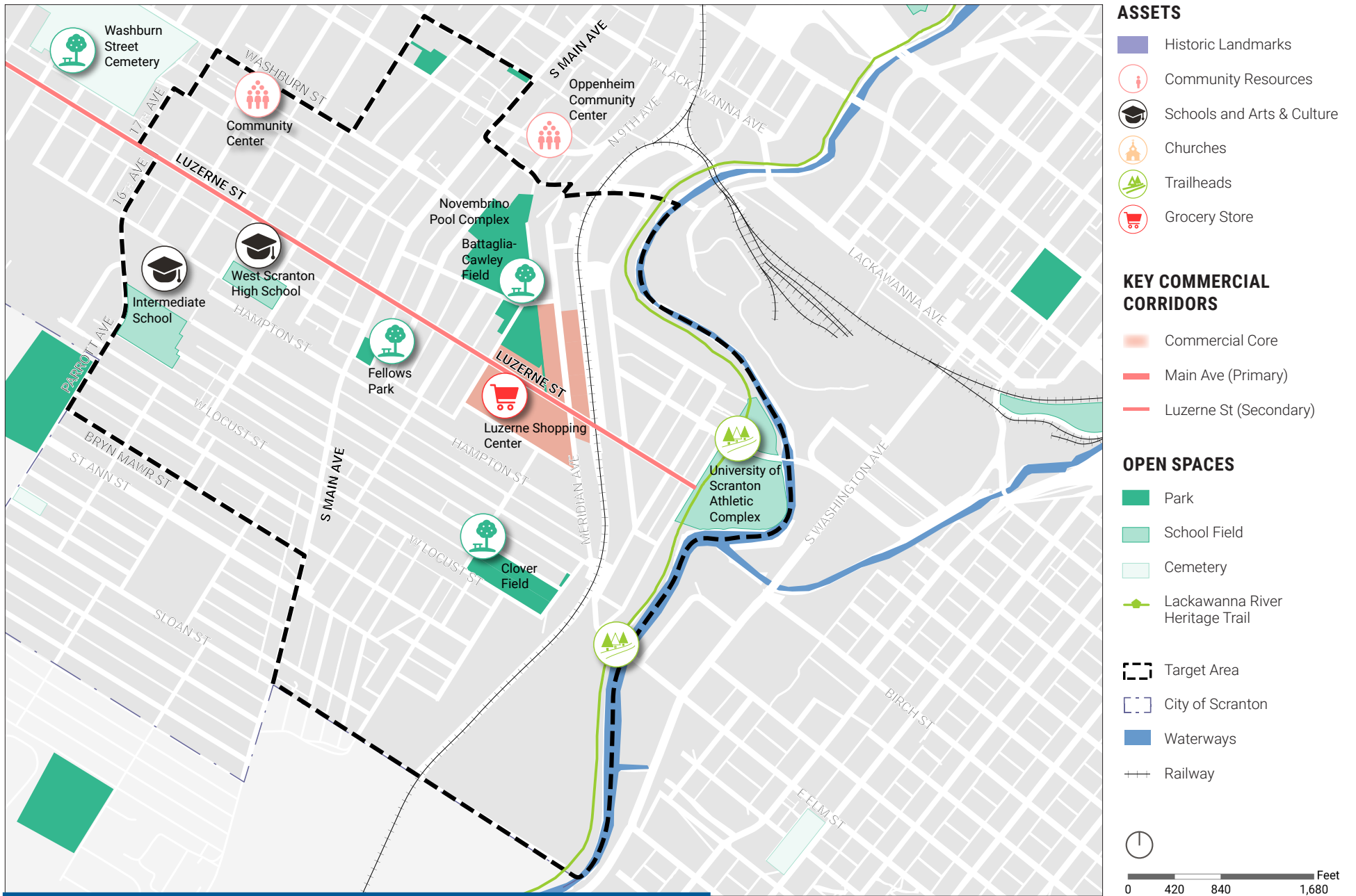


FIGURE 15. LUZERNE STREET COMMERCIAL CORRIDOR ASSETS + ANCHORS

Community assets and gathering places are located along or close to Luzerne Street.

DEMOGRAPHIC PATTERNS + TRENDS

At an estimated population of 7,408 the West Scranton Focus Area makes up just under one tenth of the City of Scranton’s population. By contrast, the 18504 zip code as a whole, which encompasses all of West Scranton, is home to 21,440 people - just under a third of the City of Scranton’s population. Across many points of comparison, the demographic characteristics and trends of the West Scranton Focus Area tend to mirror those occurring in the City of Scranton as a whole and throughout the region. To get a sense of the trends moving forward, we examined demographic characteristics from 2000 to 2017 (the most recent year available).






	WEST SCRANTON FOCUS AREA	CITY OF SCRANTON
 POPULATION	7,408	76,624
 AGE		
UNDER 18	28%	21%
18-24	9%	13%
25-34	14%	14%
35-64	36%	35%
65+	14%	16%
 RACE/ETHNICITY		
AFRICAN AMERICAN	5%	6%
WHITE	75%	74%
OTHER	6%	7%
HISPANIC	15%	13%
 POVERTY RATE	24%	24%
 UNEMPLOYMENT	6.3%	6.3%

FIGURE 16. DEMOGRAPHIC CHANGE (2000-2017)

Comparing the Focus Area to the city as a whole, there are many similarities between the two suggesting the Focus Area is a typical Scranton neighborhood. Source: ESRI Business Analyst / ACS Census.

POPULATION CHANGE

As with the city overall, the population of the Focus Area dipped in 2010 to its lowest point, but by 2017 it had rebounded to its 2000 size. However, while the overall population rebounded, the rebound was not felt evenly throughout the neighborhood, as indicated in the map on the facing page. Many things can contribute to residential population growth or decline including generational turnover, loss or gain of housing stock, change in family sizes and conversion of housing units to larger or smaller units. We do not yet know what is animating the population shifts in the neighborhood but it will be important to explore what traits are supporting population growth in the districts shown in yellow and what may have led to the loss of population in the district shown in dark orange, as these may offer clues as to what traits are desirable vs. what traits are damaging quality of life and causing residents to choose to leave.

AGE + HOUSEHOLD STRUCTURE

From 2000 to 2017, there has been a drop in the proportion of seniors living in the Focus Area and growth in the under 18 population. This may indicate a broader shift in the type of households living in the neighborhood from empty-nesters aging in place to younger families. The proportion of family households (defined as households where two or more people are related by birth, marriage, or adoption) remains stable at just over 60%, but single-parent households have risen from 17% to 30% of family households.

RACE, ETHNICITY + NATIONALITY

The white population of the Focus Area dropped from 96% in 2000 to 75% of neighborhood residents by 2017. Growth in Hispanic/Latino residents has been the most dramatic (2% in 2000 to 15% in 2017), but there has also been an overall diversification of the racial, ethnic and national origin of West Scranton residents in the last two decades.

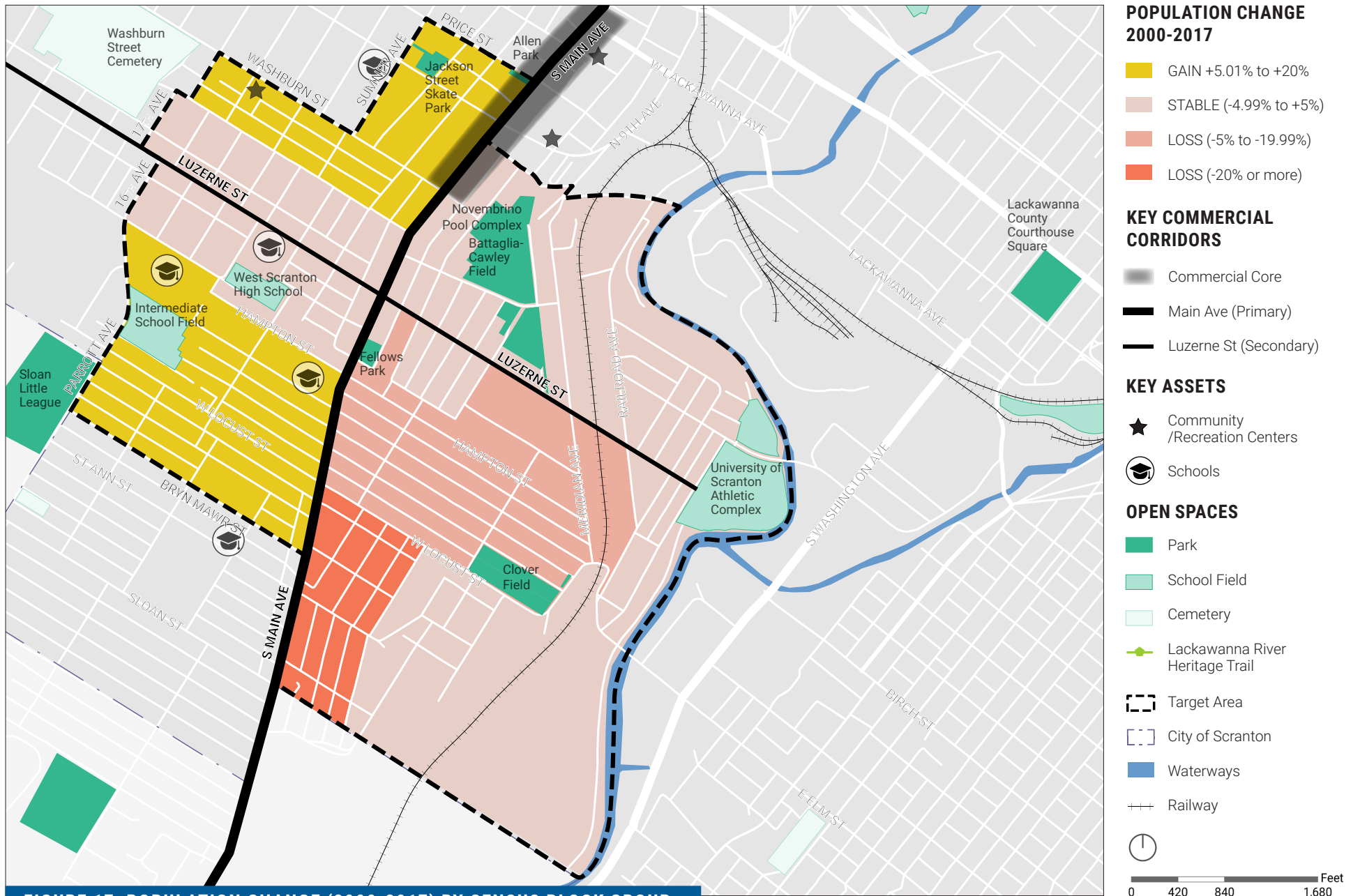


FIGURE 17. POPULATION CHANGE (2000-2017) BY CENSUS BLOCK GROUP

The yellow blocks illustrate areas of growth in population over the 17-year period, compared to areas of loss in the darker pink. Source: ESRI Business Analyst / ACS Census.

EMPLOYMENT + QUALITY OF LIFE

EMPLOYMENT

The top three professions of residents living in the Focus Area are health care and social assistance, retail trade, and manufacturing whereas the top two jobs available within the Focus Area are educational services and retail trade. This suggests that while some residents of the Focus Area are working in the immediate area, the majority must commute outside the neighborhood to find employment. This is not inherently good or bad – but as we begin to plan for the provision of appropriate services and amenities as well as the potential for new infill commercial development that could bring new jobs to the neighborhood, it is important to consider both the professions residents are already trained for as well as the commute patterns that shape residents’ daily routines and needs.

It is also worth noting that while the City of Scranton experienced a net loss of 745 jobs from 2000 to 2017, the Focus Area experienced a net gain of 414 jobs. This gain most likely reflects the citywide shift from information, finance and insurance (a loss of 1,168 jobs predominantly located in Downtown Scranton) to educational

JOBS HELD BY RESIDENTS

- #1 Health Care & Social Assistance
- #2 Retail Trade
- #3 Manufacturing

services, which experienced a growth of 1,795 jobs from 2000 to 2017. The growth in educational services jobs would predominantly be from the 2009 opening of the new Geisinger Commonwealth School of Medicine, but some of this job growth likely occurred in the educational institutions within our West Scranton Focus Area.

JOBS IN THE NEIGHBORHOOD

- #1 Educational Services
- #2 Retail Trade

SHIFTING JOB MARKET

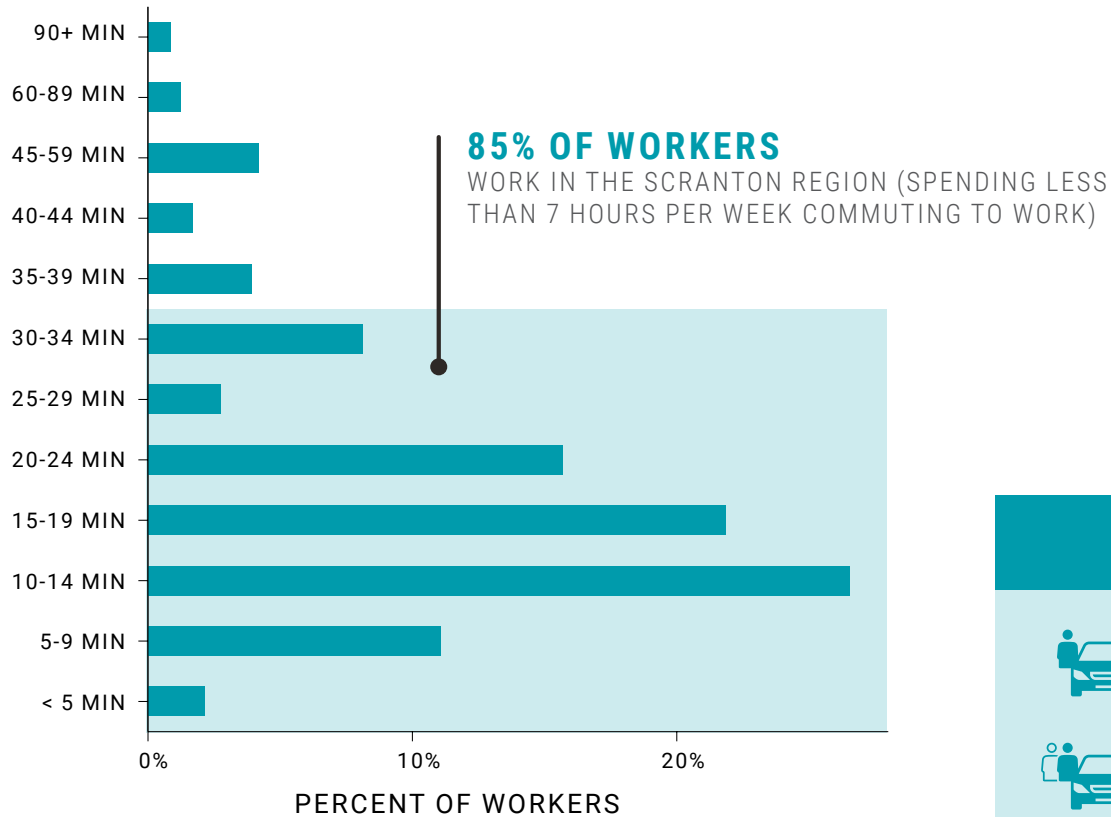
NEIGHBORHOOD + 414 JOBS
SCRANTON -745 JOBS

This reflects a citywide shift from Information, Finance and Insurance (-1,168 jobs) to Educational Services (+1,795 jobs).

TRANSPORTATION

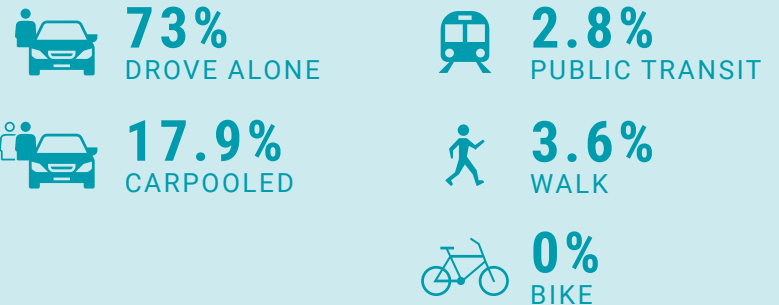


TRAVEL TIME TO WORK



While the vast majority of Focus Area residents drive to work, 85% are working in the Scranton region and spend an average of 35 minutes or less one-way commuting to work. This is important because it means that residents are able to live locally and have more opportunity to spend time socializing with neighbors and spend disposable income at local shops and service providers. As the neighborhood looks to the future, it will be important to determine if the current lack of walking and cycling represents a preference for driving or merely a lack of comfortable, safe and enjoyable ways to walk and bike in the neighborhood.

HOW RESIDENTS GET TO WORK



HOUSING + REAL ESTATE MARKET

EXISTING HOUSING TYPES

West Scranton has a larger share of single-family attached housing than the City of Scranton as a whole (19.8% vs 11.6%). It also has a slightly smaller share of small apartment buildings (3-19 units) and significantly smaller share of large apartment buildings (20+ units).

SOURCE: ACS CENSUS

SINGLE-FAMILY



DETACHED

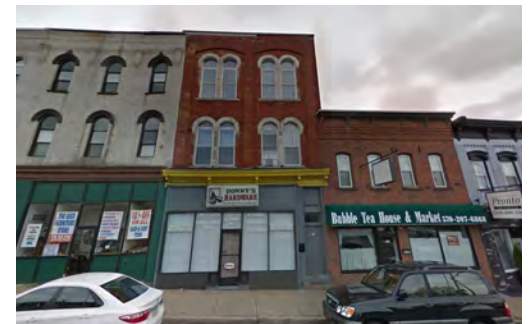


ATTACHED

MULTI-FAMILY



LARGE (20+ UNITS)



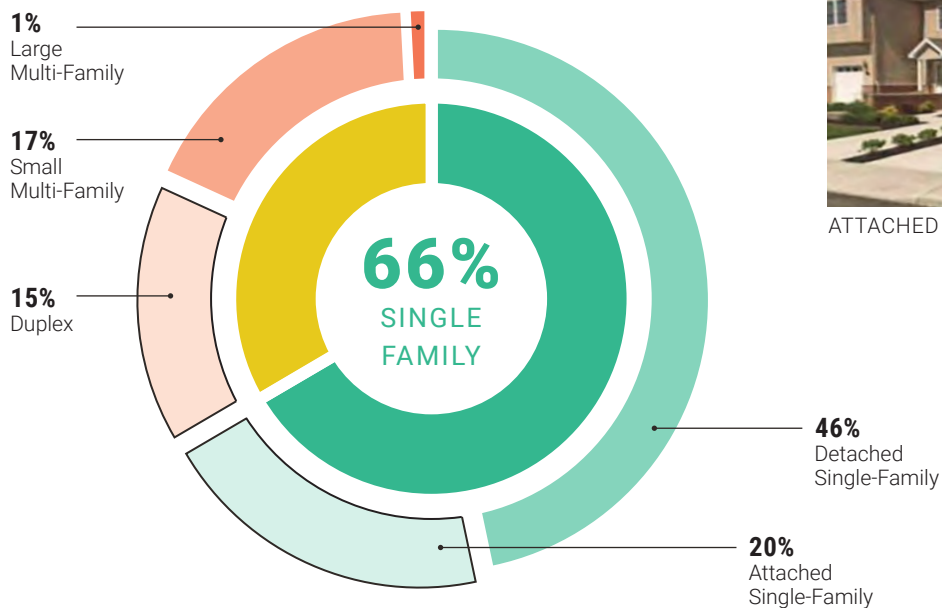
SMALL (3-19 UNITS)



DUPLEX (2 UNITS)

SOURCE: GOOGLE STREETVIEW IMAGERY.

HOUSING TYPE DISTRIBUTION



SOURCE: NEIGHBORWORKS PARCEL SURVEY

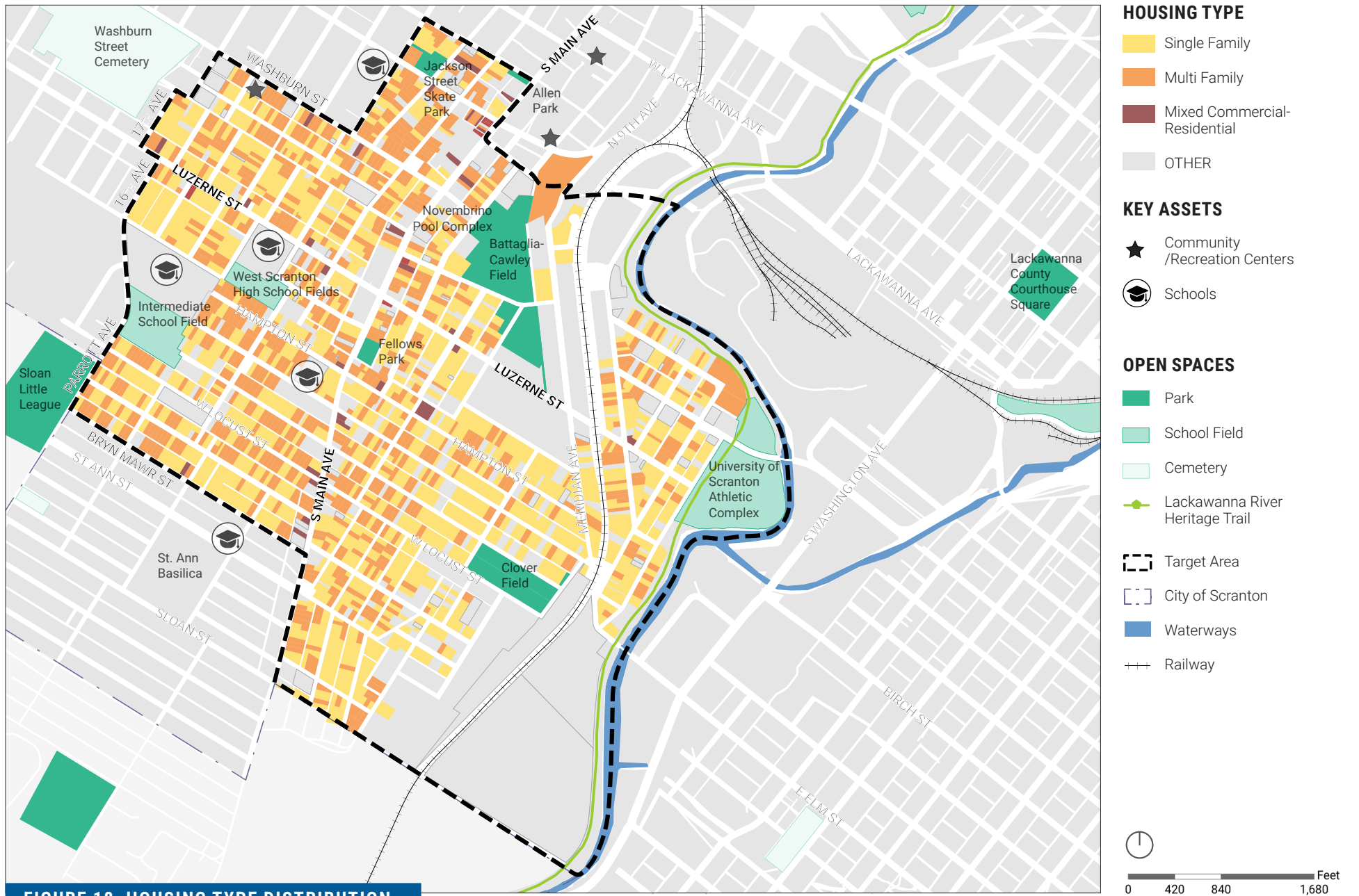


FIGURE 18. HOUSING TYPE DISTRIBUTION

The Focus Area has a healthy mix of single-family attached and detached and unit types that are well-distributed throughout the area. There are few larger multi-family housing types in the area. Source: NeighborWorks Parcel Survey.

HOUSING DIVERSITY

HOUSING TYPE DISTRIBUTION

West Scranton boasts a very even distribution of single-family and small multi-family housing options which provides critical flexibility so that residents can remain in the neighborhood long-term and find the housing type to meet their needs at different stages in life. Moving forward, an area for improvement is the lack of mixed commercial-residential properties along Main Avenue where higher density residential would help to support a more vibrant, profitable, and healthy commercial corridor.

RENT-OWN DISTRIBUTION

The even distribution of owner-occupied properties is a strong foundation to build from – the integration of homeowner and renter households helps to encourage social cohesion among the two groups and encourages knowledge sharing and collective organizing to create positive change among renters and homeowners while helping to establish a community that is more stable and invested.

From 2000-2017 the homeownership rate in the Focus Area dropped from 53% to 45%, but this drop mirrored the trend Citywide and even at 45% remains a healthy, normal balance of renter and homeowner households that is on-par with national trends for urban communities.

Increasing homeownership is often used as a neighborhood stabilization strategy because it is expected that homeowners will invest in and care for their community given their personal financial investment. While there is some truth in this, it discounts the long-term investment and care that renters contribute to the community. Furthermore, it is important to recognize that rental properties provide critical flexibility so that households can remain in the neighborhood long-term. As such, moving forward the plan will focus not so much on the homeownership rate – given that it is already at a healthy balance - but rather on how to encourage and measure signs of long-term investment and stability in households regardless of whether they are renting or owning.

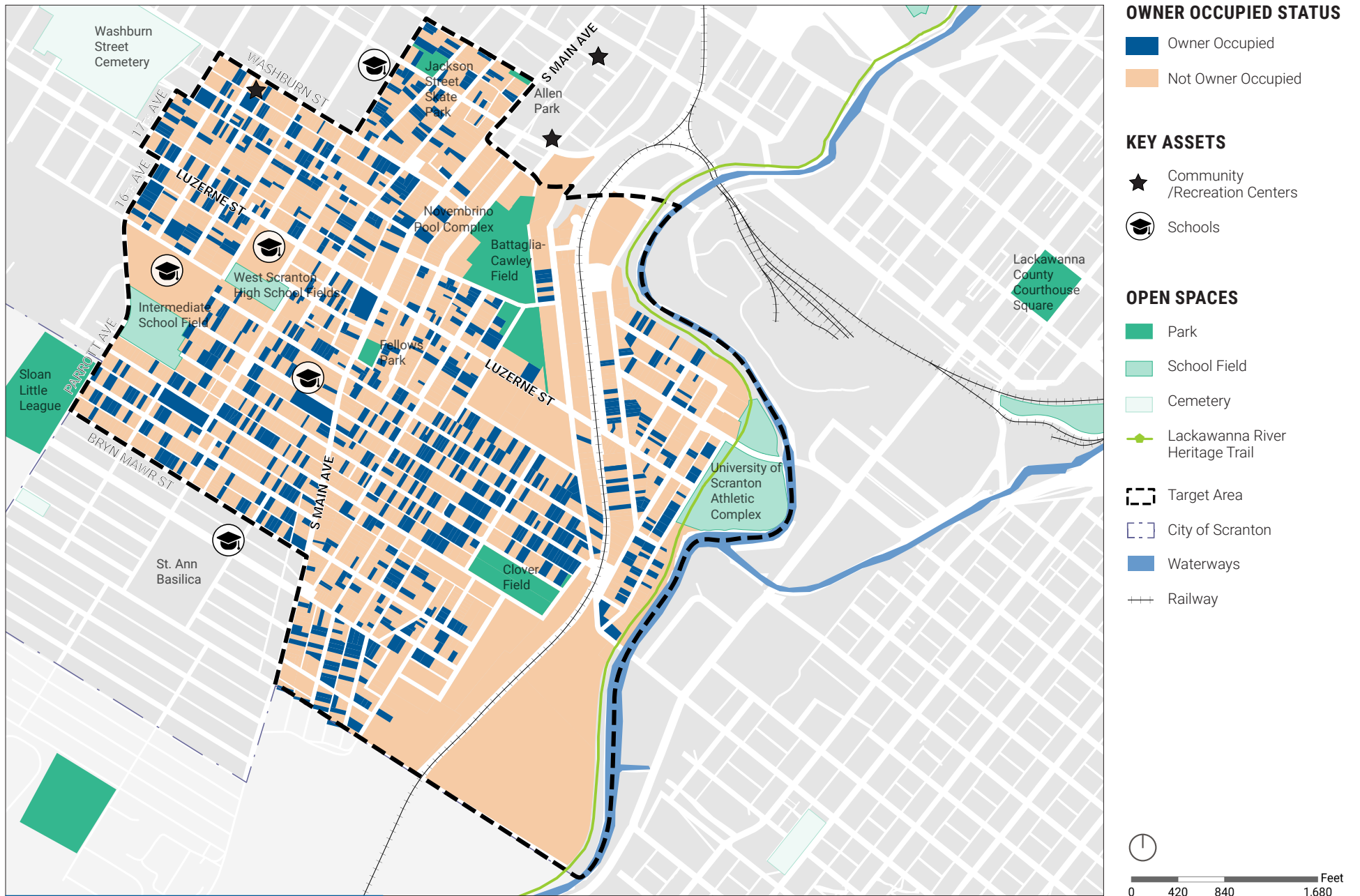


FIGURE 19. RENT-OWN DISTRIBUTION

The Focus Area has a balanced distribution of renter vs. owner-occupied housing units. Source: NeighborWorks Parcel Survey.

MAPPING BLIGHT + STABILITY

As any neighborhood works to adapt to changing economic and demographic patterns, there can be some instability and distress that is part of this transformation process. As the map on the facing page illustrates, the West Scranton Focus Area is experiencing some of this instability and distress but it has a relatively even distribution of strong/stable areas to leverage (shown in blue) that already have a concentration of clean, well-maintained properties in excellent physical condition.

Vacant properties and vacant storefronts are generally distributed evenly throughout the neighborhood indicating that they may be primarily a bi-product of the behavior and decisions of a few disinterested or overburdened property owners, in which case targeted code enforcement and property owner technical assistance may have a significant positive impact.

PROPERTY SURVEY SUMMARY

2,569
PARCELS

92%
OF PROPERTIES IN FAIR OR
BETTER CONDITION

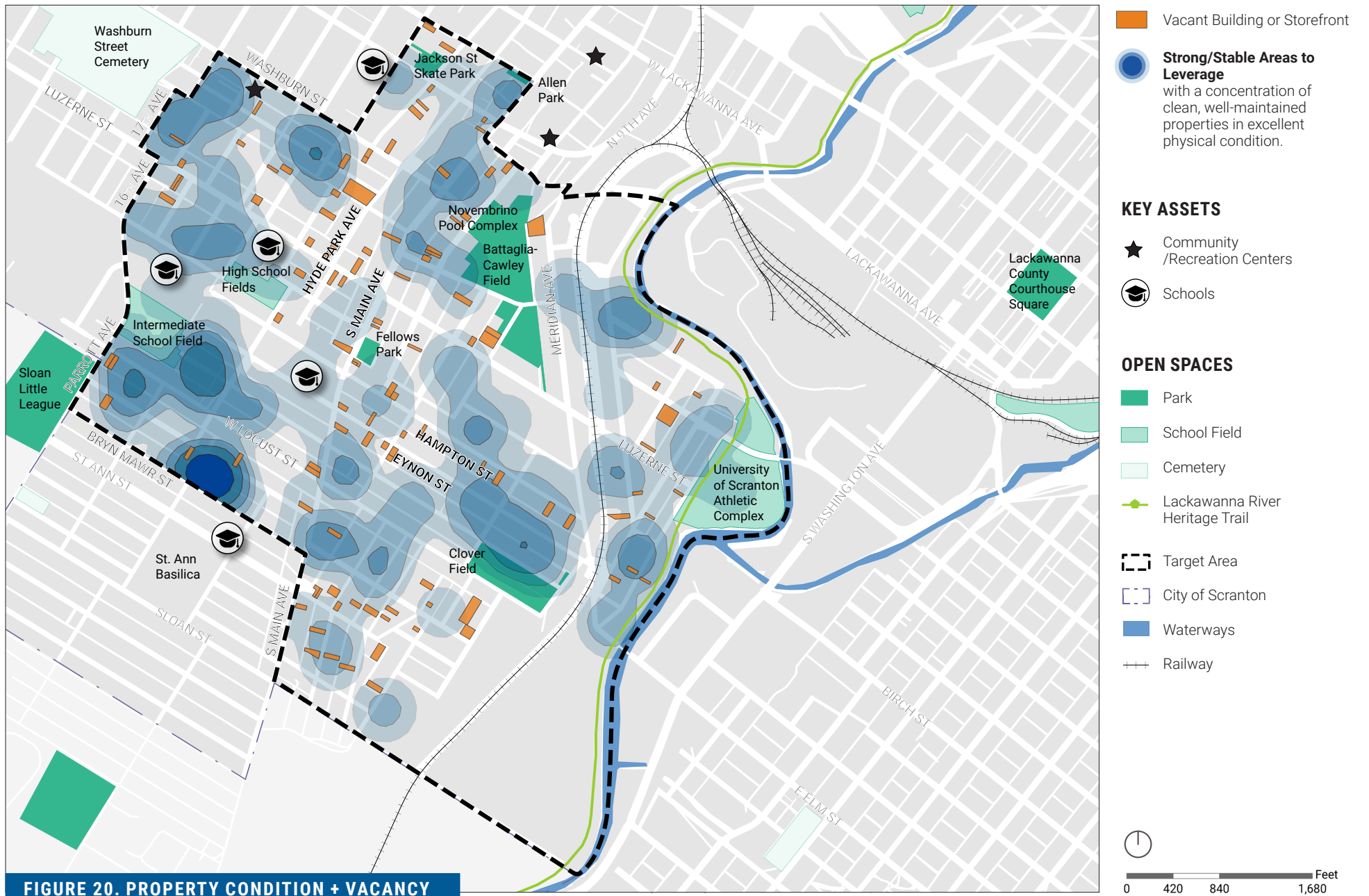
SURVEY CONDUCTED
SUMMER 2019,
BY NEIGHBORWORKS



Vacant lots along Luzerne Street



SOURCE: GOOGLE STREETVIEW IMAGERY.



The neighborhood planning process includes a property survey of all parcels in the Focus Area. Areas noted as good condition are shown in shades of blue with the darkest areas have the highest concentration of good condition properties. Vacancy at the time of the survey is shown in orange. Source: NeighborWorks Parcel Survey.

GAPS IN THE HOUSING CONTINUUM

Housing Cost Burden (defined by the US Department of Housing and Urban Development as a household spending 30% or more on housing costs) is a foundational concept to understand housing instability and distress in any setting. This threshold is significant because, as households begin to spend more than 30% on housing it creates undue stress and hardship in other aspects of their life – education, nutrition, transportation, and overall health and wellbeing.

Since 2000 the proportion of residents experiencing Housing Cost Burden in our Focus Area has risen for both renters (from 33% to 46%) and owners (from 15% to 26%). While this is regional in nature and not specific to this neighborhood, it remains a critical stressor that needs to be addressed in order to continue cultivating a stable, healthy neighborhood.

As mentioned in the prior analysis, having a diversity of housing types provides critical flexibility so that households can remain in the neighborhood long-term and find the housing type to meet their personal needs. Providing these different housing types at a variety of price points is equally important both to provide flexibility for individual households as they evolve, but also to ensure that a diversity of households with a range of household incomes and professions can thrive within the neighborhood.

The graphic on the facing page helps to illustrate the degree to which households in each income bracket are able to keep their housing costs within their means. Initial review of this infographic reveals three noteworthy patterns.

1 STRENGTH + POTENTIAL

High- and middle-income renters and homeowners are both comfortable and stable - a strength to build on and a sign that the market may be ready for higher cost and new construction units.

2 SUPPORT NEEDED

Housing cost burden is too prevalent among the lowest income brackets of homeowner households meaning that assistance programs are likely needed. Low-income homeowner support programs could be developed to help with critical repairs, property tax relief, and specialized loan products for those struggling to maintain and keep up with home payments. It is likely that a portion of these households are seniors aging in place on a fixed income, so programs should be developed to cater to the needs and constraints that are specific to seniors.

3 UNMET NEED

Lower income renter households also appear to have an unmet need and are experiencing undue stress on their finances as a result of inadequate quality housing at their desired price point. There may be an unmet need for affordable rental units or simply a mismatch between unit sizes/types and household sizes/types. New infill housing should work to integrate housing types at price points that cater to this unmet need.

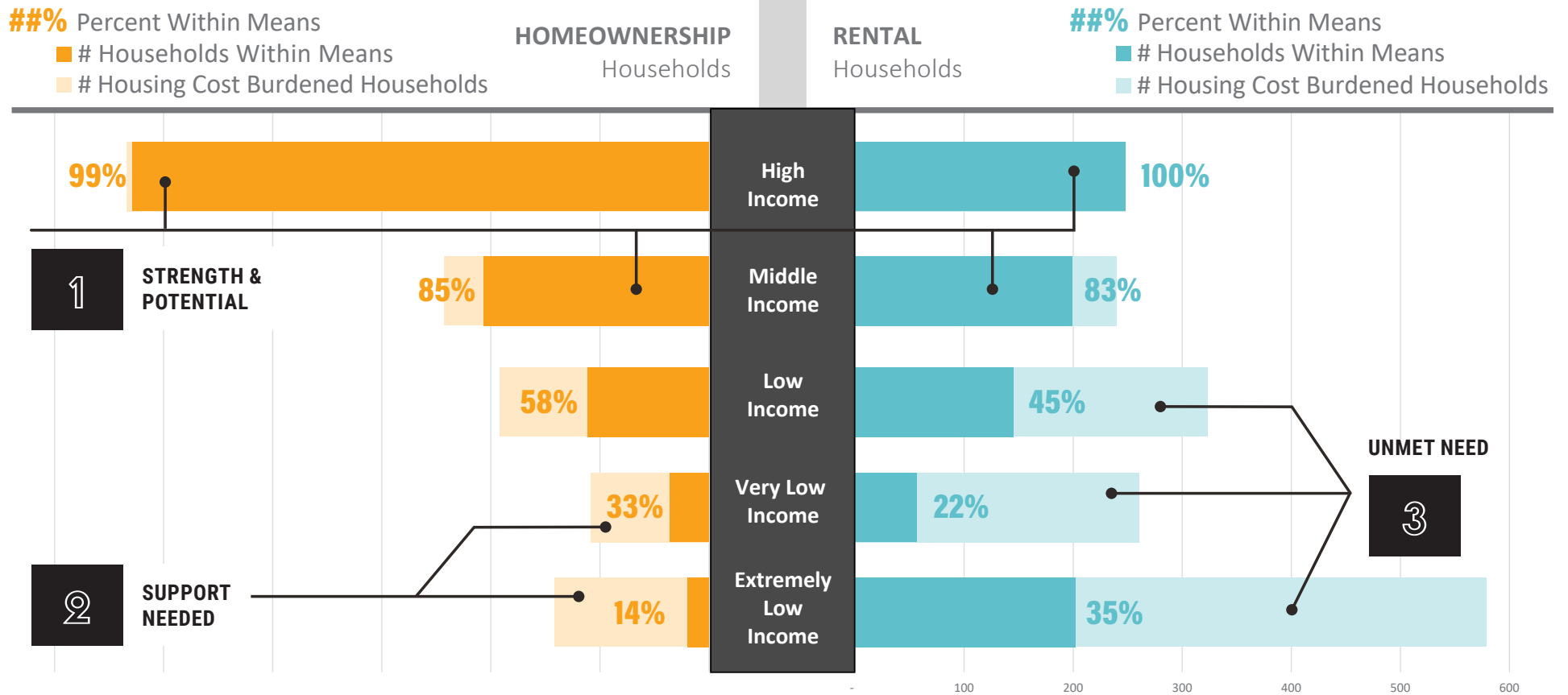


FIGURE 21. GAPS IN THE HOUSING CONTINUUM

This graphic breaks down the housing affordability issue by homeownership households on the left in orange and rental households on the right in blue.

SOURCE: 2017 SCRANTON/WILKES-BARRE/HAZELTON MSA HOUSEHOLD AREA MEDIAN INCOME (AMI) IS \$50,891. INCOME BRACKETS ARE DEFINED AS: EXTREMELY LOW INCOME IS LESS THAN 30% AMI, VERY LOW INCOME IS 30%-50% AMI, LOW INCOME IS 50%-80% AMI, MIDDLE INCOME IS 80%-120% AMI, AND HIGH INCOME IS 120% AMI OR MORE.



Community input at Trick-or-Treat on Main Ave in 2019.



3

PLAN VISION + FRAMEWORK

INCLUDED IN THIS CHAPTER

Community Engagement Summary.....	42
Resident Survey Results	44
Community-Driven Vision	46
How do we get there?	48

COMMUNITY ENGAGEMENT SUMMARY

THE PLANNING PROCESS

The community's ideas and desires from the future of West Scranton provide the foundation for this neighborhood planning process. The West Scranton Neighborhood Plan Steering Committee, which is made of a diverse group of residents, community service providers, and other stakeholders, first met in May 2019, followed by a formal kick-off in October 2019. NeighborWorks, with planning consultant WRT, held the first Community Meeting in December 2019 at West Scranton High School, and the second Community Meeting in June of 2020 which was held as an interactive virtual meeting via Zoom. The input from the community meetings was combined with findings from the neighborhood-wide surveys, small-group "meeting in a box" gatherings, focus groups, and engagement through social media to create the plan vision and strategies for the West Scranton Focus Area.

RESIDENT + PARCEL SURVEYS

PARCEL OBSERVATIONS

- NeighborWorks recorded individual observations of all 2,569 parcels within the Plan Focus Area.
- Surveyors assessed property type, land use, number of units, property condition, vacancy.

RESIDENT SURVEY

- Surveys were administered using a systematic random sampling approach.
- Trained surveyors conducted the survey as a one-on-one interview with an adult member of the household.
- In 2019 surveyors knocked on 972 doors of randomly selected households and obtained 257 completed surveys for a response rate of 26.4%.
- The 257 surveys gathered by NeighborWorks represent a statistically-valid sample of residents living in the Plan Focus Area with a 95% confidence level and a margin of error of plus or minus 5%.

COMMUNITY MEETING #1

NEIGHBORHOOD STRENGTHS & VALUES

- "West Side" Identity is a source of pride
- Legacy as a "Complete Community"
- Culture + Community Institutions (e.g., WS HS, Saint Ann Basilica)
- Historic housing stock
- Walkable neighborhood
- Parks and recreation, schools

CHALLENGES

- Maintenance, heating costs
- Inherited properties w/o caretaker
- Lack of quality MF Housing

OPPORTUNITIES + FUTURE ASPIRATIONS

- Activate parks + open space
- Build on Existing Youth Activities
- Stronger & more community events
- Reestablish pride in property + streets
- Recruit destination businesses
- Create a more welcoming neighborhood for newcomers

COMMUNITY MEETING #2

FORMAT + PARTICIPATION

- This meeting was held as an interactive 90-minute Zoom videoconference
- The meeting consisted of a draft plan framework presentation with live polling and discussion of how to refine the plan recommendations.
- 30 community members and stakeholders participated in addition to the NeighborWorks and consultant team members.

PLAN STRATEGIES FEEDBACK

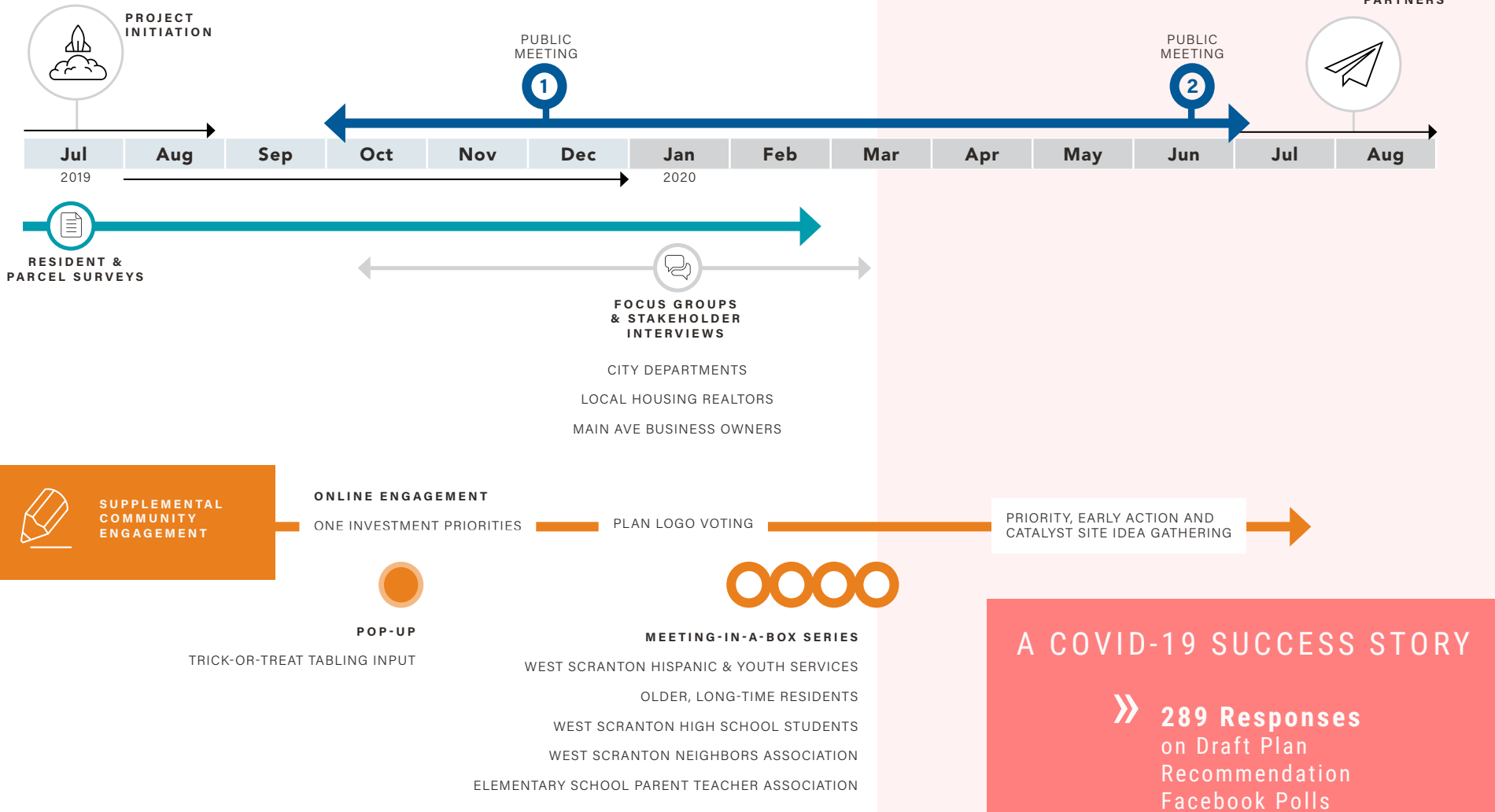
- Participants indicated which strategy in each of the four categories (Community Character, Commercial Corridors, Services + Amenities, and Housing) were most important to them.

CATALYST SITES FEEDBACK

- Participants indicated preferred alternatives and amenities for several catalyst sites.

COVID-19

During this time period, the planning process was constrained by the social distancing policies and other adverse impacts of the COVID-19 public health and economic crisis.



RESIDENT SURVEY RESULTS

ALREADY A GREAT NEIGHBORHOOD!



76%
of respondents are satisfied with the community

68%
would continue to live in the neighborhood, if given the choice

67%
would recommend the community to others

MAIN REASONS PEOPLE LIVE HERE:

- 28% Born here
- 25% Live near family + friends
- 19% Affordability of housing

MIXED FEELINGS ON NEIGHBORHOOD CHANGE

nearly half of all respondents so far felt that the community has **STAYED ABOUT THE SAME IN THE LAST 3YRS + ISN'T LIKELY TO CHANGE MUCH IN THE NEXT 3YRS.**

STRONG SENSE OF COMMUNITY

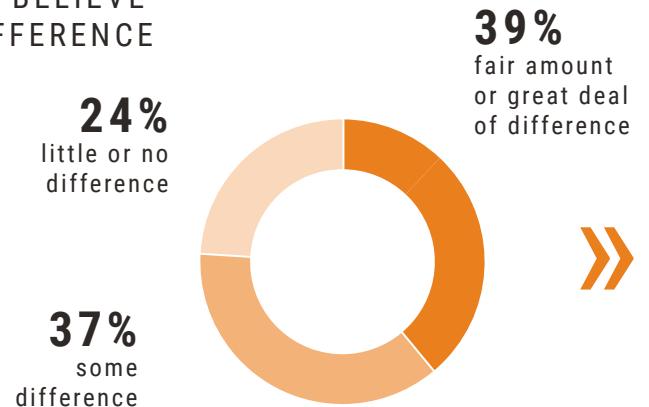


58%
believe that neighbors will work together to fix problems in the community

RESIDENTS ARE LIKELY TO HELP A NEIGHBOR OUT IN NEED

- 84% Need a favor
- 81% Check on an elderly neighbor
- 75% Take care of a child in an emergency
- 75% Need a ride

RESIDENTS DON'T NECESSARILY BELIEVE THEY CAN MAKE A POSITIVE DIFFERENCE



A STRONG FOUNDATION, BUT ROOM TO IMPROVE

GOOD/VERY GOOD ASPECTS OF THE COMMUNITY:

- + Variety of goods/services available
- Friendliness of neighbors
- Access to transportation + employment
- Quality of Public Services
- Safety

ASPECTS TO IMPROVE IN THE COMMUNITY:

- Physical condition of streets, sidewalks, and public spaces
- Physical conditions of homes in the community
- Cleanliness of the community
- Affordability of homes or apartments



EXPERIENCES OF THE NEIGHBORHOOD DIFFER BY AGE, ETHNICITY AND LENGTH OF TIME IN THE COMMUNITY.

» Ethnicity

Hispanic residents are less involved than other residents

34% of Non-Hispanic residents participated in 5+ community activities

14% of Hispanic residents participated in 5+ community activities

How can the plan help bring Hispanic residents into the fold, to see themselves reflected in the community and benefit from the support that West Side's neighborliness brings?

» Age

55+ aged residents
 More likely to be born here
 Less likely to be satisfied living here
 Less likely to recommend the neighborhood

18-24 aged residents
 Choose to live near family & friends
 Affordability of housing

How can the plan improve quality of life for seniors?

» Time Living Here

Long Term Residents
 More likely to be born here
 More likely to live here to be close to family & friends

Short Term Residents
 More likely to live here because of affordability of housing

How can the plan preserve affordability to continue attracting new residents and retaining young residents?

» HOW CAN THIS PLAN DEMONSTRATE THAT POSITIVE CHANGE IS REALISTIC, ACHIEVABLE, AND THAT EVERY RESIDENT CAN PLAY A ROLE?

COMMUNITY-DRIVEN VISION

West Scranton in 2030 is a vibrant, welcoming community with safe and affordable neighborhoods, walkable business districts, and a spirit of neighborliness that is celebrated in its culture and connections to schools, parks, and community organizations.



CREATE DISTINCTIVE DISTRICTS

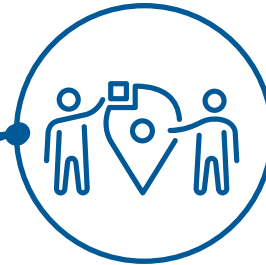
Five districts, each with a distinctive character and a strong integration of commerce, housing, open space network and community assets. Supported by a diverse and stable array of housing options in close proximity.

STRENGTHEN CONNECTIONS

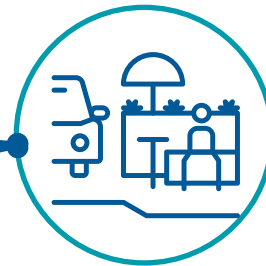
Better links between districts – an elevated streetscape standard for key corridors and through-streets.

ENHANCE COMMUNITY ANCHORS

Well-supportive anchor or “catalyst” sites that serve as gathering places that draw residents from all over the neighborhood.



COMMUNITY CHARACTER



COMMERCIAL CORRIDORS



SERVICES + AMENITIES



HOUSING

HOW DO WE GET THERE?

CREATE DISTINCTIVE DISTRICTS

Five districts, each with a distinctive character and a strong integration of commerce, housing, open space network and community assets. Supported by a diverse and stable array of housing options in close proximity.

STRENGTHEN CONNECTIONS

Better links between districts – an elevated streetscape standard for key corridors and through-streets.

ENHANCE COMMUNITY ANCHORS

Well-supportive anchor or “catalyst” sites that serve as gathering places that draw residents from all over the neighborhood.

1. THE AVENUE

A charming, historic commercial core, home to unique retail, food, entertainment and nightlife where you can expect to meet out of towners seeking out a uniquely West Scranton experience.

2. THE CROSSROADS

An iconic gateway and a hub of community services where you can expect to run into neighbors.

3. LUZERNE CORNER

A Shopping, programming and recreational hub with something for everyone in the family.

4. SOUTH MAIN GATEWAY + MEDICAL CORRIDOR

A dispersed set of distinctive, eye-catching businesses and services for meeting your everyday needs at a relaxed, sociable pace.

5. CLOVER-INDUSTRIAL DISTRICT

A reliable, accountable, and well-maintained set of industrial service businesses surrounding Clover Field that provide good jobs and keep the city running smoothly.

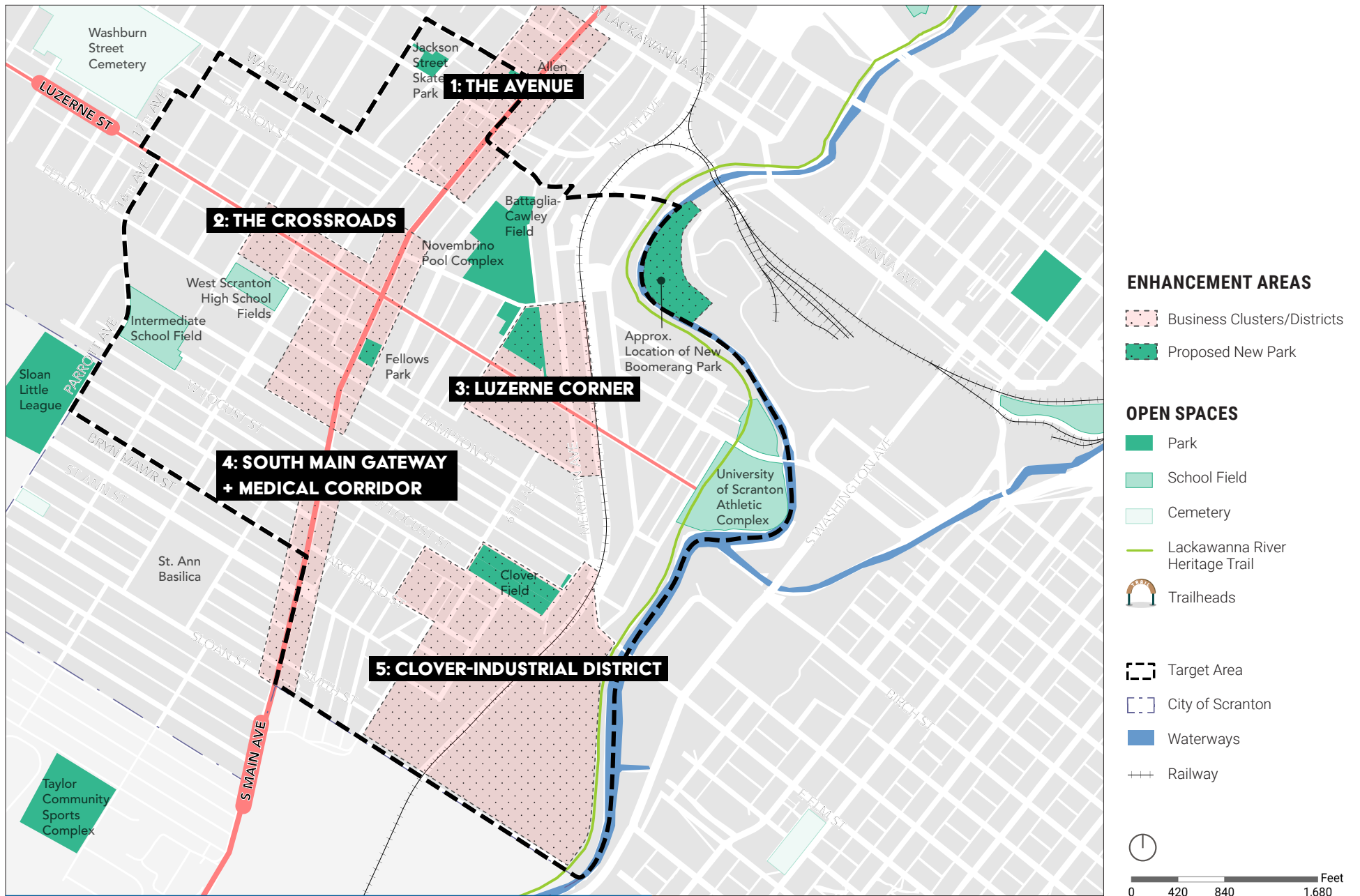


FIGURE 22. PHYSICAL PLAN FRAMEWORK - DISTINCTIVE DISTRICTS

Districts are highlighted, each of which will have a customized set of strategies.

CREATE DISTINCTIVE DISTRICTS

Five districts, each with a distinctive character and a strong integration of commerce, housing, open space network and community assets. Supported by a diverse and stable array of housing options in close proximity.

STRENGTHEN CONNECTIONS

Better links between districts – an elevated streetscape standard for key corridors and through-streets.

ENHANCE COMMUNITY ANCHORS

Well-supportive anchor or “catalyst” sites that serve as gathering places that draw residents from all over the neighborhood.

EMPHASIZE GATEWAYS

Gateways help to reinforce districts by creating a sense of arrival, orienting visitors and regulars and creating visual markers that help everyone to associate particular locations with the beginning or end of a particular type of experience. Gateways can be emphasized through the layering of features like public art, wayfinding signage, and other interventions that provide increased visual interest like banners or enhanced pedestrian crosswalks. Examples of important gateways to Main Ave, for instance, include Lackawanna Ave, Washburn St, Luzerne St and St Ann St.

LINK ASSETS TO MAIN + LUZERNE

Wherever a community asset like a school, park, community center, church or social service provider is within walking distance of Main Ave or Luzerne Street, invest in pedestrian safety improvements, enhanced landscaping, wayfinding, and branding and beautification efforts to strengthen the link from that asset to the nearest commercial corridor.

REINFORCE STREET HIERARCHY + RE-ESTABLISH THROUGH-STREETS

West Scranton has many one-way and non-through streets which can make it confusing to navigate for newcomers and long-timers alike. Using wayfinding and streetscape enhancements to signal which streets are through-streets will help the street network be more legible and intuitive. Wherever property ownership allows, seek to create direct connections by re-establishing through streets. Consider making all through-streets two-way to distribute vehicular circulation more evenly throughout the neighborhood.

SAFE ROUTES TO SCHOOL

Invest in pedestrian safety improvements like curb bump-outs, enhanced crosswalks, buffer planting, and increased signage along routes that connect schools to assets like parks, community centers and commercial districts starting with school pick-up and drop-off zones as well as intersections where crossing guards are already stationed to ensure the safety of school-age children walking to and from their schools.

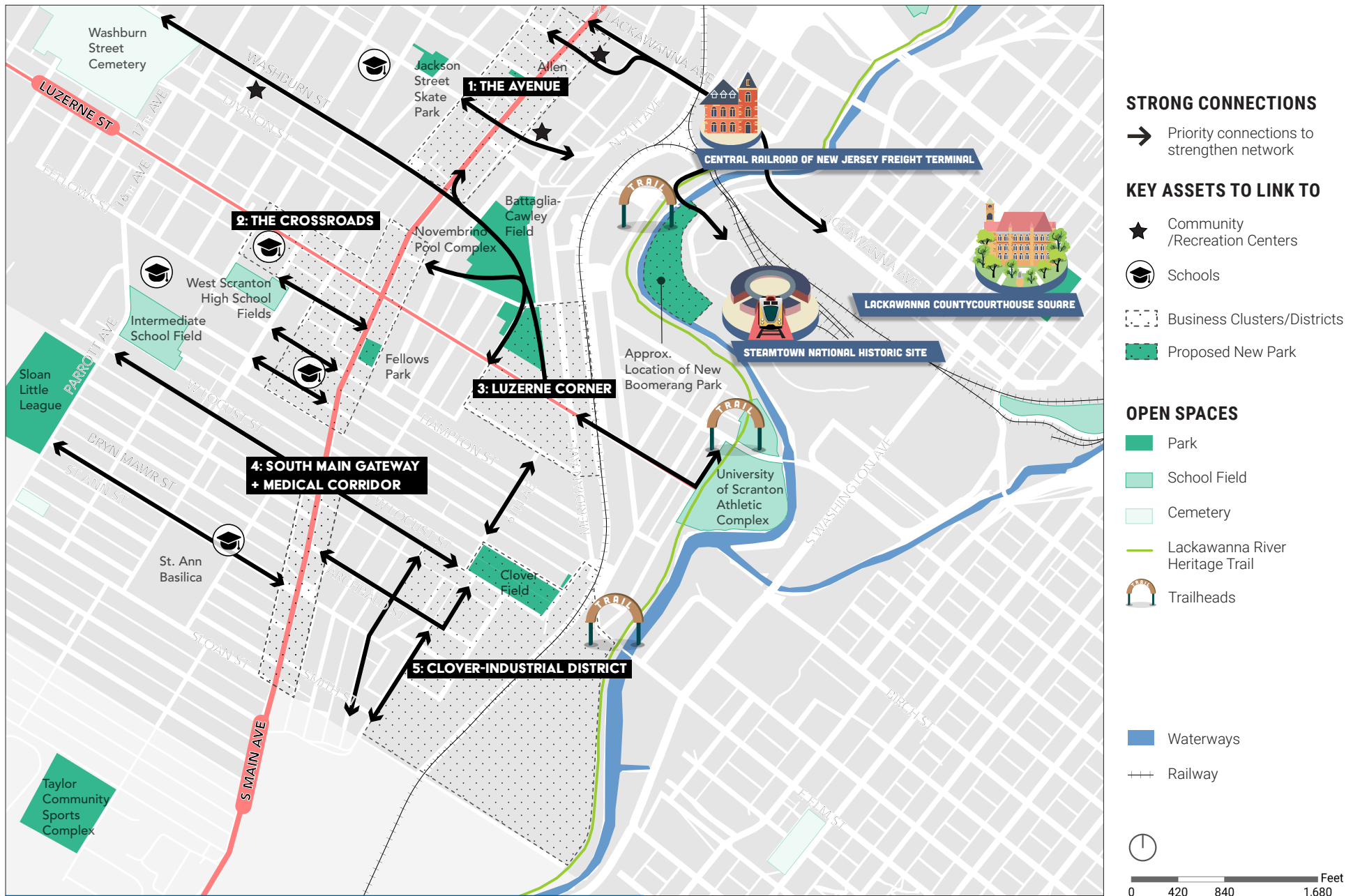


FIGURE 23. PHYSICAL PLAN FRAMEWORK - STRONG CONNECTIONS

Districts are highlighted, each of which will have a customized set of strategies.

CREATE DISTINCTIVE DISTRICTS

Five districts, each with a distinctive character and a strong integration of commerce, housing, open space network and community assets. Supported by a diverse and stable array of housing options in close proximity.

STRENGTHEN CONNECTIONS

Better links between districts – an elevated streetscape standard for key corridors and through-streets.

ENHANCE COMMUNITY ANCHORS

Well-supportive anchor or “catalyst” sites that serve as gathering places that draw residents from all over the neighborhood.

SCHOOLS

Schools are already a draw for residents throughout the neighborhood and serve as natural gathering places for informal socializing and community events. Examples of how to make schools more multi-functional anchors include opening the facilities up for after-hours programs and public use (e.g. fields, auditoriums), as well as holding community social events. Clustering open space and commercial amenities nearby help to make the areas around schools safer and more lively.

PARKS + TRAILS

West Scranton is rich in open space assets - parks, fields and trails - but many of them are single-purpose or are oriented towards a particular sub-group (league sports, passive adult recreation spaces, or athletic fields/courts for a particular sport). Activating the edges of these existing facilities with amenities that appeal to other sub-groups in the neighborhood will help to make these more multi-purpose, multi-generational and versatile spaces for community recreation, arts, events, exercise and social gatherings.

COMMUNITY CENTERS

West Scranton is home to three community centers - two that are already open, and one that is in the planning stages. By coordinating delivery of programs across these three community centers there is the opportunity to diversify the offerings at each while helping to ensure the financial viability and sustainability of each. As much as possible, these community centers should seek to offer up their spaces for community programming in their off-hours. The same applies for churches.

MIXED-USE INFILL DEVELOPMENT

Wherever there is an opportunity for infill development in one of the five districts, that development should seek to integrate different land uses in a mutually reinforcing way so that each use benefits from the proximity and connection to the other. These are considered “catalyst sites” where there is the potential for new development that integrates commercial, residential and open space in a vibrant, program-rich walkable area.



FIGURE 24. PHYSICAL PLAN FRAMEWORK - DYNAMIC ANCHORS

Each highlighted district has a set of strategies and identified catalyst site.



Community Mural at Future Community Center



4

PLAN STRATEGIES

INCLUDED IN THIS CHAPTER:

How do we Get There?.....	56
Plan Goals	57
Community Character.....	58
Commercial Corridors	64
Services + Amenities	74
Housing	84

HOW DO WE GET THERE?

CREATE DISTINCTIVE DISTRICTS

Five districts, each with a distinctive character and a strong integration of commerce, housing, open space network and community assets. Supported by a diverse and stable array of housing options in close proximity.

STRENGTHEN CONNECTIONS

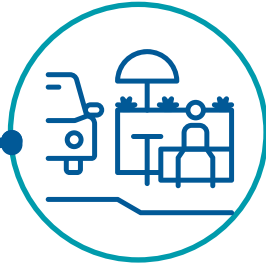
Better links between districts – an elevated streetscape standard for key corridors and through-streets.

ENHANCE COMMUNITY ANCHORS

Well-supportive anchor or “catalyst” sites that serve as gathering places that draw residents from all over the neighborhood.



COMMUNITY CHARACTER



COMMERCIAL CORRIDORS



SERVICES + AMENITIES



HOUSING

PLAN GOALS

● REINFORCE + CELEBRATE WEST SIDE'S COMMUNITY NEIGHBORLINESS

While not tied to a specific place, residents have stressed the importance of neighborliness, friendliness, and neighbors' willingness to work together to help one or another out, participate in local events, and support local organizations.

● INTEGRATE LOCAL INSTITUTIONS INTO VIBRANT DISTRICTS

Community character and sense of place were identified as assets of the West Scranton neighborhood to build from.

● BETTER DEFINE KEY MIXED-USE DISTRICTS

Commercial and mixed-use districts need a more defined identity, sense of place, and enhanced public spaces, as well as more programming and events to attract residents and visitors.

● SUPPORT + GROW LOCAL BUSINESSES

Explore opportunities for a Business Association, support for facade and building improvements, promotional events, "shop local", reduce storefront vacancies, and activate the commercial corridors.

● DEFINE AND EXPAND THE ROLES OF EXISTING + PLANNED COMMUNITY CENTERS

Define clear, supportive roles for the neighborhood community centers that complement each other and provide needed community resources, services, and programs.

● STRENGTHEN CONNECTIONS BETWEEN THE OPEN SPACE NETWORK + COMMUNITY INSTITUTIONS

Provide a more diverse range of outdoor and community open spaces for all users, and explore ways to better connect and activate neighborhood open space and parks.

● ENHANCE KEY STREETS AS AN EXTENSION OF THE OPEN SPACE NETWORK

Streets can provide more than a direct route from place to another, instead providing places for the community to come together, support local business and residents, and provide places for people to walk and stay awhile.

● STABILIZE FRAGILE HOUSING MARKETS

The plan includes recommendations for neighborhood improvements to support housing value, through training / capacity building for local owners and renters, support for seniors to allow aging in place, and vacant parcel clean-up / code enforcement.

● DENSIFY + DIVERSIFY HOUSING OPTIONS IN WEST SIDE

Provide a range of options to meet residential housing needs, e.g., new infill, market-rate, affordable units, senior-housing, and housing near commercial corridors to offer more walkability and activity.



COMMUNITY CHARACTER

» We are excited to support and encourage West Side values for future generations.

-- *Community Character Working Group*



West Scranton High School

Community Character refers to the natural, social, and built identity of West Scranton – the heritage and traditions that have been built over time and influenced by generations of residents.

The Plan recognizes and celebrates the community and institutions of “West Side” as a critical aspect of what makes this neighborhood special. Residents emphasized that they value their connections with each other and often offer to lend a hand or support each other through community events. This sense of community is closely tied to and expressed through loyalty to local institutions such as West Scranton High School, the elementary schools, churches, and the many long-time businesses that anchor the neighborhood’s commercial corridors.

1. REINFORCE AND CELEBRATE WEST SIDE'S COMMUNITY NEIGHORLINESS.

While not tied to a specific location or event, residents and steering committee members have stressed the importance of neighborliness, friendliness, and neighbors' willingness to work together to help one or another out, participate in local events, and support local organizations. This community support and participation plays a significant role in the overall character of how residents of West Scranton feel about their neighborhood and connect with others. This image of West Scranton as a friendly and neighborly place also has a role in attracting new residents, improving the overall housing market, and helping to support and grow businesses.

1.1. Document and share stories that exemplify West Side values in action.

Community is sustained by a thousand small acts of kindness, compassion and support, many of which go unnoticed or uncelebrated. This strategy is about surfacing those stories of neighbors helping neighbors and the community coming together to do great things as a way

of reinforcing collective pride and appreciation of one another. Much like the P.R.I.D.E. value system (Prepared, Respectful, Involved, Dedicated, Extraordinary) promoted within the school system to support positive student behavior, this process of documenting and sharing stories of West Side's neighborliness is a way of reinforcing shared values and rewarding positive behavior with recognition and celebration. This storytelling project could include many elements, such as:

- Create a "Hometown Hero" program that celebrates the past and present contributions of veterans in the local community. Including residents and local businesses or employees.
- Create multi-generational oral history interview infrastructure.
- Develop a portrait and biography program of past community members who led by example. This could include ceremonial plaques to mark historic houses/properties or other significant places in the community,
- Use social media and traditional print to tell the lasting stories of the community

ALREADY A GREAT NEIGHBORHOOD!



76%

of respondents are satisfied with the community

68%

would continue to live in the neighborhood, if given the choice

67%

would recommend the community to others

TOP PRIORITY FOR RESIDENTS:



#1

COMMUNITY EVENTS

building on successful/valued community events



#2

OUTREACH + PROMOTION

increasing awareness of and access to services + programs



#3

ALL-AGE PROGRAMS

more multi-generational programs

1.2. Develop local landmark markers that increase awareness of neighborhood heritage and celebrate the work of local residents and institutions.

West Side, like much of Scranton, was shaped by centuries of immigrants from different parts of the country and the world to work and raise their families. Each group brought with them the cultures and institutions that contributed to the unique traditions and character of this community. By physically documenting and celebrating the contributions of individuals and groups throughout this community's history and into the present, newcomers and youth will be able to develop a stronger and more deeply felt understanding of the meaning behind different places and institutions within the community. This local landmark process could be part of a larger citywide initiative to help preserve and celebrate local history and culture. In West Side, local landmarks would identify and celebrate the contributions of newcomers who are embracing West Side as their home and community. This local landmark program should emphasize the importance of both diversity and unity and could include:

- Identifying micro-neighborhoods (Hyde Park, Bellevue, Tripp Park, etc.) and creating signs and established date to cultivate a local sense of community and a deeper understanding of the multi-cultural roots of West Side.
- Identifying and creating signage and/or an audio tour highlighting past and present social service organizations, religious groups, grocers and other businesses that helped to build a support system for different waves of immigrant groups.

- Collaboratively designing a “West Side Pride” flag and/or buntings that residents and business owners can showcase along local streets and buildings as a sign of unity and pride.

1.3. Cultivate an inclusive “West Sider” identity through multi-generational programs that share West Side values with youth and newcomers.

Many West Siders have a special connection to one another that has been cultivated by lifelong and generational relationships and experiences. Families and neighbors have persevered through good times and bad by supporting one another. But, while some have deep roots in the community, others may feel somewhat “outside” this sense of West Side togetherness. One way to deliberately expand the circle and bring youth and newcomers into the fold is by creating multi-generational programs and events that celebrate acts of neighborliness and offer support to those who might otherwise feel socially isolated.

Some of the qualities that we have heard help to unify West Siders is a sense of determination, loyalty and fighting spirit – that they will never quit, are willing to fight for what is important and thrive on competition and striving for excellence whether on the playing field or at work. Programs designed to share West Side values should preserve and extend the connection that long-time residents to welcome and embrace not only newcomers but also young people growing up in the neighborhood who might feel disconnected from some of the traditions or institutions that anchor “West Sider” identity. This must

also include a willingness to allow “West Sider” identity to evolve and shift as new generations and new cultures are welcomed in.

1.4. Create a “welcome committee” to orient newcomers to the assets, services, and programs in the community.

The “Welcome Committee” concept must be rooted in and connected to all the other strategies described up until this point. The work of the “Welcome Committee” starts with the development of a more explicitly welcoming and curious outlook towards newcomers and youth. This outlook will help welcome committee members to develop a better understanding of what might make newcomers and youth feel disconnected or isolated from long-time West Side traditions and institutions. The committee’s work will then be to gradually break down those barriers and develop tools, resources and programs that help connect newcomers to the rest of the community. This may take the form of a “welcome packet” with printed materials on the assets, services and programs in the community or it could be as simple as a gift card to a local business or a one-on-one meet-up with a long-time resident. Programs and social gatherings are another great way to help welcome newcomers into the fold and make them feel comfortable and supported as new members of the community.

2. INTEGRATE LOCAL INSTITUTIONS INTO VIBRANT DISTRICTS.

Starting with the first community meeting (held December 5, 2019 at West Scranton High School), NeighborWorks and WRT began to explore and collect stories about places, events, or moments in time that are central to West Scranton’s identity. Quickly, several institutions emerged as key contributors to the character and identity of West Side – places like West Scranton High School, St Ann’s Basilica, and Main Avenue businesses. There was also a sense that the social service providers, schools, and places of worship that anchor the community were also valued institutions that contributed to the overall character and sense of place. This goal and the strategies that support it is all about how to lift up and celebrate those institutions as the community anchors they are and will continue to be.

2.1. Increase awareness of local institutions with unified wayfinding signage at high-visibility intersections and gathering places.

While West Scranton is rich in community-based institutions that have deep roots and regular community programs, many of them are tucked away in less visible or harder to find parts of the neighborhood. This embedded quality of West Side’s institutions is evidence of their intimate connections to the community they serve, but they can still be a bit hidden from the “front doors” of the community such as Main Ave, Luzerne Street and the various parks and open spaces where people gather. With minimal intervention, it is possible to make these valued local institutions more visible and easier to find

for newcomers and old-timers alike. By placing unified wayfinding signage that directs people to these local institutions from existing gathering places and other “gateways” or high-visibility places in the neighborhood it increases the likelihood that long-time residents and newcomers will take the short trip to visit these assets and make use of their services and programs.

2.2. Create a comprehensive, publicly-available online inventory of local services, programs and events, and update it regularly.

While West Scranton already has many valued services, programs, and events, much of these offerings are advertised and shared via word of mouth rather than any formal or public inventory. Word of mouth can be incredibly effective but has its limitations because it relies on people already knowing one another. As more newcomers choose to build a life and join the community of West Scranton it will be increasingly important to make the offerings of local institutions easy to learn about in a centralized, reliable and regularly updated online inventory for public use. This inventory could be hosted on an independent website managed by an organization that can commit to maintaining this inventory over the long-term. This inventory will not only help connect newcomers to local institutions, it will also help to improve awareness of and use of local institutions by existing residents and community members who might not know about all that their local institutions are doing.

HOMETOWN HEROES

2.3. Partner with existing community organizations to increase awareness of and access to services + programs.

With the up to date inventory, existing community organizations can develop a set of customized outreach events and materials that can reach different audiences and interest groups within the neighborhood. For example, this outreach could be tailored to specific age groups, different immigrant and newcomer groups, or to household types with specific common needs like families or single adults. Possible outreach tools include social media, flyers, large-scale billboards, “community calendar” bulletin boards, and approachable Q&A presentations at different community groups and organizations.

2.4. Build on successful and valued community programs and events.

Actively studying existing well-loved community programs and events is a critical step to sustain their success. This reflection on what makes them successful and valued helps not only to protect, reinforce, and build on their successes but also to identify challenges or issues that are limiting their ability to scale and adapt over time to bring in new audiences and sustaining revenue. These existing community programs and events may be in a position to grow or could serve as a template for other local institutions to achieve and enjoy the same success in their programs and events. Additionally, identifying existing programs that are serving the community well and exploring whether they could grow or be replicated will help to support the ongoing role of local institutions in creating and sharing unique West Scranton traditions with the community they are a part of.

WHAT IS IT?

Hometown Heroes is a program that displays and honors veterans. Banners are placed throughout the community to highlight and express gratitude to local residents who have served. Residents of the Borough of Dunmore can submit applications to be highlight the history and stories of its residents.





COMMERCIAL CORRIDORS

» We are eager to create a vibrant, community-focused commercial district in West Scranton.

-- *Commercial Corridors Working Group*



Main Avenue Commercial Corridor

Commercial Corridors refers to Main Avenue and Luzerne Street – each have distinctive, rich business communities that provide critical services, amenities and social gathering places for the local community and visitors alike.

The Plan highlights and honors the sub-districts within the two corridors - each with their own feel and character. Throughout the planning process we worked with residents to identify opportunities to build on existing strengths and potential for each sub-district and to find tailored solutions that can balance the circulation and commercial functions of these roads.

1. BETTER DEFINE KEY MIXED-USE DISTRICTS.

All around the country, traditional “bricks and mortar” commercial districts have struggled to adapt to the competition from e-commerce and universally have needed to refocus their energy on providing a more condensed and dynamic experience to attract shoppers. This means branding, public realm enhancements, and programmatic activation of the streetscape and open spaces is more important than ever for urban, pedestrian-scale commercial corridors like Main Avenue and Luzerne Street.

Compressing historic commercial corridors like Main Avenue into a series of more focused, distinctive districts with complementary land uses (such as higher density residential and open space) helps to make these commercial corridors more vibrant, dynamic places that continue to attract and retain healthy businesses and regular customers. Often described as “complete communities” or walkable mixed-use districts, the shift toward more condensed, high-impact commercial nodes will help to establish a foundation for long-term success while allowing for neighborhood, residential character to surround and support those commercial nodes.

» Please find a way to connect West Side with Mulberry Street. It would be nice to have a straight way into town. People could walk to work, to the store, to school.
- Lynn O'Day

1.1. Create distinct, branded hubs of activity to anchor larger districts.

To ensure that West Scranton's businesses can remain diverse, competitive, and prosperous, it is necessary to condense and clarify the commercial corridors to achieve distinctive, well-defined clusters of complementary businesses that are within walking distance of one another. By focusing on walkable hubs of activity that already have the magnetism and mix of uses needed to anchor a larger district, it will be more realistic and manageable to boost the curb appeal, branding and amenities to help the businesses around that hub to not only survive but to thrive! The plan recommends focusing branding and code enforcement resources on these hubs of activity and then to spread outwards incrementally as momentum and interest builds. Examples of branding investments include district-specific banners, plantings, streetscape elements (like lighting and street furniture), wayfinding signage, and design standards to guide individual business owners' façade and signage investments.

As the current zoning ordinance is revised, review the revised list of permitted uses in the C-N district (Main Avenue) to ensure that the type of businesses residents and properly owners would like to see are permitted. Current bulk standards (0' front and side yards, 3-story height) are appropriate for the Main Avenue character. Residential uses are currently permitted with restrictions for size, which should be reviewed to test fit number of units permitted for a mixed use or townhouse site.

1.2. Improve commercial corridor safety and walkability by enhancing the pedestrian environment.

Legacy urban commercial corridors need to lean into their competitive edge against the auto-oriented big-box stores and e-commerce by emphasizing the pedestrian experience and sociability of shopping and visiting urban businesses. This by no means requires eliminating the parking that serves these legacy corridors, but it is critical that once visitors park and get out of their cars they feel safe, comfortable, and engaged in the pedestrian realm. Improving the pedestrian experience will help ensure that visitors stay longer, visit more businesses, and participate in a wider variety of what the district has to offer. The pedestrian experience along Main Avenue and Luzerne Street can be significantly enhanced by focusing on a few key areas to provide pedestrian safety and comfort amenities like enhanced crosswalks, better lighting, enhanced bus waiting environments, increased tree planting (to increase shade cover), and thoughtful placement of benches to allow for rest and social gathering.

1.3. Diversify business mix and attract new, complementary uses.

The 21st century urban commercial district relies on the synergy between the businesses and the other non-commercial land uses that make up that district – in this era of double-wage earning households and dwindling free time, people linger and spend more money when they can meet multiple needs or desires in one walkable area with minimal wasted travel time. Targeted diversification and recruitment to fill out gaps in the current business mix will help each commercial district in West Scranton to sustain a stronger and more diverse customer base. Likewise, the proactive development of new dense housing and mixed-use development close to Main Avenue and Luzerne Street will help create a mutually beneficial relationship between the residential and commercial uses in these districts so that the businesses benefit from an increased customer base and the sense of safety and comfort that comes with more eyes on the street. Many residents have mentioned that West Side has a lot of pride in its legacy of being a “complete community” where all your needs could be met within the neighborhood. While residents will inevitably have to leave the neighborhood to meet some of their needs, it is a worthwhile exercise to strategically consider what new services, amenities, and activities could be provided within the commercial districts to regain some of that spirit of a complete community.

WHAT COULD ROUND OUT WEST SIDE’S COMMERCIAL DISTRICTS?

» Residents currently leave the neighborhood for:

- Business and Formal Clothing and shoes
- Craft and fabric
- Movies or theaters
- Large Banquet Halls
- Coffee Shop with internet
- Retail Bakery
- New Vehicles
- Venues for Children’s Birthday Parties
- Appliance Purchases
- Outdoor sporting goods
- Library
- Farmers market
- Hardware store
- Healthcare: Urgent Care-Hospital, Medical Supplies/Prosthetics, Cancer Treatments, or surgeries

» Residents would like to be able to enjoy more of these things locally:

- Outdoor restaurant seating
- Gyms
- Young Professional Center
- Walkable Neighborhood Markets/boutiques

1.4. Highlight history/roots of anchor businesses and institutions.

So much of what makes West Side special ties back to the stories and multi-generational commitment of local business owners to contribute to, support and shape their community. To bring these special backstories of local businesses, local organizations and businesses could come together to create a cohesive campaign that highlights and celebrates long-time business owners, their stories and history of the neighborhood. In addition to highlighting the unique inter-generational business stories and immigrant stories in West Scranton over time, this storytelling campaign can also help identify long-time business owners who can help mentor and support newer business owners in the community.

1.5. Invest in beautifying outdated or deteriorated building facades and business signage.

Many current business and commercial property owners have had trouble putting together the resources and securing the city permitting that would enable them to invest in updating and enhancing the appearance of their commercial storefronts and building facades. Some of this is financial, but the political and technical barriers to making improvements are also a substantial impediment to investment. To address the issue of outdated or deteriorated building facades and storefronts, it is necessary to create a holistic program that pairs a façade grant program with low-cost technical assistance to help business and property owners navigate the permitting process with the architectural, graphic design and construction expertise they need to arrive at cost-effective, durable, beautiful and unified façade and signage improvements along key commercial corridors. This program could also include an arts element in the form of murals or other art installations that can be incorporated into façade and signage enhancements to further beautify and enliven the commercial corridors.

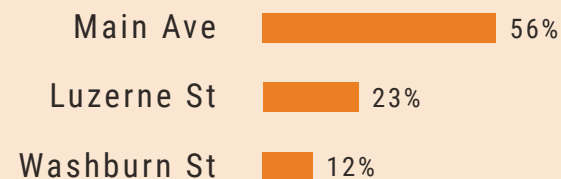
1.6. Strengthen physical connections from community assets to commercial corridors.

To really thrive, it is critical that West Side’s commercial corridors are more thoroughly integrated with the community assets that surround them – the parks, schools, trails, community centers, places of worship and social service providers that provide valuable services and amenities for the community. Strengthening these connections can occur through programs and physical improvements, but for this strategy we will focus on the improvements needed to create strong physical connections between community assets and the commercial corridors.

Gaps in the walking and biking network between key amenities and services are mapped and the areas highlighted for improvement would benefit from new and improved sidewalks, enhanced pedestrian crossings, dedicated bike lanes where appropriate, enhanced lighting and increased signage, and directional signage. In addition to these more long-term and permanent investments in the infrastructure connecting these assets, it is also possible to implement temporary, short-term streetscape improvements that can be implemented by volunteers before full funding is available (e.g., Adding planter boxes, creation of table and chair areas on sidewalks and select parking spots in coordination with business owners, temporary striping for pedestrian crossings, use of temporary paint and safety barriers to define pedestrian bump-outs at unsafe intersections).

TOP PRIORITY FOR RESIDENTS:

» Street to Improve



» Improvements



Street Parking



Enhanced Crosswalks



On-going Maintenance



Decorative Street Lighting

2. SUPPORT AND GROW LOCAL BUSINESSES.

Input from business owners, stakeholders, and residents will help to refine and shape initial ideas for branded hubs of commercial activity anchoring broader mixed-use districts along the two main commercial corridors. There are a wide variety of resources and strategies that can support and grow the business community around those distinctive identities and potentials. Creating a comprehensive suite of local and small business support resources is more important than ever as each of these businesses struggle to survive and recover from the severe impacts of COVID-19-related mandatory closures and consumer spending shortfalls due to the economic recession triggered by the pandemic.

2.1. Organize a business association for West Scranton.

While a business association will not be a relevant or sustainable tool for all businesses in West Scranton, it is clear that there is a distinct need for and interest in developing an organized business association concentrated around Main Avenue that can be a conduit for technical assistance, advocacy, and event planning. Ideally, this business association would be supported or staffed by a commercial corridor manager that has a strong relationship with city hall and is at least in part funded by public funds in addition to the financial contributions of individual business owners.

Every business association and commercial corridor manager has slightly different goals, focuses, and services they provide so a key first step to the establishment of a business association will be the identification of what

services and initiatives would be most valued and needed by the member businesses. Examples of services and initiatives include creating an online business directory, improving branding and communication, organizing and publicizing district events, facilitating a façade renovation program, advocating for and implementing streetscape and signage improvements, conducting regular clean-up and street maintenance, recruiting new businesses and amenities to fill vacancies, organizing peer learning and mentoring opportunities, reinforcing code enforcement and problem property mitigation, as well as providing resources and general support for business owners. Once the business association has achieved some success and developed a framework that is effective for them, there may be an opportunity to explore partnerships with other districts in the City of Scranton and share resources or lessons learned.

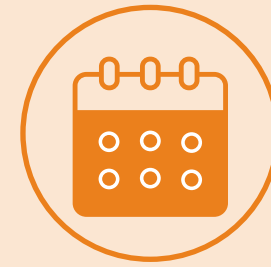
2.2. Create a shop / eat local campaign for West Side.

Small and locally-owned businesses often have a hard time competing with the massive advertising campaigns of large chains and e-commerce, but by joining together and investing collectively in the development of a “shop local” or “eat local” campaign, it is possible for individual businesses to benefit from the increased reach and awareness that larger companies enjoy. There are many ways to go about this, but all strategies must begin with the development of a database or directory of local businesses and their offerings. Armed with this inventory, it is then possible to highlight local business offerings on social media or through other print or radio outlets. For

example, this campaign could start with highlighting local restaurants and food options, which is something the neighborhood is already known for. Another approach may include discounted week or day for local restaurants – or outdoor dining campaign for the warmer months.

2.3. Create weekly/monthly events to support local businesses and institutions.

Events and programs are a critical way to generate awareness, build loyalty and engage different audiences and customer types. Residents and business owners alike have expressed interest in having more regular community events that are social and support local businesses and institutions. To respond to this mutual interest, this plan recommends developing programs and events for year-round activity (e.g. 2nd Friday or 3rd Thursday type activities such as regular markets, restaurant nights or music on Main Avenue). These events and programs can also be great opportunities to partner with local schools, government agencies, healthcare providers, social service providers and the faith-based community to create dynamic multi-faceted events that draw diverse community members and meet other community needs while boosting business. The event series could include sponsorship opportunities for local organizations, businesses, and healthcare providers to support the event series either through financial or in-kind services (e.g., Advertising) and a way to boost awareness and attendance from local employees.



» Events and programs residents would like to be able to enjoy within the neighborhood:

- Outdoor social events
- Children- and family-oriented community events
- Annual events
 - 5k Race
 - Parade
 - Restaurant Week
 - Pub Crawl
 - Fall or Winter Festival
 - Block Parties

TOP PRIORITY FOR RESIDENTS:



#1

BEAUTIFY BUILDINGS

beautify building facades + storefronts



#2

REGULAR EVENTS

create regular Main Avenue event series



#3

BUSINESS ASSOCIATION

organize a business association for Main Avenue

2.4. Create commercial district parking plans to right-size, optimally locate, and enforce proper use of vehicular and bicycle parking for local businesses.

The plan highlights the importance of creating a dynamic, safe, and comfortable pedestrian experience within the commercial districts, but it is equally important to think about how customers and visitors are getting to the district. Just like suburban shopping centers and big box stores, legacy urban commercial districts need some parking to be competitive and accessible, but there is not a universal parking solution – each district needs to consider the unique needs and use patterns of their customer base (both existing and desired/potential) and design a parking strategy that makes the best possible use of local parking resources to support increased business and improved experience. For most urban businesses this means a mix of on-street and off-street shared “district” parking for cars as well as bicycles, motorcycles and other motorized vehicles. Operational elements such as time-sharing, pricing and enforcement are also key parts of the solutions needed to make sure the physical parking resources are used efficiently for the purpose they are intended for. Likewise, it is important to consider loading and delivery needs as part of the parking plans so that deliveries and loading do not unintentionally constrain customer access to the businesses.

2.5. Reduce vacancy with temporary or pop-up use of storefronts.

Vacancy is a natural part of the ever-evolving quality of commercial districts, old and new, but when that vacancy is prolonged or widespread, it can begin to damage perception and market confidence and ends up hurting the businesses around it. Obviously, the most desirable solution to a vacant storefront is to recruit a new active, viable business to fill that vacancy but that will not always be a realistic or sustainable solution especially if the space needs updating to support the needs of a modern business. One way to restore market confidence and positive perception while working to attract a new long-term tenant is to locate temporary art installations and commercial uses in those vacant storefronts. Potential temporary uses include a pop-up holiday store, community meeting space, satellite service provider like a pop-up library, or community-oriented office or studio use of the space by local organizations, artists and entrepreneurs. The temporary nature of these uses helps to encourage more frequent visitation to see the new use of the space and helps demonstrate to potential long-term tenants what potential that space has. Finally, this more experimental approach allows for testing of what type of use works best for any given location or space, which can in turn help inform future recruitment efforts.



SERVICES + AMENITIES

» We believe it is important to provide amenities, services and support that meet the needs of all community members who reside in West Scranton.

-- Services + Amenities Working Group



Clover Field

Services and Amenities refers to the places and programs that support an enhanced quality of life for residents – community centers, parks, trails, schools, libraries, social service agencies, and faith-based organizations.

West Scranton’s strong community institutions and extensive open space network are a tremendous asset to the neighborhood and offer a strong foundation to build upon, but the design of the existing open spaces and their relationship to the neighborhood and its institutions does not currently encourage diverse user groups to visit and utilize them to their full potential. The Plan seeks to enhance quality of life by creating a more varied and mutually-reinforcing network of community institutions, open spaces and neighborhood streets.

1. DEFINE AND EXPAND THE ROLES OF EXISTING AND PLANNED COMMUNITY CENTERS.

West Scranton benefits from three community centers – two already in existence, and one in the planning stages. The two existing community centers are United Neighborhood Centers’ Oppenheim Center for the Arts (located on Jackson Street within a block of Main Avenue) and West Scranton Community Development (located in the former West Side Boys & Girls Club on Lafayette Street within a block of Main Avenue). A third community center is planned at the intersection of Washburn Street and South Garfield Avenue, an effort spearheaded by the West Scranton Hyde Park Neighborhood Watch.

With three community centers existing or planned in the neighborhood, there is a need to proactively distinguish them from one another so that they complement one another. All three will need to be carefully calibrated to provide a variety of services and programs in a way that is financially sustainable over the long term, meets the community’s needs, and is coordinated with the local neighborhood schools. Ensuring that the community center programs and services are physically, financially, and linguistically accessible are critical elements to ensuring these community centers are able to serve the whole community.

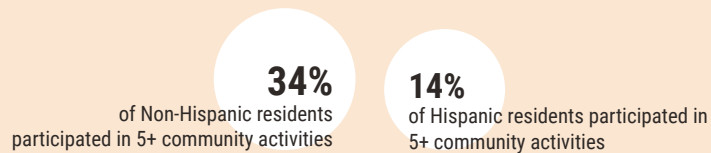
1.1. Identify and assess community needs versus current programming and amenities at local community centers.

With the potential for three community centers, there are many benefits for the community centers in working together to meet a diverse set of community needs. Plans for future collaboration and growth must be grounded in a stronger collective understanding of what roles and offerings each of these community centers have and whether they are collectively meeting the full range of community needs. This plan strategy is that first step. First, the leadership of the three community centers should work together to take an inventory of all current and planned community center programs and amenities to identify what is missing (e.g., Library). Second, the leadership of the three community centers must then work with community members - through surveys or focus groups - to envision how the community centers can best serve the residents of West Scranton and identify what gaps and overlaps need to be addressed.

EXPERIENCES OF THE NEIGHBORHOOD DIFFER BY ETHNICITY AND AGE

» Ethnicity

Hispanic residents are less involved than other residents



How can the plan help bring Hispanic residents into the fold, to see themselves reflected in the community and benefit from the support that West Side's neighborliness brings?

» Age

55+ aged residents	More likely to be born here Less likely to be satisfied living here Less likely to recommend the neighborhood
18-24 aged residents	Choose to live near family & friends Affordability of housing

1.2. Coordinate current and planned offerings at local community centers to avoid duplication and maximize impact/reach.

Armed with the foundational understanding of current/ planned offerings versus community needs and vision, the community centers can then begin the work of reducing any duplicative programs and identifying what existing programs can be scaled up to meet a broader need. By combining and collaborating on a program or facility, the community centers might be able to find efficiencies in operations that in turn enable them to devote more time and resources to expanding who that program can serve. Expanding access may mean diversifying the age groups served, developing specialized infrastructure or programs to support greater participation of non-English speakers or those with disabilities, providing transportation and scholarships that enable lower income individuals to participate, hiring more diverse staff, or investing in training to build staff capacity for conflict mediation, cultural competency and trauma-informed program delivery.

In some cases, it may make sense for the community centers to specialize and cut programs that another community center is better suited for. In other situations, collaborations that pool resources and share staff to provide the same program at multiple locations may be a more effective way of meeting community needs. Building out the legal and financial mechanisms as well as the working relationships to make this kind of collaborative offering possible will take time and effort. However, the

community stands to gain a great deal through this more collaborative approach to service and program delivery.

1.3. Increase staff capacity for programming and providing services at local community centers.

Currently much of the staff is volunteer-based and funding for new full or part-time paid staff is limited. Through the evaluation of services and needs described in previous strategies, the community centers should explore grant and permanent funding streams. Potential funding sources may include local City of Scranton or regional funding, foundation funding, or partnerships with other community serving organizations such as NWNPEA.

Increased staff capacity would help to facilitate more efficient and community-oriented communication of community center offerings. One option would be to have a joint staff position that would help to coordinate between the community centers, lead the communication and promotion of program offerings, and organize outreach and promotion (mailers, flyers, community bulletin boards) or web-based and social media promotion.

1.4. Increase social amenities geared towards young adults and seniors.

Currently the West Side community does not have many “third-places” outside of private homes and institutions where young adults and seniors can gather, play, work or socialize. It’s important to deliberately carve out or create new spaces within the community centers or other underutilized spaces in the neighborhood that allow for informal meet-ups among young adults and seniors that may not be participating in a formal program or service. These “third-places” could include a retail or commercial component like a coffee shop, co-working space or games (like bowling, bocce, arcades, shuffleboard). Offering community rental/booking of community center amenities (such as basketball courts) in off hours is another way to promote this more widespread, informal use of community center facilities to support the social and educational needs of the community.

For example, during the planning process, there were multiple mentions of the need for a satellite library within West Side, which could be combined with a “learning lab” facility with classrooms and a computer lab that could enable local educational institutes to offer their programs, satellite classes and training certificate programs within the neighborhood such as GED or ESL classes. The former bank building across the street from Gerrity’s on Main Avenue or the proposed new Community Center at Washburn and Garfield could both be potential locations for a satellite library and learning lab.

2. STRENGTHEN CONNECTIONS BETWEEN THE OPEN SPACE NETWORK AND COMMUNITY INSTITUTIONS.

While West Scranton benefits from a well-distributed network of neighborhood parks and open spaces, the amenities and use of the open space network is somewhat lopsided with predominantly organized athletic uses to the exclusion of most other potential complementary uses – such as playgrounds, picnic and barbecue areas, performance pavilions, and farmers markets. Thinking about the open space network in a more holistic and integrated way will help to maximize their potential benefit to the neighborhood. One way to start this process is by working with local institutions to strengthen their use of the open space network and develop amenities that align with specific programs, services, and activities those institutions are already involved in. Pairing open space enhancements in this way ensures they are being cared for and used regularly by the community and so helps to secure the long-term utility and sustainability of those investments.

2.1. Enhance the infrastructure, amenities and events that support social and community gatherings at existing open spaces.

Parks and open spaces are important for many reasons, but one of those reasons is their role as social and community gathering spaces. Right now, West Scranton's parks are designed for sporting events but do not have many of the amenities and spaces needed to attract and support more regular, informal social use of these great community assets. Adding simple supports such

as picnic tables and gazebos to eat outside when the weather is nice can go a long way to encourage more frequent social use of these open spaces in the community. Likewise, park benches, restrooms and water fountains all make it more comfortable for diverse users to stay at parks longer without discomfort. Where appropriate, it may also be worthwhile to consider adding retail and concession stands to allow for some revenue generation and encourage visitors to stay longer and socialize. For example, there might be some benefit to locating a coffee shop or ice cream stand at an existing park. Likewise, ensuring the infrastructure is in place to allow for temporary large gatherings and programs like performances, farmers' markets and flea markets that can make use of lawns and plaza spaces normally reserved for other uses.

2.2. Host community services and amenities awareness events that are geared towards families and seniors.

Creating events and fairs that showcase available services and amenities in the neighborhood such as health fairs, education fairs and national night out are a great way to increase awareness and participation in the services, amenities and programs local institutions are already offering. The open space network is a great resource to support these awareness events in highly visible, public locations. These events can then be further reinforced by integrating community bulletin boards that share the same information when those awareness events are not happening and alert people to when events are scheduled

to occur at various locations within the open space network. In this way the open space network increasingly becomes a community resource not only for what you can do at the parks but also because they become hubs of good community information.

2.3. Develop satellite locations at community parks and trails that support continuing education and community center programs.

Parks and trails can be great resources for continuing education outside of the school setting, especially for those parks and trails that are close to and are safe and easy to get to from the schools in the community. To strengthen this connection, it is worth exploring what education-oriented programs can be created to make use of the parks and trails close to the various community schools. These programs can be formally integrated with the curriculum or can be conceived of as extra-curricular and community service oriented programs. For example, educational programs that make use of parks and open spaces as “outdoor classrooms” could range from community garden and food service training to ecology and habitat preservation, from construction and landscaping to history, public art, and performance.

2.4. Create an “adopt a park” program that matches a community organization or anchor institution with a piece of the open space network for them to steward and program.

Like many urban communities, West Scranton’s public parks need an infusion of capital improvements as well as more routine maintenance and active programming. However, this need cannot be met by the City of Scranton’s Parks and Recreation Department alone – they do not have enough resources to give this level of attention and care to every park in their system. An “Adopt a Park” program will not meet the need for capital improvements, which will remain the domain of the City, but it does have the potential to help with the day-to-day caretaking by identifying community organizations and anchor institutions that have the time, capacity and resources to take on some of the routine cleaning, landscaping and programming that helps to bring the park system to life and make people proud of their community. This would require a formal agreement between the entities that adopt a park and the City but, once formalized, could provide a great vehicle for more grassroots involvement, volunteerism, and fundraising to support the betterment of the parks and trails that serve this community.

A STRONG FOUNDATION, BUT ROOM TO IMPROVE.

» Aspects to improve in the community:



69%

physical condition of streets, sidewalks, and public spaces

54%

physical conditions of homes

54%

cleanliness of the community

» Priority Appearance Improvements:



Decorative Street Lighting



Improved / Decorative Sidewalks



Reclaimed Public Space (Parklets)

3. ENHANCE KEY STREETS AS AN EXTENSION OF THE OPEN SPACE NETWORK.

In order for the open spaces in the neighborhood to truly become a multi-use network with neighborhood-wide benefits, the streets that connect them must be thought of as part of that network – they must have the trees, landscaping, and bike and pedestrian amenities needed to make them safe, comfortable, and desirable ways to get from one open space to another and other community anchors (e.g., school, community center, commercial district). Washburn, Luzerne, Eynon, Locust, Main and Lackawanna are all important connectors for the open space network and should be given priority as streetscape, lighting, and signage improvements are planned and implemented.

3.1. Enhance the experience of getting to parks and schools through improved pedestrian infrastructure, lighting and street art.

While many will choose to drive to the destination parks and trails that are further from their homes, it is important that residents feel safe, comfortable and engaged walking from their homes and schools to the parks and open spaces closest to them. Much like the strategies for goal 2 which focused on connecting community institutions to the open space network, this strategy focuses on the through-streets that connect residential areas and schools to the parks and trails serving the community. To improve the overall experience of getting to neighborhood parks and trails from homes and schools, it is critical to provide consistent sidewalks and streetlights throughout the neighborhood. This can and should start with an

understanding of safe routes to schools and family-friendly residential streets. Additionally, creating and supporting art installations and creative placemaking elements like special lighting or furniture is a great way to build on the safety improvements by also making the journey to a park more engaging, interesting and enjoyable. It is also worth noting that the more people are able to get to parks by foot and bike, the more space at the park can be devoted to great amenities rather than needing to carve out precious space for additional parking.

3.2. Improve neighborhood safety, cleanliness, and maintenance programs along corridors that community members use to get to parks and trails.

While physical investments in infrastructure will help create a safer, more engaging walking environment for residents of all ages and abilities, it is important that the work does not stop there. Day-to-day operational considerations such as policing, cleanliness and maintenance are just as important to creating a safe and enjoyable experience getting between assets and amenities in the neighborhood. Policing solutions have to be developed in close collaboration with residents to ensure they are built on trust and mutual respect, and make all residents feel safe and protected rather than making some feel better at the expense of others. Cleanliness and maintenance solutions can range from block-level volunteer clean-ups and street cleaning to capacity building and awareness programs to a paid position or service. Some of the suggestions that came up throughout this planning process included:

- Create a vacant lot management program. NeighborWorks can use seed funding to begin acquiring, stabilizing, and maintaining vacant lots that have long been a nuisance to neighbors and an impediment to redevelopment efforts. This could be modeled after the Pennsylvania Horticultural Society's nationally recognized Landcare program and add capacity and local oversight to complement the City of Scranton and Lackawanna County Land Bank efforts.
- Create management/neighborhood coordinator through a partner agency to build the beautification capacity of private property owners by coordinating outreach and education on available services and programs that would help with upkeep or beautification of property, including educating people about residential life (i.e. trash day, recycling calendar, zoning and permit information). This could be framed within the "West Side pride" slogan to help encourage pride of property among property owners and renters alike.
- Develop an "approved" list of contractors. This would include potentially local businesses and contractors that have a track record in the area and affordable for property owners to utilize for upkeep and renovations.
- Provide low-cost or free educational resources. Hold webinars to educate or engage with citizens on topics of what they need to be aware of and do when beginning and completing home improvements.

TOP PRIORITY FOR RESIDENTS:



- #1 ENHANCED GATHERING SPACES**
enhance infrastructure/
amenities supporting social
gathering at parks



- #2 MAINTENANCE**
improve neighborhood safety
and maintenance along key
corridors



- #3 AGE-SPECIFIC AMENITIES**
increase amenities geared
towards youth + seniors

3.3. Improve pedestrian amenities, signage, and landscape leading to park entrances and trailheads to increase visibility and intuitive wayfinding.

While some parks and trailheads are highly visible and well-known, others are tucked away and hard to find. Clear, well-placed signage as well as more subtle cues like enhanced pedestrian amenities can help people navigate the neighborhood with confidence and find the best path to a nearby park entrance or trailhead.

Street trees and sidewalk area planters are another way to subtly hint that you are getting closer to a park or trailhead. By focusing landscape enhancements along streets leading to parks and trailheads you also add to the beauty and comfort of the walk, bike, or drive. Trees provide shade, reduce heat, help manage stormwater, and enhance air quality which are important aspects of what makes for a comfortable, healthy, and enjoyable experience at an open space.

3.4. Expand the recreational and commuter bicycle network incrementally, radiating out from park entrances and trailheads.

For many, the topography of West Scranton makes bicycling a less attractive option than driving or walking, but a brief visit to the Lackawanna River Valley Heritage Trail reveals that there are still many who love biking for recreation provided that massive hills aren't involved.

Likewise, cycling is a great way for youth to gain more independence and agency in the years before they can learn to drive, but the current conditions are not safe for younger cyclists that have less developed decision-making skills and may be easily overwhelmed or confused by the complex traffic patterns in the neighborhood and erratic behavior of drivers. Selectively and strategically expanding the protected bicycle infrastructure that leads to and from park entrances and trailheads (e.g. Luzerne St, Lackawanna Ave, Washburn St) will help to protect existing cyclists while gradually making it a more attractive, safe and viable option for community members (especially youth) that might be intimidated by (or prohibited from) cycling unprotected on the roads.

EXPERIENCES OF THE NEIGHBORHOOD DIFFER BY LENGTH OF TIME IN THE COMMUNITY

» Time Living Here

Long Term Residents

More likely to be born here
More likely to live here to be close to family & friends

Short Term Residents

More likely to live here because of affordability of housing

How can the plan preserve affordability to continue attracting new residents and retaining young residents?

MAIN REASONS PEOPLE LIVE HERE:

- 28% Born here
- 25% Live near family + friends
- 19% Affordability of housing



HOUSING

» We are committed to developing and promoting solutions that will improve housing conditions and housing accessibility in West Scranton.

-- *Housing Working Group*



Housing Along Luzerne Street

Housing refers to the full range of housing-related needs for current and future residents of West Scranton.

This Plan seeks to develop a toolkit that can provide customized support to strategically address housing issues and gaps in a way that leverages the rich variety and character of West Scranton's historic housing stock. To cultivate a healthy and dynamic housing market it is critical to consider everything from the design, characteristics and variety of the physical housing stock to the financial, technical assistance and enforcement supports needed to ensure residents have healthy, affordable and desirable homes that they value and feel invested in whether they are renters or homeowners.

1. STABILIZE FRAGILE HOUSING MARKETS.

In several places in the neighborhood there is a need for a focused effort to address problem properties, vacancy, and facilitate investment in a stable and well-cared-for mix of rental and homeowner properties.

1.1. Work with the city to improve code enforcement and permitting while increasing resources and programs that support landlords.

For many years, the code enforcement and permitting processes in Scranton have been plagued with corruption and ineffective bureaucratic systems that allowed bad actors to continue unchecked while failing to reward or incentivize those who were trying to do things the right way. This has been a problem for commercial and residential properties alike and has even discouraged contractors from working in the City of Scranton because of burdensome licensing requirements and the lack of predictability and timeliness of the city permitting process. In order to hold landlords, contractors and investors to a higher standard, there is a need to develop a more consistent, even-handed code enforcement process that

has the necessary teeth to force action. At the same time, it is critical that landlords are provided with the support they need to do the right thing and succeed. One potential way to strengthen code enforcement, permitting and landlord capacity is through a public-private code enforcement partnership or a “main street manager” position that focuses on housing issues and serves as a supportive conduit between the city and landlords to ensure a consistent, timely and just process for both parties.

» I would like to see the establishment of a “Front Porch Pride” initiative.
- Marian Poveromo

JUMPSTART! GERMANTOWN

WHAT IS IT?

Jumpstart Germantown is a community development program that seeks to revitalize Germantown and surrounding communities. It was started with the goals of reducing blight and increasing local investment in the community. The program achieves success through training, mentoring, networking, and providing financial resources to local small-scale developers.

CURRENT INITIATIVES

Training Program: four sessions that introduce new developers to the basics of real estate - financing, design, construction, leasing and selling.

Developer's Network: Through networking events and social media, developers, leaders, and neighborhood stakeholders connect, communicate, and learn from each other.

Loan Program: Jumpstart offers financing for acquisition and renovation of local residential properties. It mimics a bank loan process, including having developers submit a pro forma, comps, and a construction budget to help prepare new developers with traditional bank loans in the future.



1.2. Create a small multi-family owner-occupant support program.

West Scranton benefits from the naturally-occurring affordability of the many small multi-family housing properties throughout the neighborhood, but too many of these properties have ended up in the hands of property owners that are not keeping up with maintenance and are not demonstrating the sort of commitment to quality, safety and pride of property that the neighborhood would like to see. Some of these properties were originally single-family homes that were converted to multi-family to make them viable income-earning properties during the period of divestment and decline in Northeastern Pennsylvania as the region adjusted to its contracting industrial job base. However, many of these properties were designed as duplexes and small multi-family units that would allow multiple generations to benefit from the economic efficiencies of sharing space without losing their privacy or autonomy.

For many of these properties that multi-generational and owner-occupied use is still the way they perform best. Small multifamily properties are inefficient for bulk rental management companies because of the unique and varied needs of each property and so they tend to be picked up by smaller “mom & pop” landlords that either don’t have the financial and operational flexibility they need to be responsible property managers or they simply do not care to be good landlords and stewards of their property. While code enforcement and landlord support will help restore some of these properties to quality rental properties, many

of these properties would be best served by transitioning back to their intended owner-occupied use.

Developing a program like the Philadelphia-based Jumpstart! Program that is specifically designed to prepare community members to step up and take on a small multifamily building as both their home and an income-earning property can help make homeownership accessible to a wider array of individuals. Whether it is a stepping stone to single family home or an end unto itself, there are specific accounting and management skills that need to be built up before someone will be ready to be a small multifamily owner-occupant, so this will need to be a separate program from conventional single family homeownership preparation.

1.3. Continue to support low-income homeowners and seniors aging in place.

Housing cost burden is too prevalent among the lowest income brackets of homeowner households meaning that assistance programs are likely needed. Existing low-income homeowner support programs should be expanded to help with critical repairs, property tax relief, and specialized loan products for those struggling to maintain their homes and keep up with mortgage payments. Just as important is getting the word out and raising awareness of the existence of these programs so that those in need are able to make use of them. It is likely that a portion of these households are seniors aging in place on a fixed income, so programs should be focused on catering to the needs and constraints that are specific to seniors. For seniors

aging in place it is also important that the housing support programs address the long-term trajectory of the property to ensure that subsequent generations are able to keep the homes in the family and have the resources and support they need to handle that transition well and continue to keep the property in good condition with responsible tenants if it becomes an income-earning property for the family. Programs that should continue to be supported through NeighborWorks and partners include:

- Aging in Place Modifications and Critical Home Repairs. Modifications to homes to accommodate wheel-chair entry / access, accessible bathrooms, home safety improvements
- Homebuyer and Financial Education. Financial coaching, budgeting, on-on-one homebuyer assistance, foreclosure intervention.
- City of Scranton Homebuyer Program. Providing down payment and closing cost assistance to income-eligible families who are interested in purchasing a home in Scranton.

LONGTIME OWNER OCCUPANTS PROGRAM

WHAT IS IT?

The City of Philadelphia Longtime Owner Occupant Program (LOOP) gives tax breaks for seniors + home adaptation programs. It is a Real Estate Tax relief program for eligible homeowners whose property assessments increased by 50%, or more, from the last year. Participants must also fall within income limits and meet length of home ownership requirements.

HOW DOES IT WORK?

It limits the home's assessment increase to 50% and locks in that assessment for as long as the homeowner remains eligible.



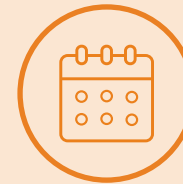
1.4. Mitigate industrial business impacts.

Industrial businesses provide good jobs and essential services, but sometimes their operations have a negative impact on neighbors (e.g., Truck and delivery traffic, overflowing fleet parking, material overflow onto public streets and sidewalks, noise and air quality impacts). It is possible, however, for these industrial businesses to achieve a lower impact on neighbors and uphold a higher standard of curb appeal through programs like “green and screen” that help establish a clean “buffer” or “perimeter” behind which industrial business operations can continue as usual without having the same adverse impacts on their neighbors. To be sustainable and effective, identification of areas of concern and the development of mutually beneficial solutions must be done through open, respectful, and compassionate conversation with industrial business owners as well as the nearby residents and property owners. Many industrial businesses have narrow profit margins and minimal public sector support so the solutions identified may have to be funded through partnerships rather than exclusively through industrial business contributions.

1.5. Fundraise to support an expanded “beautiful blocks” grant and community service program that improves residential area infrastructure and enhances curb appeal.

Throughout the planning process, the community expressed concern over residential area needs – specifically the privately-maintained sidewalks and courts/alleyways – and the desire for neighborhoods to be improved to strengthen safety, accessibility and curb appeal. Some of the other residential beautification efforts mentioned included improved parking, street resurfacing and repair, increased lighting, and more trees. These issues are best addressed through the combination of a City-coordinated grant program that addresses infrastructure and facades paired with a commitment of community service that can help complement the construction with a softer touch of clean-up, yardwork, gardening, and painting. The existing Beautiful Blocks program offers a great model for how to implement this sort of coordinated beautification effort for residential blocks. The community service component of this initiative is one way to encourage intergenerational relationship building by pairing community youth with seniors aging in place that need help with property upkeep and yardwork. Potential elements of a program like this could include sidewalk repair, a front-yard streetlight program, yardwork, gardening, front porch restoration, and façade renovation.

TOP PRIORITY FOR RESIDENTS:



#1 CODE ENFORCEMENT
work with City to improve code enforcement + support landlords



#2 HOMEOWNER SUPPORT
support low-income homeowners + seniors aging in place



#3 QUALITY SENIOR HOUSING
develop quality, affordable senior housing

2. DENSIFY AND DIVERSIFY HOUSING OPTIONS IN WEST SIDE.

To support local business and provide diversity in housing for residents, the Focus Area is in need of affordable, high-quality rental housing along the neighborhood's commercial corridors. For any urban commercial district to thrive, it needs to be supported by activity including higher density residential or workplace uses. Adding desirable but moderately priced rental units for those looking to enjoy an affordable, active, walkable lifestyle in a vibrant amenity-rich part of the neighborhood with easy access to downtown Scranton.

2.1. Work with local developers, realtors, and area residents to organize market focus groups to determine desired new market-rate housing types.

High- and middle-income renters and homeowners in West Scranton are both comfortable and stable - a strength to build on and a sign that the market may be ready for higher cost and new construction units. To explore this potential further it would be beneficial to work with residents, developers and realtors to conduct market focus groups to determine potential market-rate housing typologies that would have a strong interest among higher income households that are open to renting or purchasing a home in West Scranton. This focus groups will be most effective if they are designed around different household types or lifestyle characteristics so that the focus groups help to identify a diverse range of housing types.

2.2. Recruit developers and property owners to pilot several new market-rate housing types based on market focus groups.

Armed with the research and recommended new housing typologies, the next step will be to recruit developers, financial backers, and property owners that are willing to help pilot a range of new market-rate housing options to test the market and see which housing options are the best fit to retain and attract higher-income households that are eager to call West Scranton home. As part of this series of market-rate housing pilots, there should be an associated marketing campaign that highlights how West Scranton caters to higher- and middle-income renters who are looking for a step up in the size or amenities available in downtown rental housing. A similar marketing campaign could be developed to match any patterns or niche markets within the mid- and high-income homebuyer market.

2.3. Increase supply of quality affordable rental units through new multifamily housing development along commercial corridors.

Lower income renter households also appear to be experiencing undue stress on their finances because of inadequate quality housing at their desired price point. There is an unmet need for quality affordable rental units as well as a potential mismatch between unit sizes/types and household sizes/types. New infill housing should work to integrate housing types at price points that cater to this unmet need as part of larger mixed-income developments. These higher density rental housing types also provide much-needed support for the businesses along Main Avenue and Luzerne Street that are in need of stronger customer bases that visit more frequently – something that close-by high-density housing is sure to provide.

2.4. Develop quality, affordable senior housing along commercial corridors and near community assets + anchors.

Many long-time West Siders are choosing to age in place because of their strong connections to the West Scranton community, but as they age their homes are often becoming burdens that cause physical and financial distress. While some seniors will choose to remain in these homes and seek out the support they need to adapt that home to meet their needs as they age, many seniors have expressed a desire for independent apartment-style senior housing options and accessible single-family detached rental units that would be more physically and financially comfortable for them while enabling them to remain in the community and remain active and connected to all the institutions and social networks of which they are a part. Developing multi-family senior housing will also in turn help to free up some of the older family-size homes for younger families that are better equipped to keep up with the maintenance demands of a historic home.



Jackson Skate Park, an underutilized community recreation asset with great views and great potential.



5

KEY DISTRICTS + CATALYST SITES

INCLUDED IN THIS CHAPTER:

District 1	96
District 2	106
District 3	114
District 4	120
District 5	124

The goals and strategies of the plan are interrelated and intended to work together to create: Distinctive Districts, Strong Connections and Dynamic Anchors - building from and enhancing existing assets. This chapter illustrates how strategies apply in each of the five districts.

DISTINCTIVE DISTRICTS

Five districts, each with a distinctive character and a strong integration of commerce, housing, open space network and community assets. Supported by a diverse and stable array of housing options in close proximity.

STRONG CONNECTIONS

Better links between districts – an elevated streetscape standard for key corridors and through-streets.

DYNAMIC ANCHORS

Well-supportive anchor or “catalyst” sites that serve as gathering places that draw residents from all over the neighborhood.



COMMUNITY CHARACTER

- Reinforce + celebrate West Side’s community neighborliness
- Integrate local institutions into vibrant districts



COMMERCIAL CORRIDORS

- Better define key districts
- Support + grow commercial corridors



SERVICES + AMENITIES

- Expand role of community centers, ensure sustainability
- Enhance + connect open space network to community (schools/business)
- Enhance key streets as an extension of the open space network



HOUSING

- Stabilize fragile markets
- Densify + diversify housing

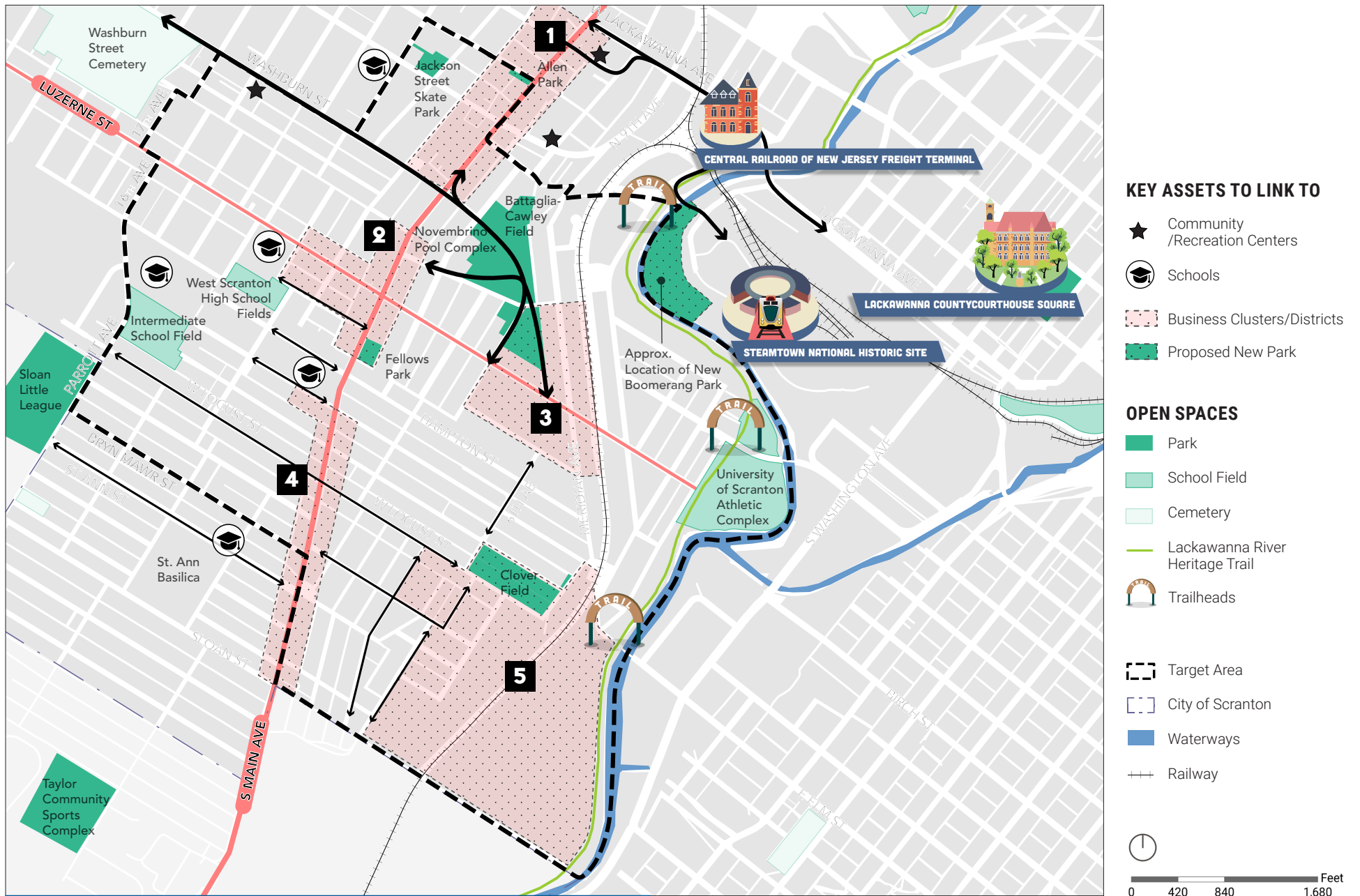
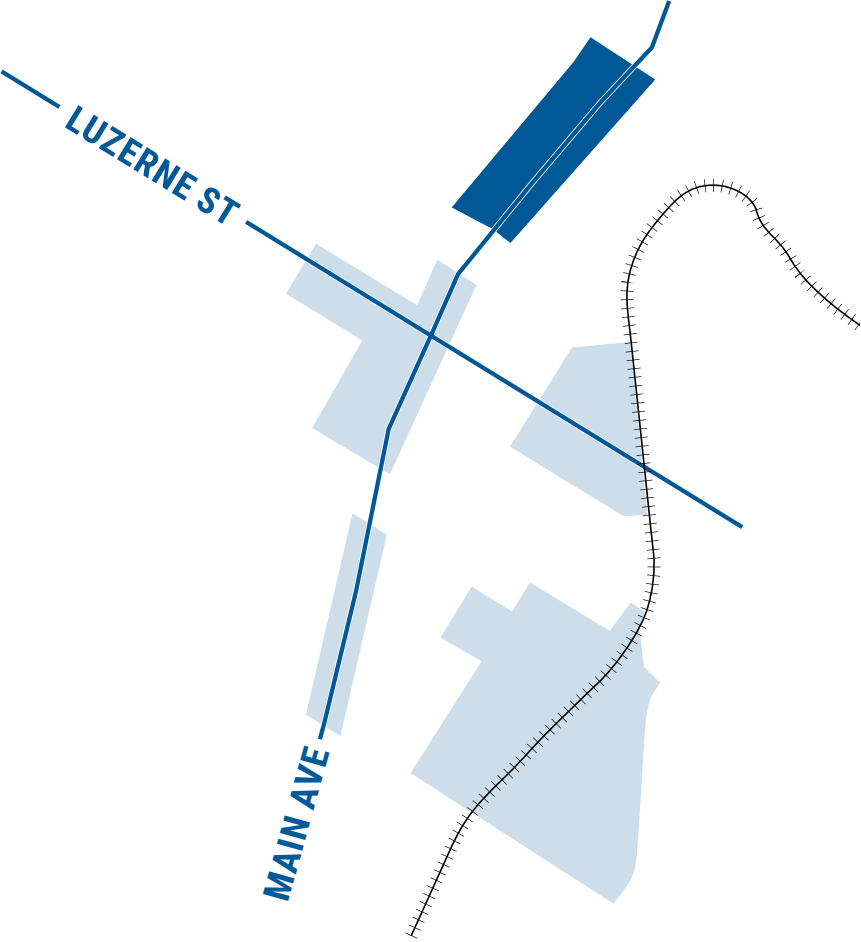


FIGURE 25. PHYSICAL PLAN FRAMEWORK - DISTINCTIVE DISTRICTS

Districts are highlighted, each of which will have a customized set of strategies.







DISTRICT 1






THE AVENUE

District 1 is northernmost gateway into the planning area and the busiest part of Main Avenue in terms of commercial activity, generally along Main Avenue and between Lackawanna Avenue and Washburn Street. The vision for “The Avenue” is to enhance its place as a charming, historic commercial core, home to unique retail, food, entertainment and nightlife where you can expect to meet locals and visitors seeking out a uniquely West Scranton experience.

CRITICAL IMPROVEMENTS

-  Pedestrian/Bike Connection
-  Crossing Guard Location
-  Enhanced Gateways
-  Catalyst Site

INTERVENTIONS BY TYPE

-  Safety Improvements
-  Amenities
-  Infrastructure + Circulation
-  Landscape Enhancements
-  Art/Creative Placemaking

HIGHLIGHTS

- Consider organizing Main Avenue chamber of commerce or business group
- Create a gateway at Lackawanna Ave and Main Ave, welcoming local and visitors to the commercial district. (Connect to future bridge improvements and link to “Boomerang Park”)
- Improve sidewalks and bicycle connections and take advantage of nearby Lackawanna River Heritage Trail.
- Catalyst Site: Improve parking lot / Allen Park
- Overall streetscape improvements (e.g., banners, lighting, planters, sidewalks)
- Connect to the Novembrino Pool Complex improvements



CATALYST SITE: ALLEN PARK + MUNICIPAL PARKING LOT



CRITICAL IMPROVEMENTS

- Pedestrian/Bike Connection
- Crossing Guard Location
- Enhanced Gateways
- Catalyst Site
- Housing Stabilization Zone

INTERVENTIONS BY TYPE

- Safety Improvements
- Amenities
- Infrastructure + Circulation
- Landscape Enhancements
- Art/Creative Placemaking

ASSETS + KEY SITES

- Schools + Community Centers
- Church
- Public Housing
- Vacant Lots
- Vacant Storefront

OPEN SPACE NETWORK

- Park
- School Field
- Cemetery
- Lackawanna River Heritage Trail
- Trailheads
- Waterways
- Railway

FIGURE 26. DISTRICT 1 STRATEGY

Proposed interventions are highlighted according to type.

ALLEN PARK + MUNICIPAL PARKING LOT

OPTION 1: NEW HOUSING DEVELOPMENT

Option 1 includes a proposed corner building at the intersection of Main Avenue and Price Street where there is a parking lot currently. Housing would help to bring residents and activity to the Avenue. Improvements to Allen Park are envisioned.

CURRENT USES & ZONING:

Allen Park is currently used as a pocket park and is across from a City of Scranton municipal parking. Allen Park is zoned as Park/Cemetery and the parking lot is C-N Neighborhood Commercial. Residential uses are currently permitted in C-N district with zero front and side yard setbacks. Proposed changes to current zoning would depend on number and type of units and square footages.

Proposed option 1

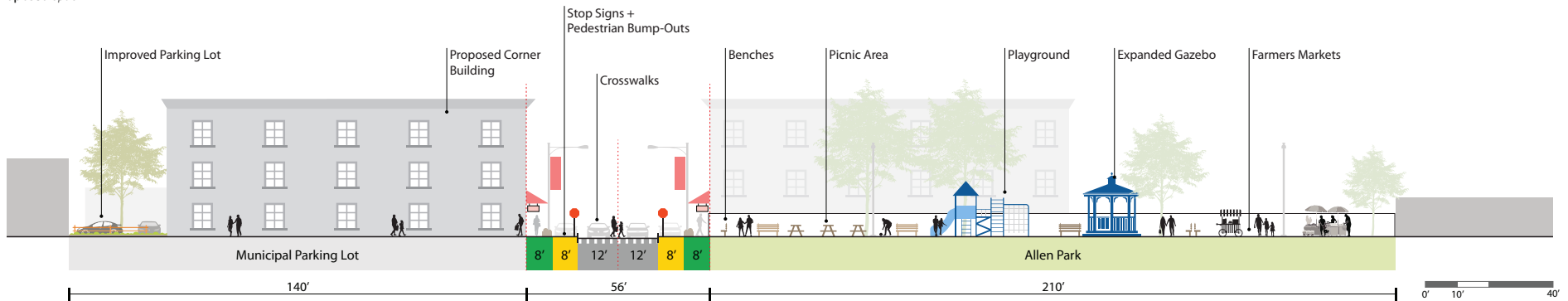


FIGURE 27. DISTRICT 1 CATALYST SITE SECTION - PROPOSED OPTION 1

Street section looking south down Main Avenue with improvements to Allen Park and a potential corner building.



FIGURE 28. DISTRICT 1 CATALYST SITE PLAN - PROPOSED OPTION 1

Proposed interventions are highlighted according to type.

ALLEN PARK + MUNICIPAL PARKING LOT

OPTION 2: ENHANCED PARKING LOT

Option 2 assumes that the parking lot will remain, however it can be improved through better circulation, landscape, and stormwater management improvements. Potential for a new mural facing the parking lot. Improvements to Allen Park are envisioned with safe crossing and streetscape improvements.

CURRENT USES & ZONING:

Allen Park is currently used as a pocket park and is across from a City of Scranton municipal parking. Allen Park is zoned as Park/Cemetery and the parking lot is C-N Neighborhood Commercial. No changes to zoning would be needed to allow for proposed improvements.

Proposed option 2

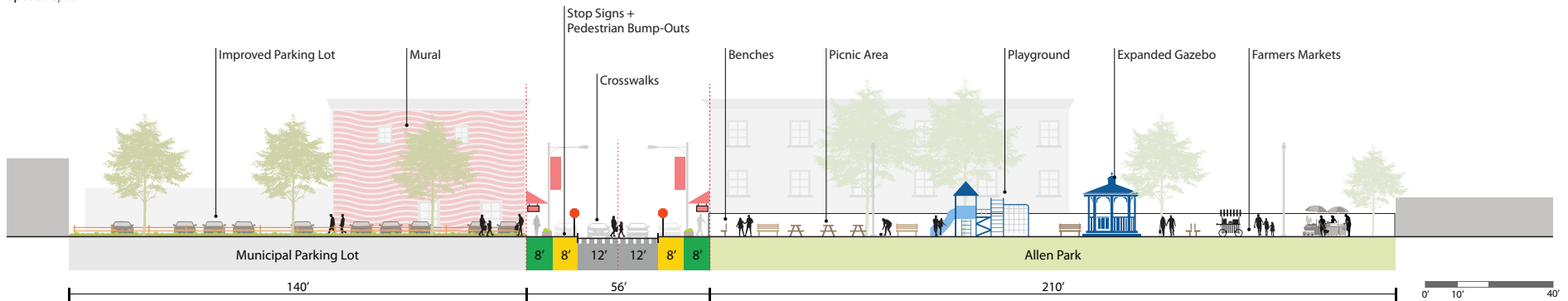


FIGURE 29. DISTRICT 1 CATALYST SITE SECTION - PROPOSED OPTION 2

Street section looking south down Main Avenue with improvements to Allen Park and an improved parking lot.



FIGURE 30. DISTRICT 1 CATALYST SITE PLAN - PROPOSED OPTION 2

Proposed interventions are highlighted according to type.





This image shows what the proposed changes to Allen Park and the Municipal Parking Lot could look and feel like, if implemented according to the proposed option 2.



This image shows the existing conditions for the Allen Park and Municipal Parking Lot catalyst site.



BANNERS CELEBRATING LOCAL CULTURE AND HISTORY

PUBLIC ART / MURALS

LIGHT POLES, STREET TREES AND PLANTING TO IMPROVE SIDEWALK CONDITIONS

IMPROVED AMENITIES & LANDSCAPE WITHIN ALLEN PARK

TEMPORARY POP-UP EVENTS

REPAVED AND REPAINTED MUNICIPAL PARKING LOT

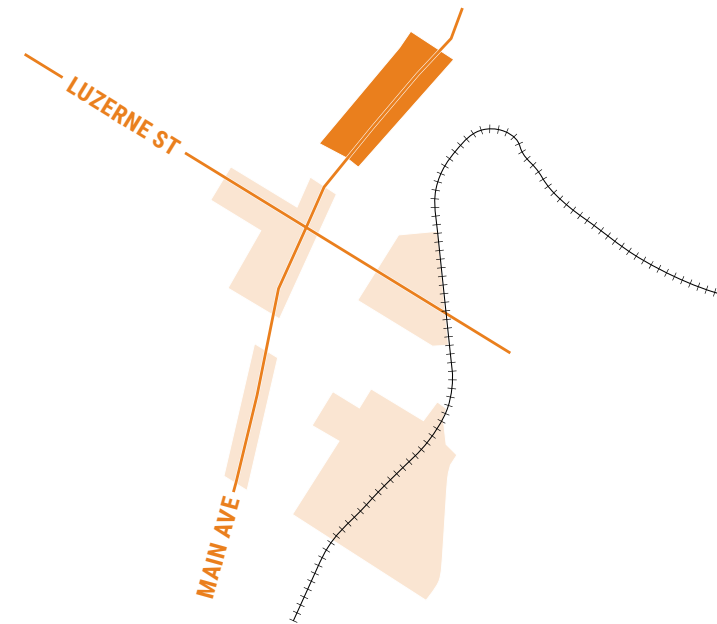
PAINTED CROSSWALK TO IMPROVE SAFETY AND VISIBILITY



CATALYST SITE ACTION PLAN:

ALLEN PARK + MUNICIPAL PARKING LOT

Action	
1.	Work with City of Scranton Parks & Recreation to review concept plans for Allen Park improvements and discuss ideas for implementing park design improvements and operations and maintenance.
Potential Partners	City of Scranton Parks & Rec; Pocket Park Collaborative / Friends of Group; Nearby Business Owners / Business Association
2.	Plan for temporary pop-up events (e.g., farmers market) in Allen Park. Explore integration of public art highlighting local culture and history through murals and temporary (or permanent) installations within Allen Park.
Potential Partners	City of Scranton Parks & Rec; Pocket Park Collaborative; Nearby Business Owners; Educational Foundation of America
3.	Work with City of Scranton and the State Representative's Office to plan for future funding of street and sidewalk conditions improvements along Main Avenue (focus on sidewalk crossing, bump-outs, and sidewalk improvements). Explore funding for safety improvements (e.g., Safe Routes to School).
Potential Partners	City of Scranton DPW; PennDOT; Nearby Business Owners; Local advocacy (e.g., BikeLackawanna); Lackawanna County; DCED Multimodal Transportation Fund
4.	Consider temporary pedestrian crossing improvements until funding for new crosswalks is secured. Work with surrounding property owners to explore mural ideas
Potential Partners	City of Scranton DPW; PennDOT, surrounding property owners
5.	Repave municipal parking lots and repaint parking lines to create better circulation, improved safety ingress and egress, and stormwater management.
Potential Partners	City of Scranton DPW; PennDOT



TOP PRIORITY FOR RESIDENTS:

» Amenities



Farmers Market / Other Pop-Up Events

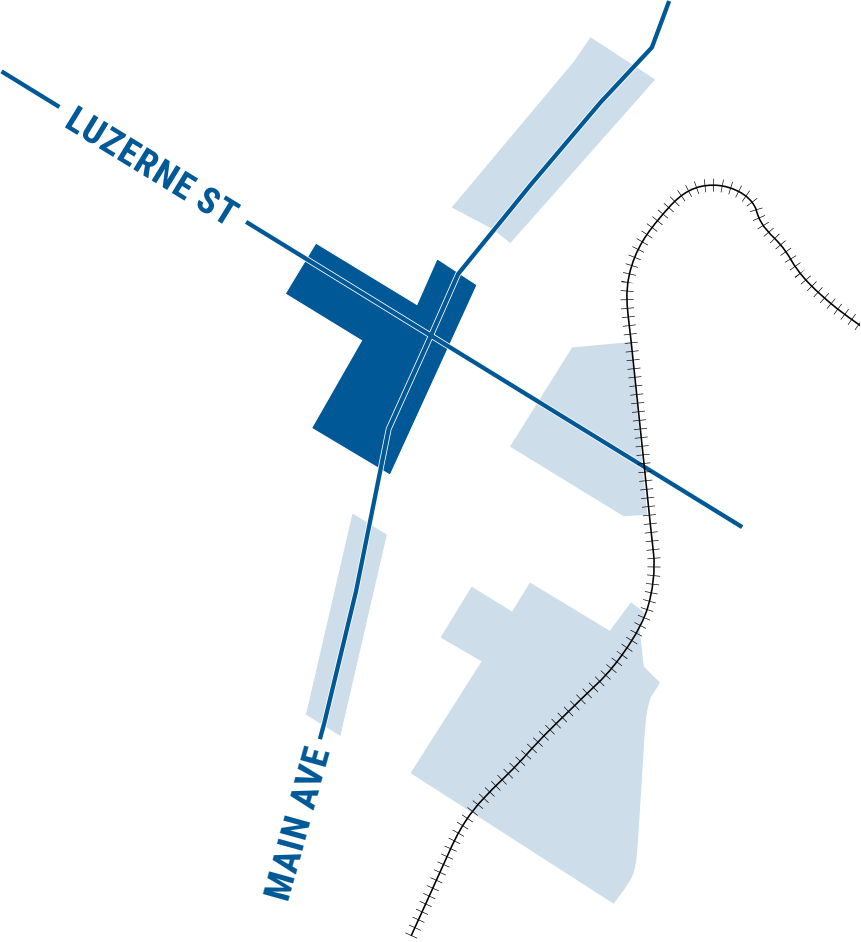
» Safety Improvements



Lighting



Ongoing Maintenance & Clean-Up







DISTRICT 2






THE CROSSROADS

District 2 is central to the neighborhood and includes West Scranton High School along Luzerne Street. A future for the “Crossroads” area is a iconic, highly visible gateway and a hub of community services where you can expect to run into neighbors. Students, families, and residents regularly travel through this area taking advantage of recreation and open space, as well as connections to other parts of the neighborhood.

CRITICAL IMPROVEMENTS

-  Pedestrian/Bike Connection
-  Crossing Guard Location
-  Enhanced Gateways
-  Catalyst Site

INTERVENTIONS BY TYPE

-  Safety Improvements
-  Amenities
-  Infrastructure + Circulation
-  Landscape Enhancements
-  Art/Creative Placemaking

HIGHLIGHTS

- Enhanced safety and pedestrian crossings at key locations
- Catalyst site improvements to eliminate blight and improve character
- Strong connections to and from the High School and the Elementary School
- Improvements to Fellow Park as planned
- Connect to Main Avenue and the newly improved recreation offerings



CATALYST SITE: LUZERNE VACANT LOTS



West Scranton High School has done a lot to make the landscaping around the high school look beautiful over the years. It would be great if the street leading up to the high school looked well-kept too. - Kara Kofira



Proposed interventions are highlighted according to type.

LUZERNE VACANT LOTS

OPTION 1: FAMILY HOUSING

CURRENT USES & ZONING:

The Luzerne Street vacant lots are currently vacant (former residential) and zoned as R2 (Residential). Current R2 zoning allows single-family, attached, and duplexes. Proposed housing units are setback 5-10 feet from street, the required R2 front yard setback of 20' may need to be modified to allow closer placement to Luzerne St. Municipal parks are permitted in all residential zones, if publically owned.



Active community park space, suitable for events and gatherings
SOURCE: GOLDEN TRIANGLE, DC



Potential housing typology
SOURCE: WRT

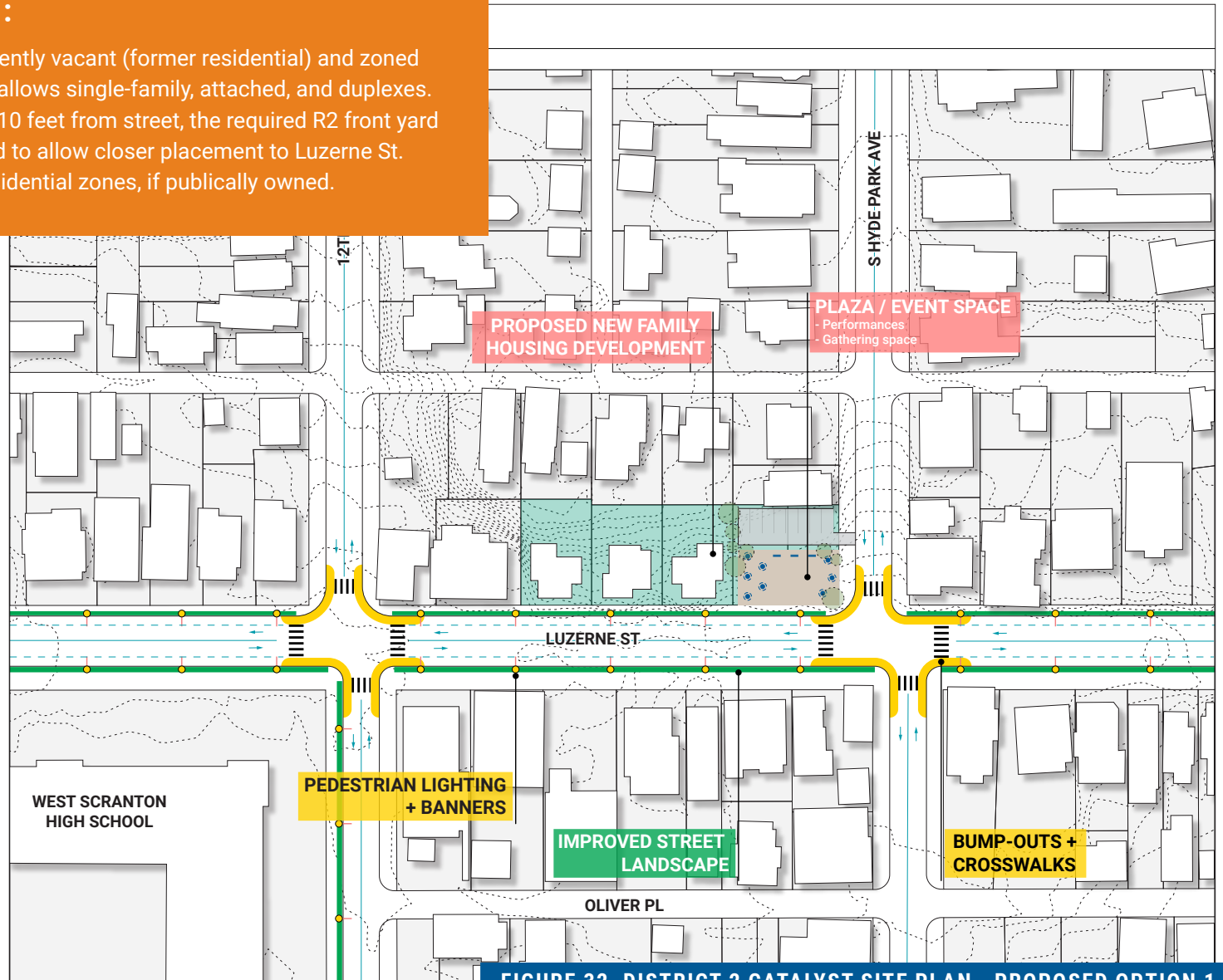


FIGURE 32. DISTRICT 2 CATALYST SITE PLAN - PROPOSED OPTION 1

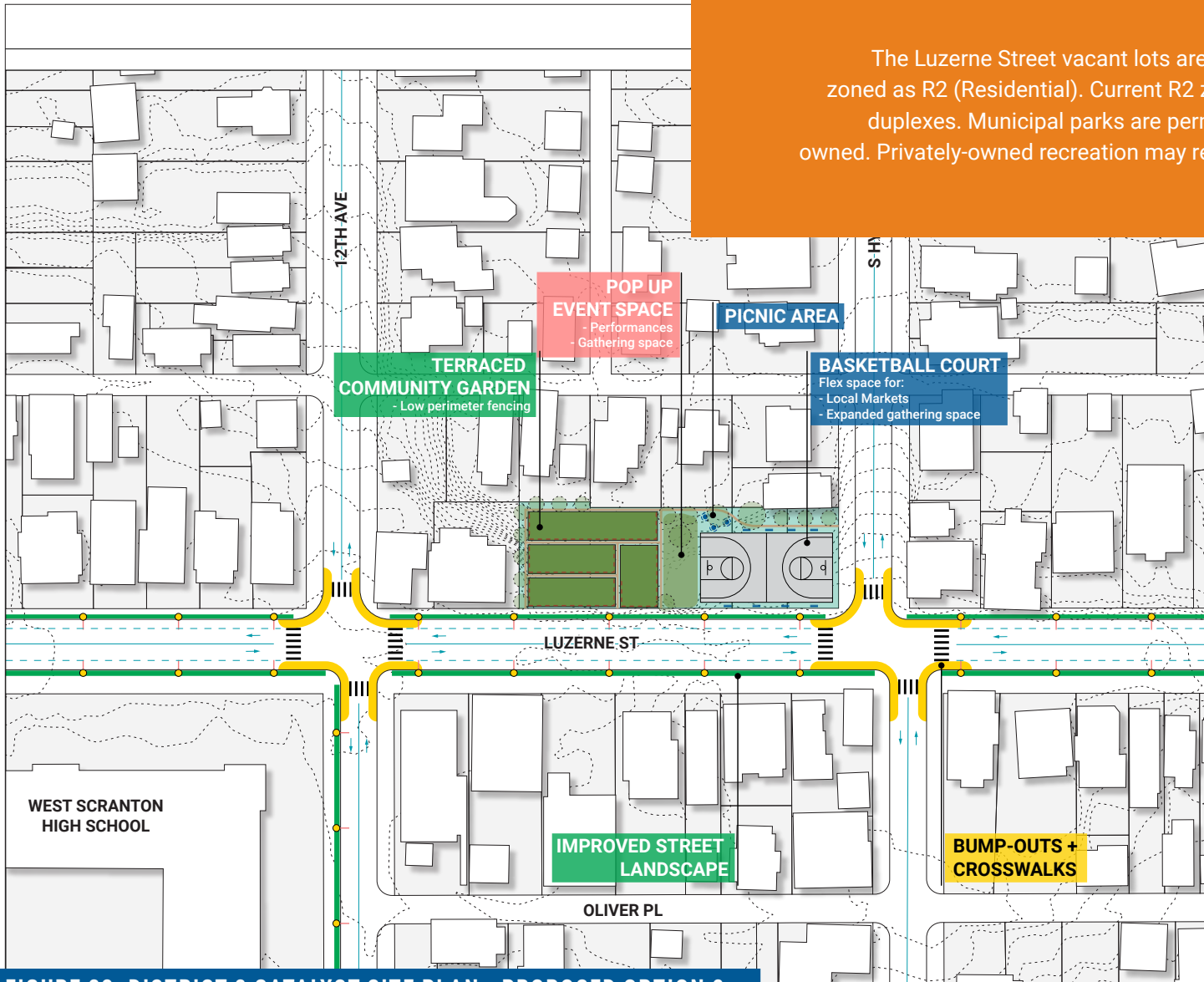
Located on Luzerne Street, east of the High School, Option 1 is to develop the site with a mix of new family housing at the front of the lot avoiding steep slopes, combined with a community plaza or event space on the corner of Hyde Park Ave. Parking adjacent to plaza. Proposed interventions are highlighted according to type.

LUZERNE VACANT LOTS

OPTION 2: YOUTH-FOCUSED OPEN SPACE AMENITY

CURRENT USES & ZONING:

The Luzerne Street vacant lots are currently vacant (former residential) and zoned as R2 (Residential). Current R2 zoning allows single-family, attached, and duplexes. Municipal parks are permitted in all residential zones, if publically owned. Privately-owned recreation may require special exception and currently are required to have a minimum of 3 acres.



Community garden example
SOURCE: SUSTAINABLE AMERICA



Active recreation and pop-up event example
SOURCE: WEST ANAHEIM FARMERS' MARKET



FIGURE 33. DISTRICT 2 CATALYST SITE PLAN - PROPOSED OPTION 2

Located on Luzerne Street, east of the High School, Option 2 is to transform the vacant lots into a usable, open space and recreation amenity for local residents and students. Potential partnership with the school district. Proposed interventions are highlighted according to type.

LUZERNE VACANT LOTS

OPTION 3: MULTI-GENERATIONAL OPEN SPACE

CURRENT USES & ZONING:

The Luzerne Street vacant lots are currently vacant (former residential) and zoned as R2 (Residential). Current R2 zoning allows single-family, attached, and duplexes. Municipal parks are permitted in all residential zones, if publically owned. Privately-owned recreation may require special exception and currently are required to have a minimum of 3 acres.



Bocce court example
SOURCE: MARK DRAGO



Outdoor chess and picnic tables
SOURCE: AL PAVANGKANAN

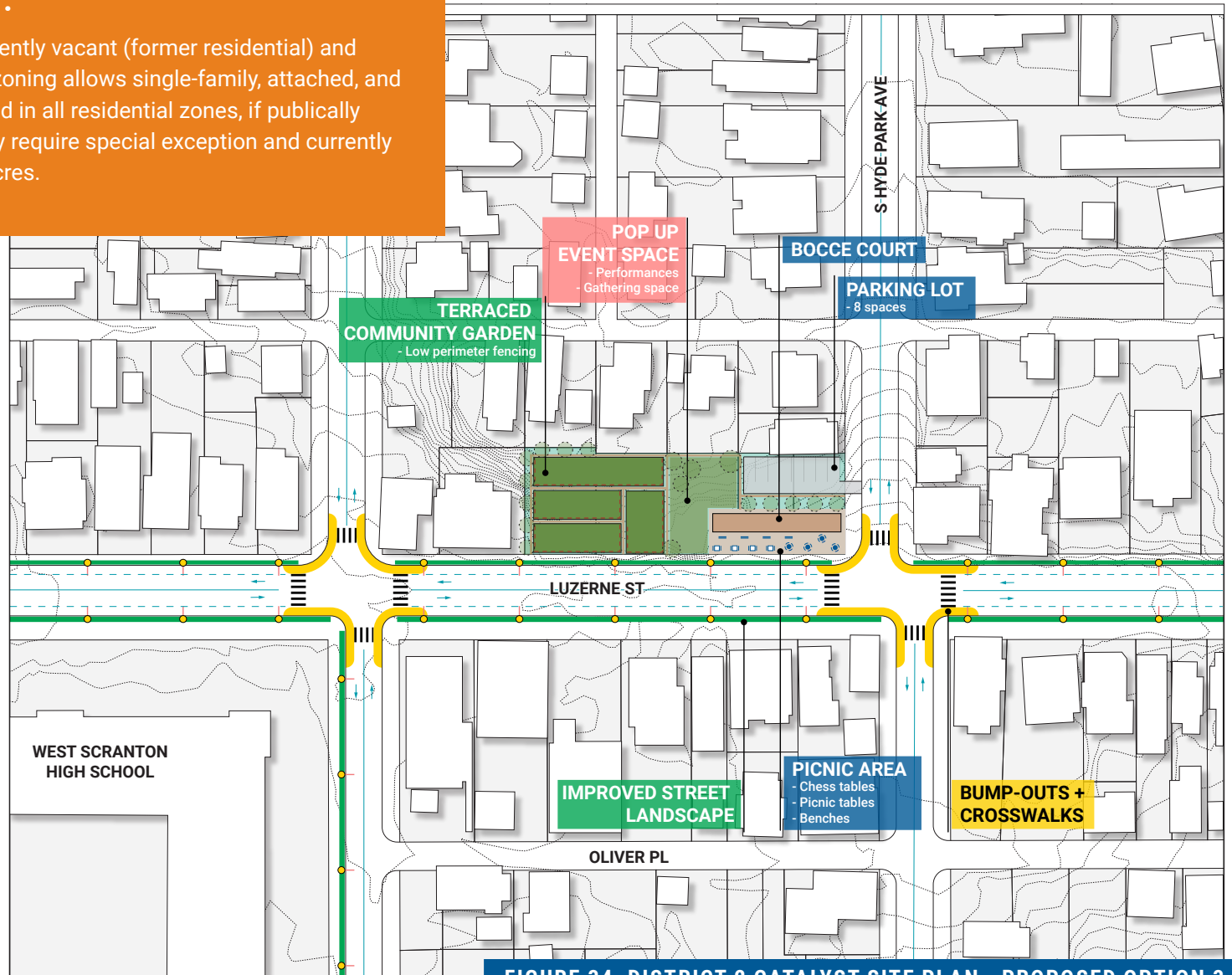


FIGURE 34. DISTRICT 2 CATALYST SITE PLAN - PROPOSED OPTION 3

Located on Luzerne Street, east of the High School, Option 3 is to develop the site with a mix of new family housing at the front of the lot avoiding steep slopes, combined with a community plaza or event space on the corner of Hyde Park Ave. Parking adjacent to plaza. Proposed interventions are highlighted according to type.



0 35 70 140 Feet

CATALYST SITE ACTION PLAN:

LUZERNE VACANT LOTS

Action

1. Work with the Lackawanna County Land Bank to collect relevant parcel information, clean and green the lots, and develop a plan for site reuse with NeighborWorks as the lead.

Potential Partners Lackawanna County Land Bank; City of Scranton

2. Retain a consultant to develop basic costs estimates and feasibility of developing the parcels for residential uses, open space, and/or accessory parking.

Potential Partners City of Scranton

3. Evaluate site feasibility study and determine reuse preferences. Consult neighbors to test different ideas for the site following the environmental feasibility study.

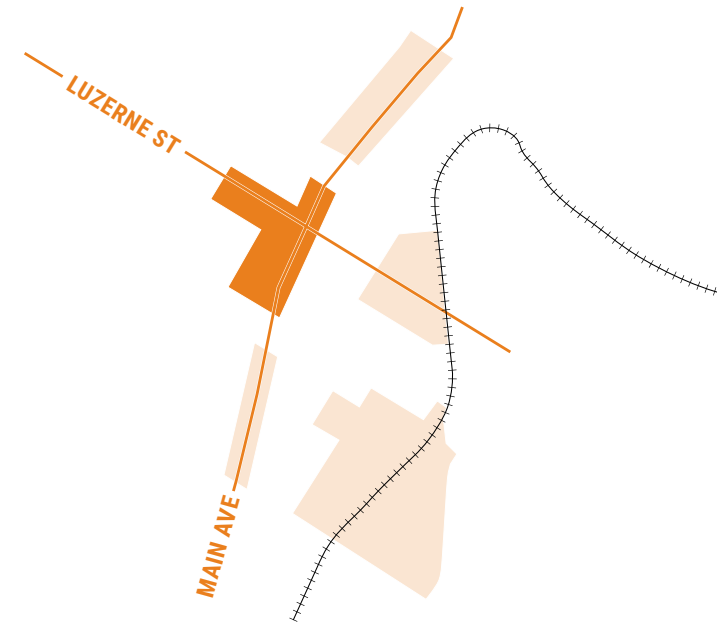
Potential Partners City of Scranton; School District

4. Work with the School District and city partners to determine programming for outdoor space (e.g., plaza, community garden, active recreation).

Potential Partners City of Scranton; School District

5. Explore funding streams for streetscape and safety improvements along Luzerne St connecting to West Scranton High School. Consider partnerships to maintain spaces (e.g., urban farm).

Potential Partners City of Scranton; School District; Highmark Foundation; Walgreens Foudnation



TOP PRIORITY FOR RESIDENTS:

» Best Use



Public Open Space / Recreation

» Amenities



Garden



Seating / Benches + Tables



WEST
SCRANTON
HIGH
SCHOOL

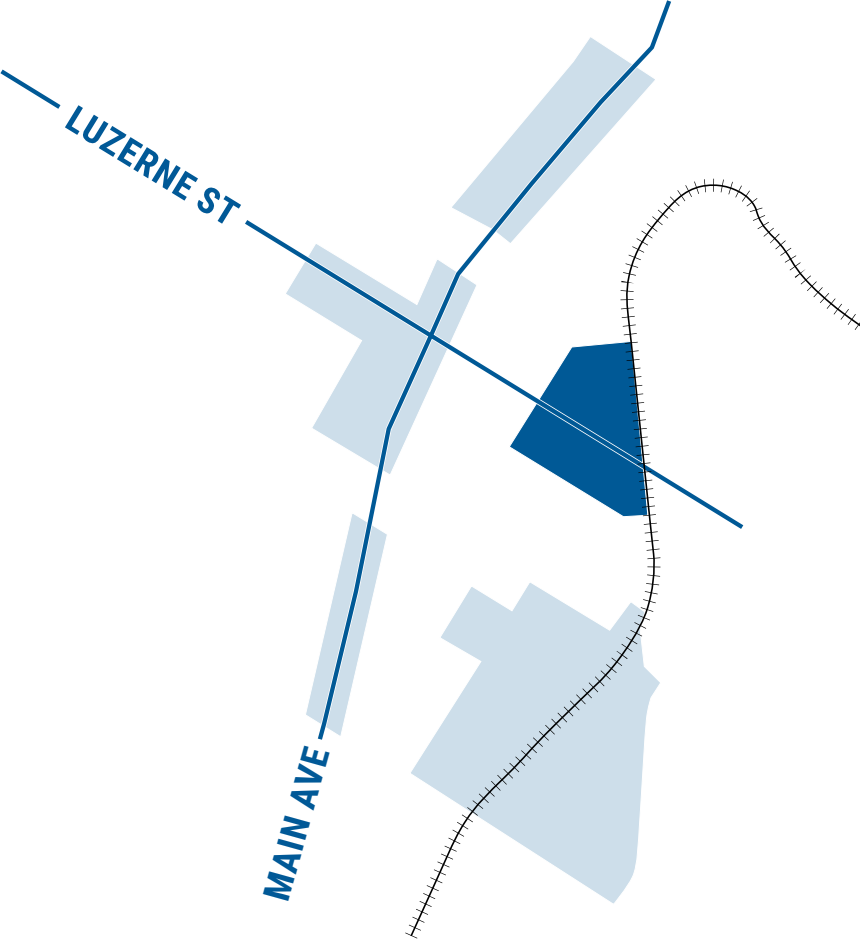
INVADER
PRIDE

SCHOOL
SPEED
LIMIT
15



◀◀ This image shows what the proposed changes to Luzerne Street could look and feel like, with proposed redevelopment.









DISTRICT 3






LUZERNE CORNER

District 3 stretches along Luzerne Street, east of Main Avenue and including Meridian and Railroad Avenues. A future vision for the “Luzerne Corner” includes an enhanced shopping, restaurant, entertainment, combined with recreational opportunities serving as a hub with something for everyone in the family.

CRITICAL IMPROVEMENTS

-  Pedestrian/Bike Connection
-  Crossing Guard Location
-  Enhanced Gateways
-  Catalyst Site

INTERVENTIONS BY TYPE

-  Safety Improvements
-  Amenities
-  Infrastructure + Circulation
-  Landscape Enhancements
-  Art/Creative Placemaking

HIGHLIGHTS

- Re-establish Novembrino Pool Complex / Battaglia-Cawley Field as the central multi-use neighborhood park
- Connect to the U. of Scranton Athletic Complex
- Improve the Luzerne Shopping Center (catalyst site)
- Safe crossings, improved and connected sidewalks, bicycle safety improvements
- Create a gateway and entry to the district along Luzerne Street and the railroad bridge



CATALYST SITE: LUZERNE SHOPPING CENTER



FIGURE 35. DISTRICT 3 STRATEGY

Proposed interventions are highlighted according to type.

LUZERNE SHOPPING CENTER

OPTION 1: NEAR-TERM

- Contiguous parking and circulation
- Improved relation to pedestrian network
- Plaza space for seasonal programming
- Enhanced greening and landscaping

CURRENT USE & ZONING

- Current land use is commercial and zoning is C-G General Commercial
- No zoning change is anticipated to implement any near-term improvements

COMMUNITY INPUT

SAFER WALKING PATHS AND STREET CROSSINGS

- Walkability + Better Sidewalks
- Highlight intersections / safe crossings, especially for school traffic
- Proper lighting
- Add a bus stop in the plaza

MORE TREES AND OPEN SPACES TO PLAY

- Dog Park
- Sitting area/benches
- Children's play areas
- Farmers Market / Food Truck Festival

GREENING + BEAUTIFICATION

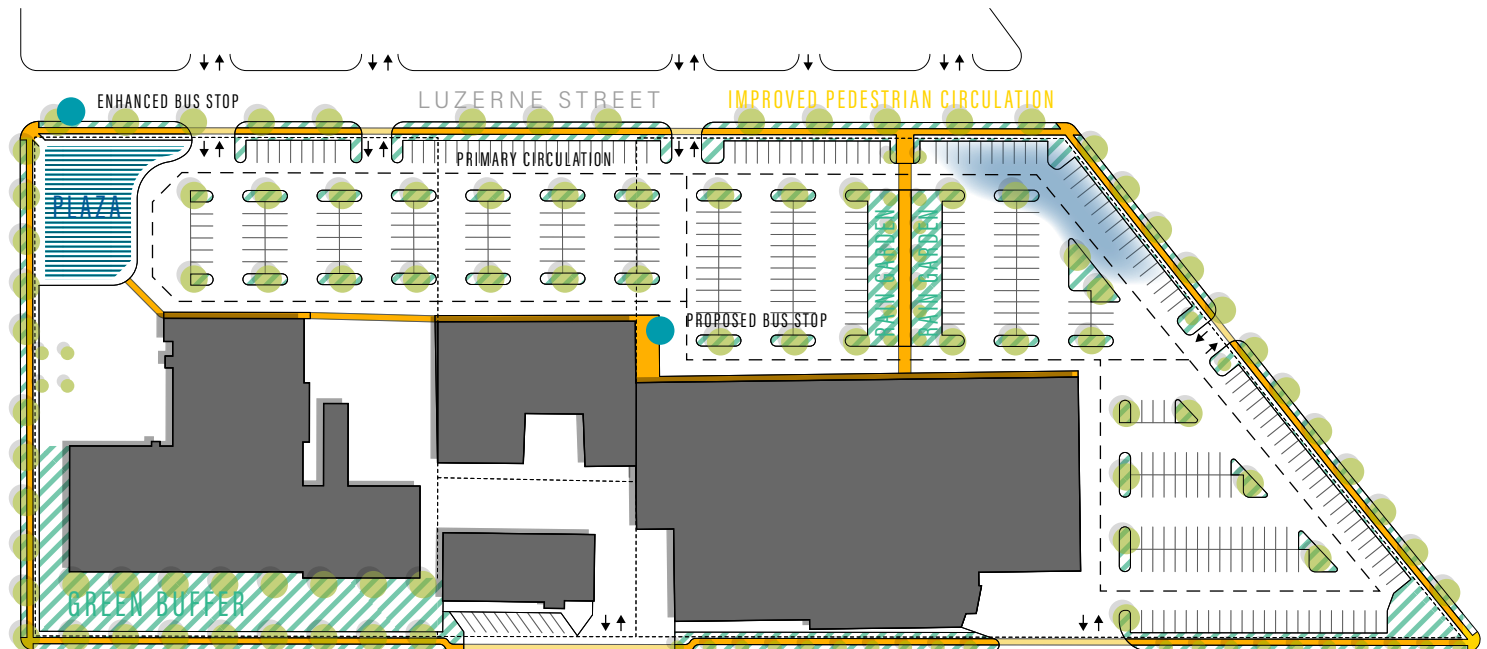
- Curb appeal
- Less asphalt
- Streetscape improvements such as more trees to create more of a main street or greenway vibe
- Enhanced landscaping



Addition of temporary markets to diversify and bring activity to shopping center.
SOURCE: SIOUX CITY FARMERS MARKET



Example showing attractive landscape, street trees, pedestrian amenities, along a formerly suburban auto-oriented corridor.
SOURCE: CASTRO VALLEY, BRUCE DAMONTE



PARKING:

Existing* - 419
Proposed - 367

*APPROXIMATE COUNT- ONLY STRIPED SPOTS

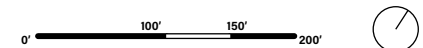


FIGURE 36. DISTRICT 3 CATALYST SITE PLAN - PROPOSED OPTION 1

A key opportunity site identified by the community, Option 1 for the Luzerne Shopping Center area includes short-term enhancements to improve parking, circulation, and community sense of place. More street trees for shade, safe pedestrian access, green buffers, and a new plaza are envisioned. Proposed interventions are highlighted according to type.

COMMUNITY INPUT

COMMERCIAL USES

- More Businesses: Big/National + Small/Local
- Bar/restaurant
- Coffee Shop / Café
- Ice Cream Shop
- Farmers Market / Food Truck Festival
- Hotel

HOUSING

- Elderly and disabled housing

SERVICES + RECREATIONAL AMENITIES

- Event Venue / Outdoor Projection Screen
- Early Childhood Learning
- Family-Friendly Indoor Recreation Amenity (escape room, laser tag, arts center, gym, movie theatre)
- Outdoor Recreation Amenity
 - o Miniature golf
 - o Skate Park
 - o Lighted basketball courts or other fields/courts

LUZERNE SHOPPING CENTER

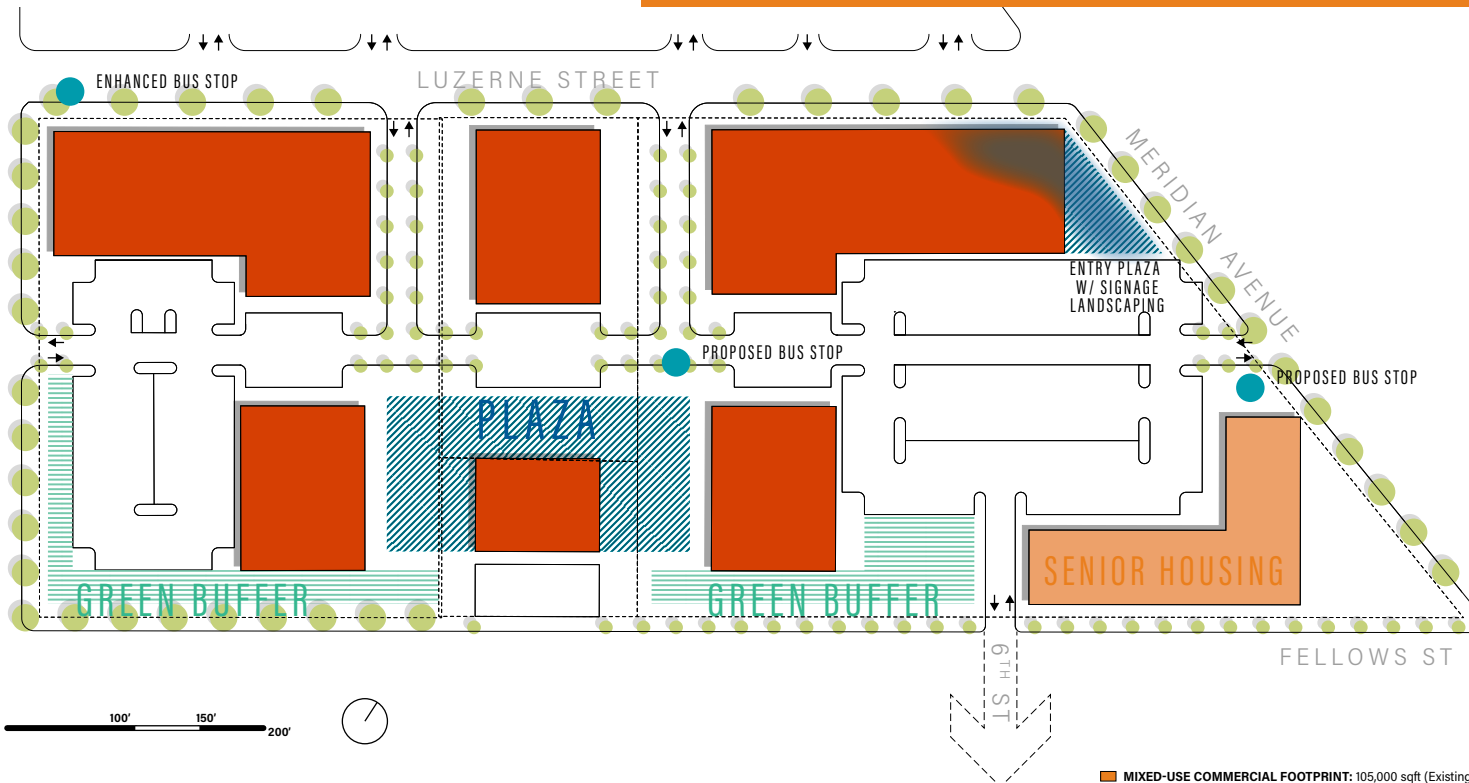
OPTION 2A: LONG-TERM MIXED-USE REDEVELOPMENT

COOPERATIVE MULTI-PARCEL REDEVELOPMENT

In this scenario, private property owners of the 4 parcels that compose this site agree to integrate vehicular and pedestrian circulation but retaining building footprints that are within parcel boundaries.

CURRENT USE & ZONING

Current land use is commercial and zoning is C-G General Commercial
Senior Housing is not currently permitted in C-G;
Zoning would need to be revised or apply for a variance.



Shopping / town center with landscape, safe crossings, and circulation.
SOURCE: SCOTT GRIFFIN ARCHITECTS



Example for active street and place with entertainment uses with lighting and pedestrian activity in a mixed-use center.
SOURCE: HLB LIGHTING

FIGURE 37. DISTRICT 3 CATALYST SITE PLAN - PROPOSED OPTION 2A

Option 2A envisions redevelopment of the site assuming that the parcels cannot be combined or re-subdivided (currently there are multiple owners). Redevelopment can still occur in a cooperative fashion and may include retail, entertainment, and housing, and the new development pattern could still accommodate all current tenants. Proposed interventions are highlighted according to type.

■	MIXED-USE COMMERCIAL FOOTPRINT: 105,000 sqft (Existing: 126,000 sqft)
■	SENIOR HOUSING FOOTPRINT: 18,500 sqft
PARKING:	
Existing	419
Provided	315 sp
Required*	420 sp
*NOT INCLUDING RESIDENTIAL REQUIREMENT-PROPOSE SHARED PARKING?	
⌈	Parcels

LUZERNE SHOPPING CENTER

OPTION 2B: LONG-TERM MIXED-USE REDEVELOPMENT

UNIFIED REDEVELOPMENT OF CONSOLIDATED PARCEL

In this scenario, private property owners have either been bought out by a single property owner or agreed to redevelop as a single partnership, consolidating parcel boundaries for redevelopment.

CURRENT USE & ZONING

- C-G General Commercial would need to be revised to allow Senior Housing (townhouses are currently permitted). Current front and rear yard setbacks are required at 10 ft, which would require zoning modification for C-G, variance, or rezoning to C-N or C-D District.

COMMUNITY INPUT

COMMERCIAL USES

- More Businesses: Big/National + Small/Local
- Bar/restaurant
- Coffee Shop / Café
- Ice Cream Shop
- Farmers Market / Food Truck Festival
- Hotel

HOUSING

- Elderly and disabled housing

SERVICES + RECREATIONAL AMENITIES

- Event Venue / Outdoor Projection Screen
- Early Childhood Learning
- Family-Friendly Indoor Recreation Amenity (escape room, laser tag, arts center, gym, movie theatre)
- Outdoor Recreation Amenity
 - o Miniature golf
 - o Skate Park
 - o Lighted basketball courts or other fields/courts



Shopping / town center with landscape, safe crossings, and circulation.
SOURCE: SCOTT GRIFFIN ARCHITECTS



Example for active street and place with entertainment uses with lighting and pedestrian activity in a mixed-use center.

SOURCE: HLB LIGHTING

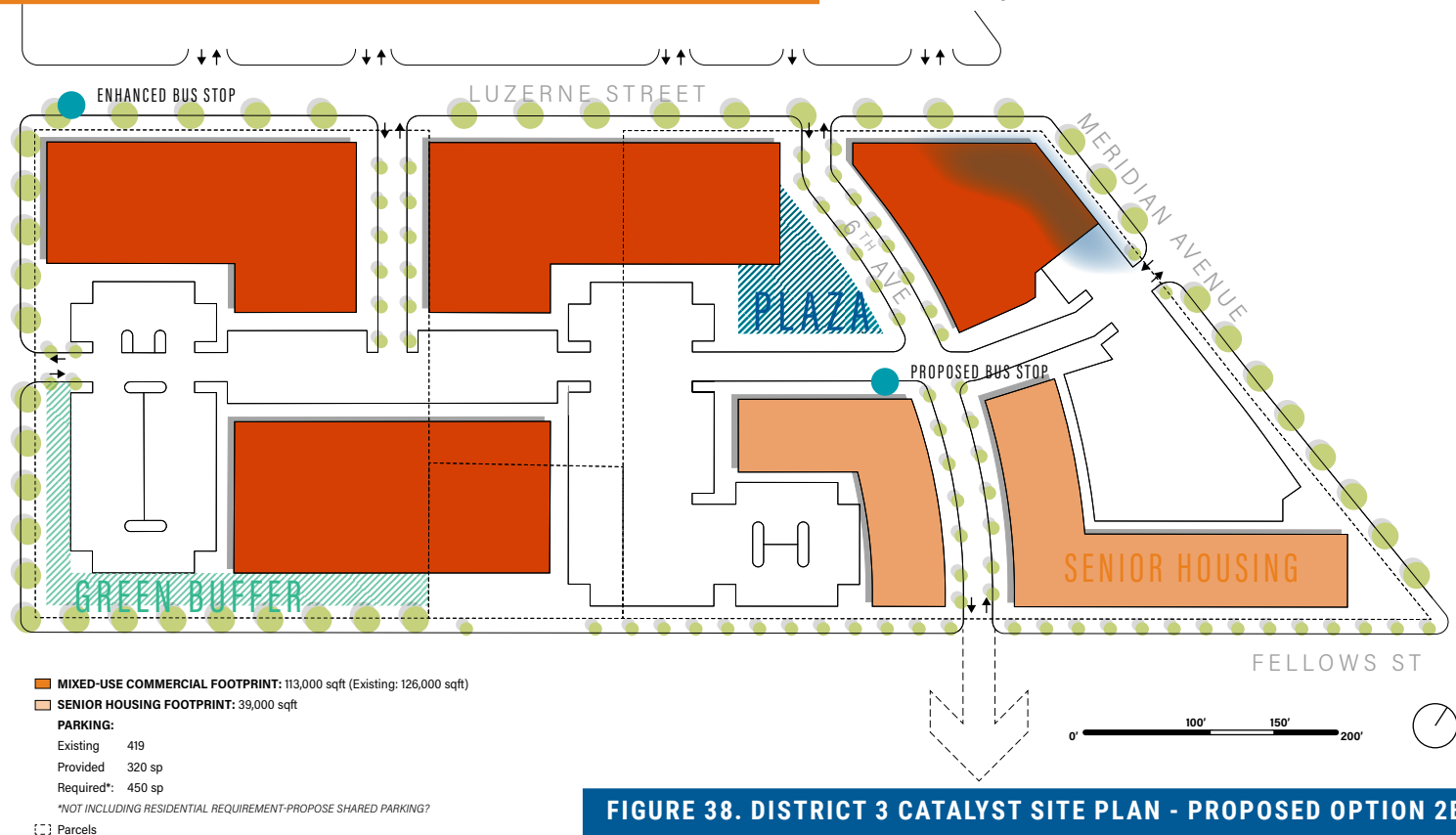


FIGURE 38. DISTRICT 3 CATALYST SITE PLAN - PROPOSED OPTION 2B

Option 2B is similar except that this vision assumes consolidated parcels and ownership. Redevelopment may include retail, entertainment, and housing, and the new development pattern could still accommodate all current tenants. Proposed interventions are highlighted according to type.

CATALYST SITE ACTION PLAN:

LUZERNE SHOPPING CENTER

Action

1. Work with shopping center property owners to review needs and vision for near and long-term enhancements to this vital shopping center, ultimately improving safety, stormwater management, pedestrian character, and experience.

Potential Partners

Property Owners; City of Scranton

2. Determine how NeighborWorks and the community can support property owners in implementing the short-term enhancements: 1) (repaving parking lot to create contiguous parking and circulation, 2) Improving pedestrian connections within and between site, 3) enhancing curb appeal and stormwater management.

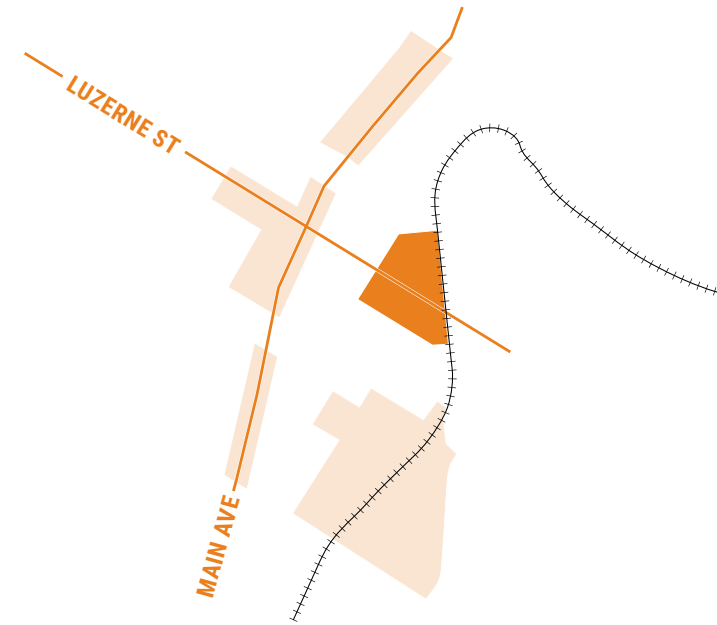
Potential Partners

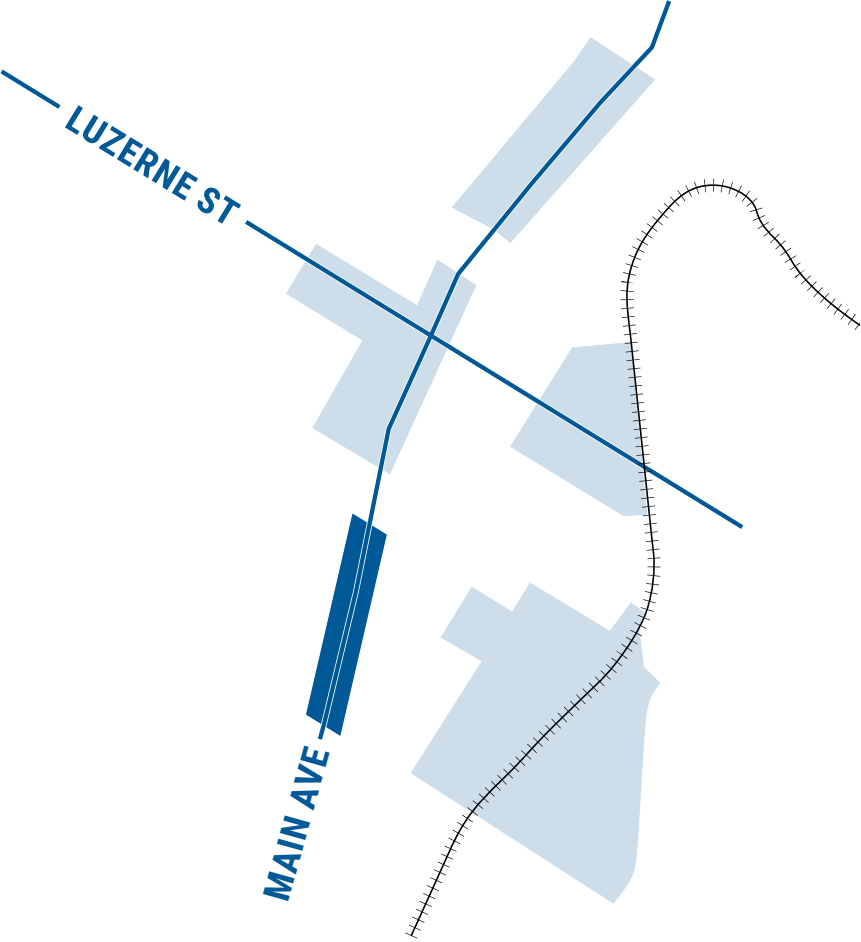
Property Owners; City of Scranton; Local Business Association

3. Explore public-private partnership in the long-term to consider mixed-use redevelopment of the site. If mixed-use redevelopment is agreed upon, consider required zoning modifications and gather input from the surrounding community.

Potential Partners

Property Owners; City of Scranton; Local Business Association; UNC; Penn State University and/or the Extension Office (stormwater management BMPs)









DISTRICT 4

SOUTH MAIN GATEWAY + MEDICAL CORRIDOR

A dispersed set of distinctive, eye-catching businesses and services for meeting your everyday needs at a relaxed, sociable pace.

The District 4 plan includes South Main Avenue tying into community anchor, St. Ann's. This district envisions strengthening of the gateway and emerging medical / services corridor to create a welcoming, dispersed set of distinctive, eye-catching businesses and services for meeting your everyday needs at a relaxed, sociable pace.






CRITICAL IMPROVEMENTS

-  Pedestrian/Bike Connection
-  Crossing Guard Location
-  Enhanced Gateways
-  Catalyst Site

HIGHLIGHTS

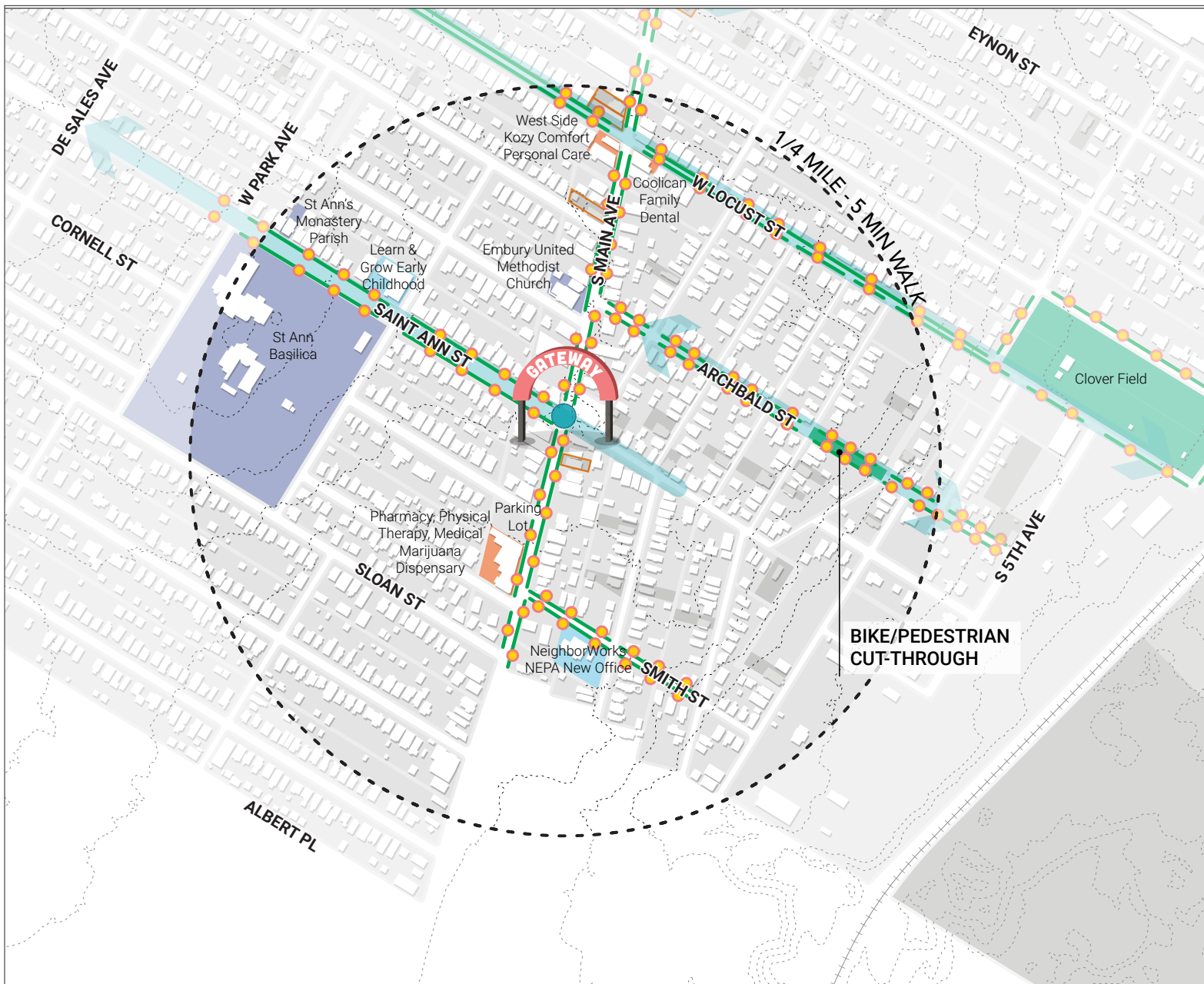
- Create a south gateway into West Scranton
- Improve primary streetscape and pedestrian connections along Saint Ann Street and W. Locust Street (and link to Clover Field with new improvements)
- Improve secondary connections along Smith Street (NeighborWorks new office location) and from Archbald Street

INTERVENTIONS BY TYPE

-  Safety Improvements
-  Amenities
-  Infrastructure + Circulation
-  Landscape Enhancements
-  Art/Creative Placemaking



CATALYST SITE: SMITH + MAIN



CRITICAL IMPROVEMENTS

- Pedestrian/Bike Connection
- Crossing Guard Location
- Enhanced Gateways
- Catalyst Site

INTERVENTIONS BY TYPE

- Safety Improvements
- Amenities
- Infrastructure + Circulation
- Landscape Enhancements
- Art/Creative Placemaking

ASSETS + KEY SITES

- Schools + Community Centers
- Church
- Public Housing
- Vacant Lots
- Vacant Storefront

OPEN SPACE NETWORK

- Park
- School Field
- Cemetery
- Lackawanna River Heritage Trail
- Trailheads
- Waterways
- Railway
-

FIGURE 39. DISTRICT 4 STRATEGY

Proposed interventions are highlighted according to type.

SMITH + MAIN

MEDICAL OFFICE DEVELOPMENT + NEIGHBORWORKS NEPA OFFICE

Three major ongoing investments are anchoring the emergence of a new medical and office hub at the southern gateway to West Scranton: the soon-to-be completed streetscape improvements, the recently completed medical office development and the NeighborWorks NEPA new office just across Main Avenue on Smith Street.

CURRENT USE & ZONING

- Current uses include office, healthcare and wellness. Current zoning of C-N permits such uses.



MEDICAL OFFICE DEVELOPMENT

This \$5.5 million new investment in the medical corridor is now home to a physical therapy office, pharmacy, home health company and a medical marijuana dispensary.



NEIGHBORWORKS NEPA OFFICE

NeighborWorks Northeastern Pennsylvania is in the process of renovating what will become their new office in 2020, replacing the former credit union behind the gas station. NeighborWorks envisions this as a hub for revitalization and community building in West Scranton.

Other assets, recent and ongoing improvements in this district:

- A \$2.5 million streetscape improvement project funded by a RACP grant from the State of Pennsylvania will be completed soon. The city has issued an RFP and selected a contractor to complete streetscape improvements such as new sidewalks, period lighting, and intersection signal improvements.
- Work is underway on the Sunoco gas station where the building is being expanded so that a bottle shop and fast food restaurant can be added.
- A private developer demolished a small commercial building and closed church to make way for new development.
- The existing restaurant and dance studio remain

CATALYST SITE ACTION PLAN:

SMITH + MAIN

Action

1. Ongoing coordination with surrounding property owners to identify additional opportunities for investment.

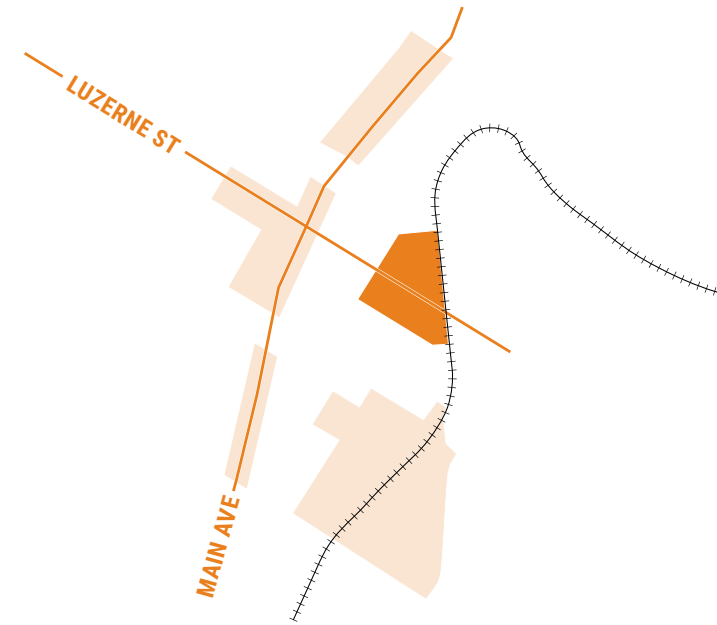
Potential Partners | Property Owners; City of Scranton

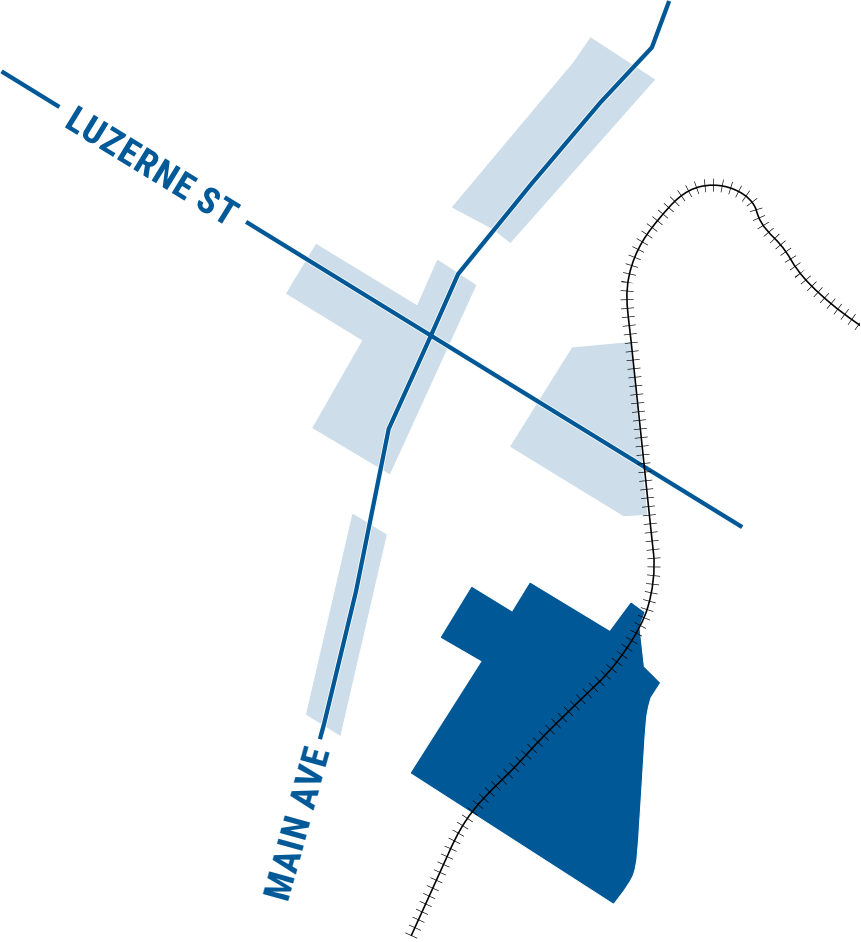
2. Seek out funding and partnerships to improve streetscape and pedestrian connections to the surrounding neighborhood.

Potential Partners | Property Owners; City of Scranton; Local Business Association

3. Create a south gateway to strengthen the connection with the rest of the neighborhood.

Potential Partners | Property Owners; City of Scranton; Local Business Association









DISTRICT 5

CLOVER-INDUSTRIAL DISTRICT






A reliable, accountable, and well-maintained set of industrial service businesses that provide good jobs and keep the city running smoothly.

The District 5 plan for “Clover-Industrial District” supporting the local economy with reliable, accountable, and well-maintained set of industrial service businesses that provide good jobs and keep the city running smoothly. This district includes enhanced Clover Field recreation opportunities, a potential dog park or other community amenity, and improved relationship to the Trail. Potential for a pedestrian / bicycle only connection – extension from Archbald Street east towards 6th Avenue (where there is currently no vehicle connection).

CRITICAL IMPROVEMENTS

-  Pedestrian/Bike Connection
-  Crossing Guard Location
-  Enhanced Gateways
-  Catalyst Site

INTERVENTIONS BY TYPE

-  Safety Improvements
-  Amenities
-  Infrastructure + Circulation
-  Landscape Enhancements
-  Art/Creative Placemaking

HIGHLIGHTS

- Diversify activity at Clover Field to provide recreation and gathering opportunities for more community residents
- Better screen and landscape industrial uses of the neighborhood, create safe separations while continuing to support local economy
- Improve primary streetscape and pedestrian connections along Saint Ann Street and W. Locust Street (and link to Clover Field with new improvements)
- Improve walking and biking network
- Link to trail from Clover Field, bringing opportunity to greatly expand the recreation network to and from this district and the neighborhood



CATALYST SITE: CLOVER FIELD

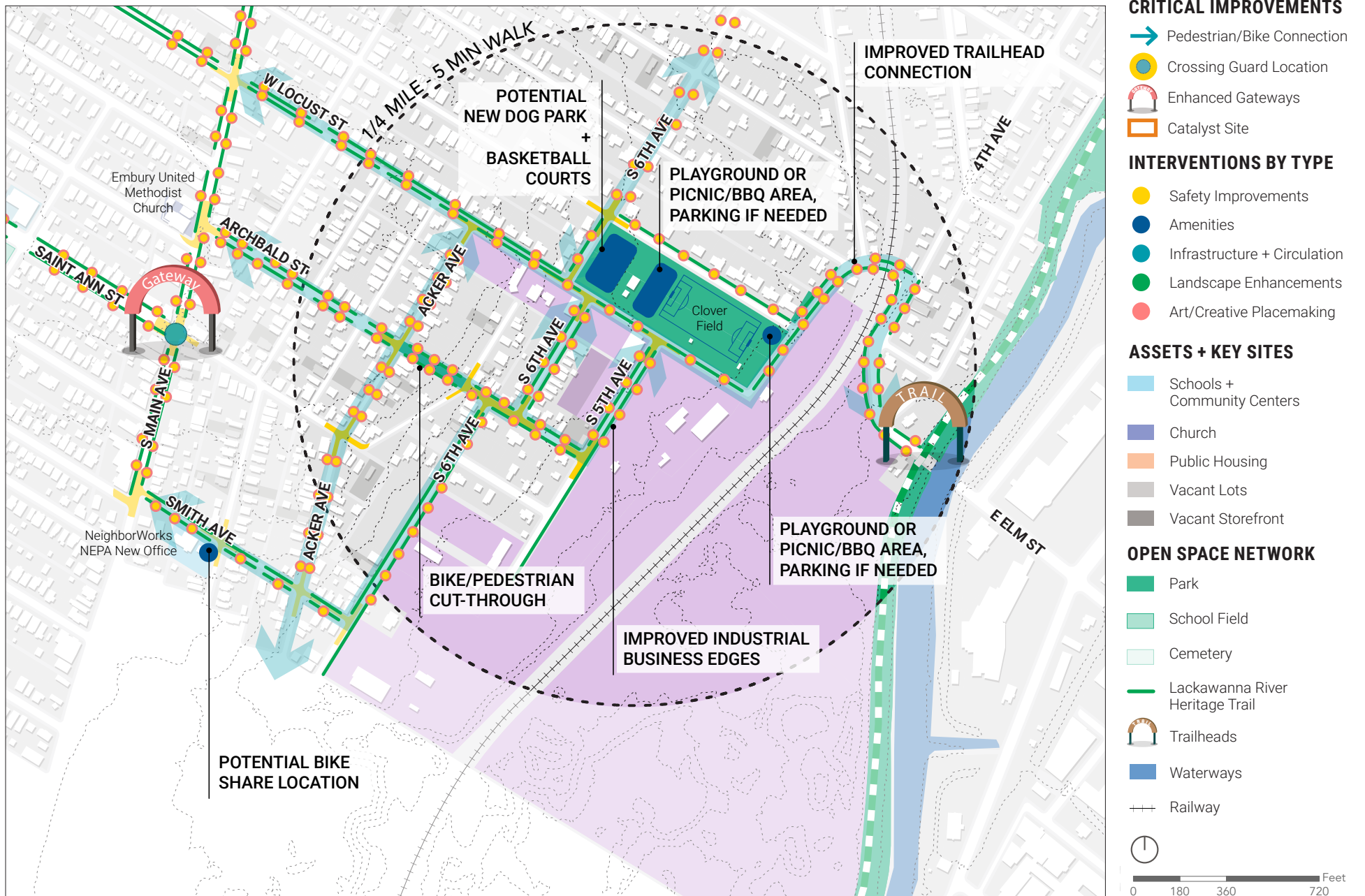


FIGURE 40. DISTRICT 5 STRATEGY

Proposed interventions are highlighted according to type.

CLOVER FIELD

ENHANCED AMENITIES, GREEN INFRASTRUCTURE + PARKING

CURRENT USE & ZONING

- Current use is a park in the R1-A District and not anticipated to change.



Dog Park

SOURCE: DAGNY GROMER



Playground

SOURCE: CARLY WYCOFF



0 35 70 140 Feet

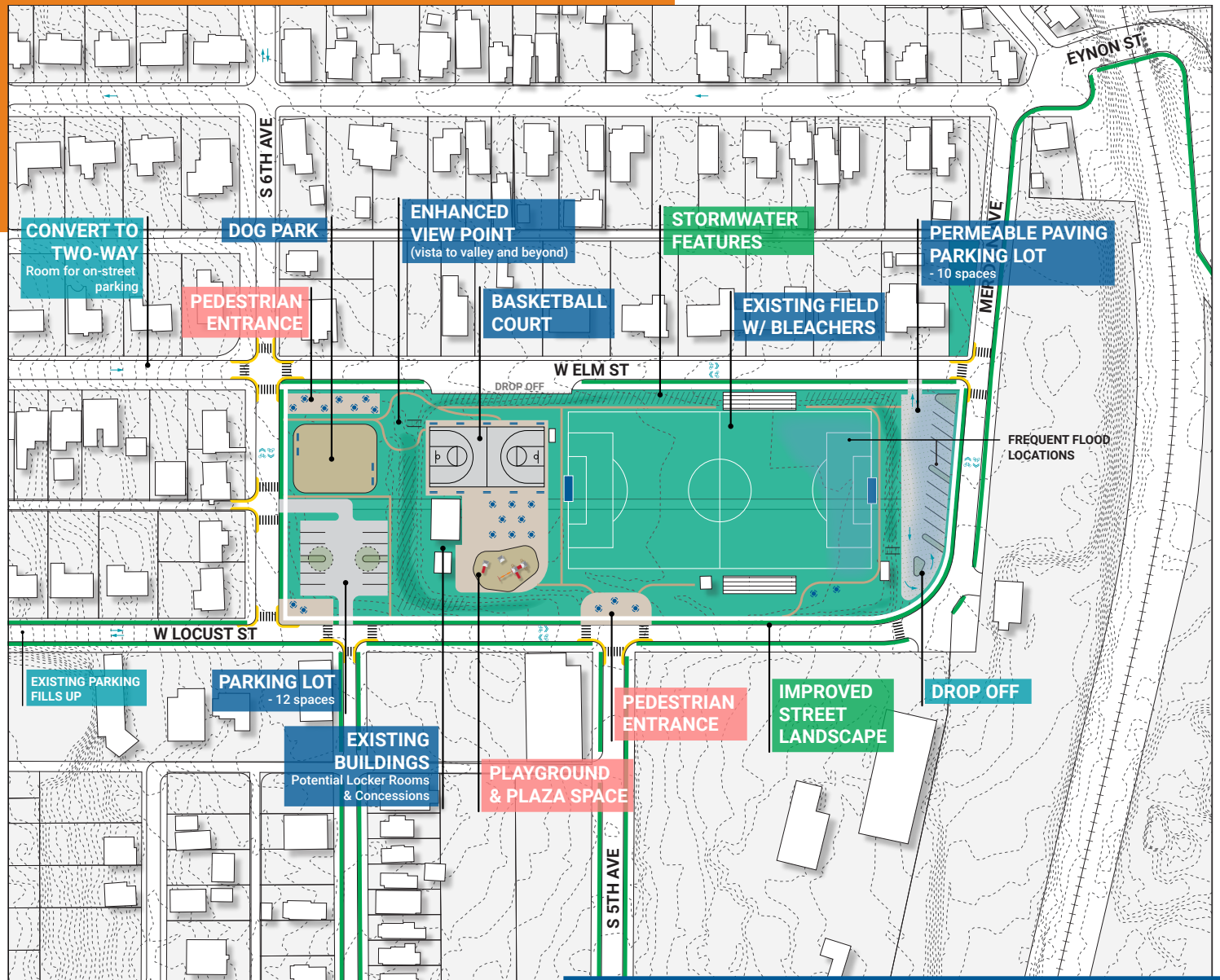


FIGURE 41. DISTRICT 5 CATALYST SITE PLAN - CLOVER FIELD

Proposed interventions are highlighted according to type.

CATALYST SITE ACTION PLAN:

CLOVER FIELD

Action

1. Work with City of Scranton Parks & Recreation and the School District to review improvement plans for Clover Field and explore creative funding streams. This may require fundraising and partnership with a local parent or "Friends of" group. Grants may be available through PA DCNR Community Park & Recreation Grants.

Potential Partners

City of Scranton, School District, local community + neighbors

2. Improve and add amenities for recreation, create spaces that connect active and passive uses.

Potential Partners

City of Scranton, School District, local community + neighbors

3. Create formal parking lots and pedestrian entrances + paths that provide better pedestrians and vehicular circulation patterns.

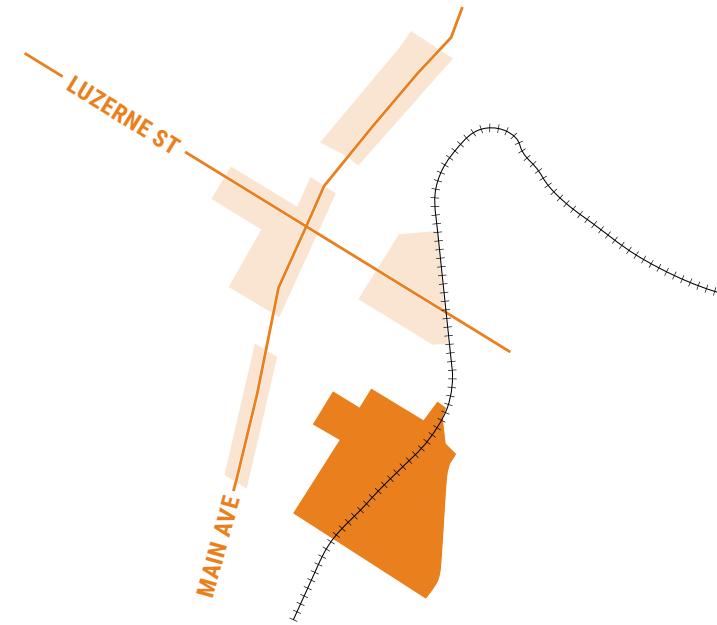
Potential Partners

City of Scranton, School District, local community + neighbors

4. Provide and enhance green infrastructure to manage stormwater runoff.

Potential Partners

City of Scranton, School District, local community + neighbors



TOP PRIORITY FOR RESIDENTS:

» Amenities



Dog Park



Seating / Benches +
Tables



Basketball Court



West Side
PRIDE
West Scranton Neighborhood Plan

CLOVER FIELD

↑

Lackawanna
River
Heritage Trail



◀ This image shows what the proposed changes to Clover Field, with proposed redevelopment and landscape / streetscape improvements.



This image shows the existing conditions for the Clover Field catalyst site.

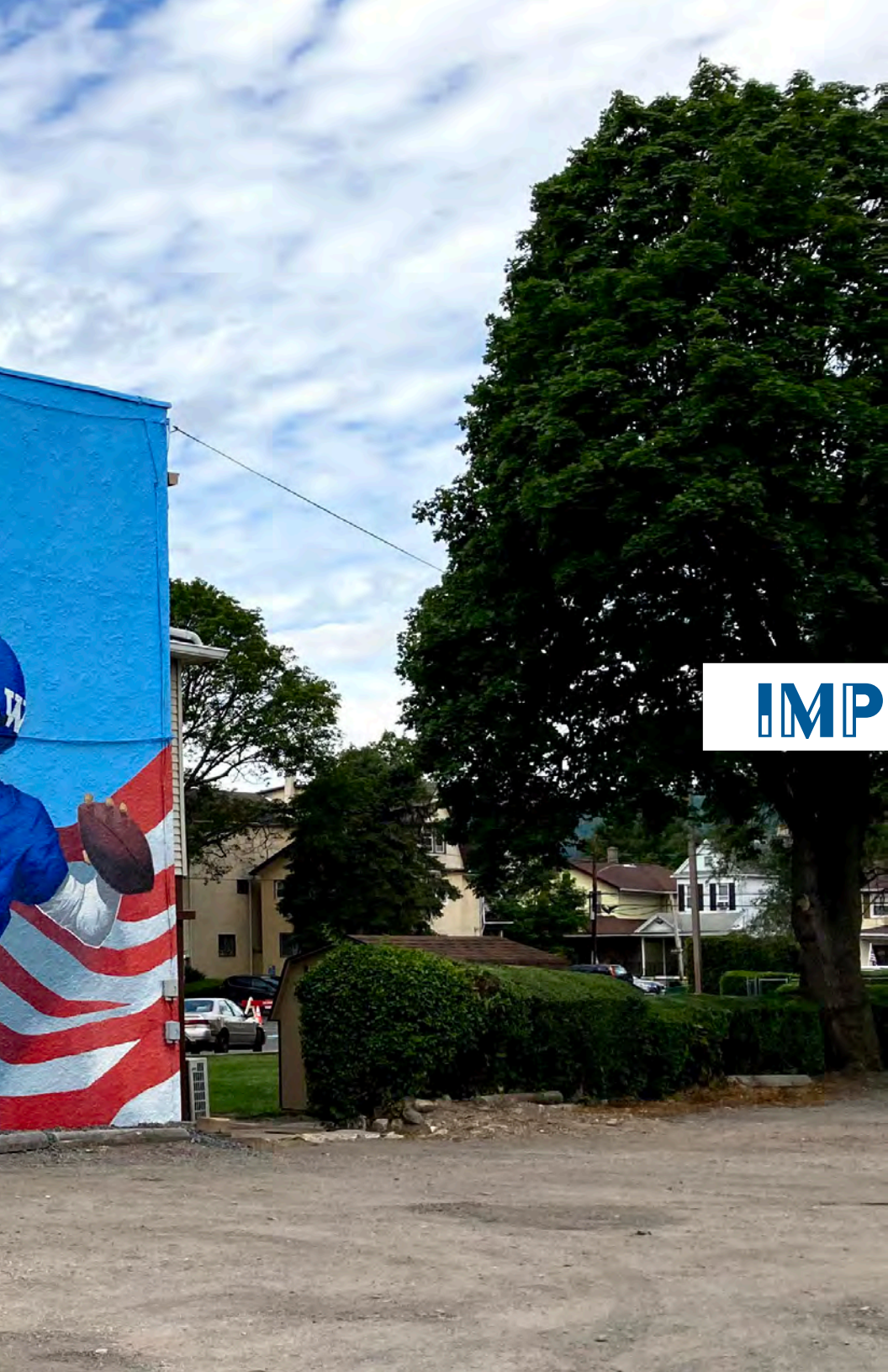


CATALANO

ASKING FOR
DOLLAR & DIME
CUSTOMERS
ONLY

BYE RUSART.

Community Mural at Catalano's



6

IMPLEMENTATION

INCLUDED IN THIS CHAPTER:

Implementation Approach.....	132
Community Character.....	140
Commercial Corridors	142
Services + Amenities	146
Housing	150

IMPLEMENTATION APPROACH

PARTNERSHIPS + PRIORITIZATION

Implementing this plan will require partnerships, creative funding strategies, and a collective prioritization of where to start and how to incrementally build towards the whole picture.

focus. However, as opportunities, partnerships, and new funding arise, NeighborWorks should still plan to move forward with strategies that ranked as medium or low priority.

PARTNERSHIPS

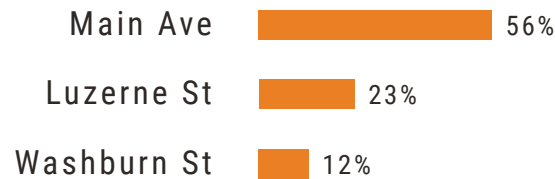
NeighborWorks NEPA will take the lead role as coordinator for the neighborhood plan strategies and catalyst site projects. Through the planning process, Steering Committee members and others community members discussed ideas for vital partnerships to implement the plan.

PRIORITIZATION

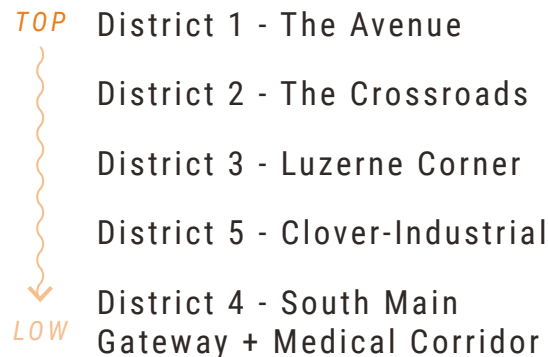
As part of the second community meeting, participants were asked to rank the plan strategies by selecting their priorities within each grouping of working group elements. This prioritization was further reviewed by Steering Committee members as part of the August 2020 committee meeting. With the community weighing in on which strategies are most important, NeighborWorks and partners are better equipped to focus efforts and limited resources. The implementation tables that follow include rankings by high, medium, or low based on the total number of votes each received. A high priority ranking indicates the highest level of support, and therefore the areas of primary

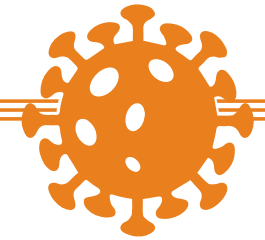
TOP PRIORITIES FOR RESIDENTS:

» PRIORITY STREET TO IMPROVE



» DISTRICT PRIORITY





EARLY ACTIONS IN THE COVID-19 ERA

From the onset of the neighborhood planning process, NeighborWorks and the Steering Committee committed to talking about and implementing ideas for “Doing while planning” and early action or catalyst site projects. The neighborhood plan is a 10-year vision and roadmap, and to build capacity and momentum it is essential to have visible and on-going engagement and success stories to share.

In many ways implementation and early action is more important than ever due to the negative impacts of COVID-19, but the constraints of COVID-19 also limit what action can be taken in the immediate future. As this plan moves into implementation, NWEPA and partners will consider immediate and overall impacts from COVID in 2021 and continue to evaluate needs and neighborhood priorities each year.

COVID-19 IMPACT

COVID-19 has impacted many aspects of day to day life in West Scranton and has shifted priorities and plans for the future for community members, institutions, and the City of Scranton.

At the final Steering Committee meeting for this Neighborhood Plan, the group discussed priorities and some of the pressing issues in West Scranton that COVID-19 has created or exacerbated:

1. **Youth Support + Programs:** the lack of the regular structure typically provided for youth by in-person schooling has meant that many youth need more programming outside the school setting to keep them engaged and supported.
2. **Affordable Housing:** rents have reportedly gone up exponentially in the area since the start of COVID-19. This is presumably a by-product of big-city residents seeking more “suburban” style homes with private outdoor space and more square footage, which West Scranton can provide. This may also be a temporary result of pent of demand from Spring 2020. Either way, renters need more protection and support than ever given this new intensity of price pressure.

3. **Information + Communication:** Identified as an early need in West Scranton, there is now even more pressure to share reliable information about services, programs and events.
4. **Local Business Support:** Local businesses are suffering due to an extreme drop in sales, an uncertain environment, and difficulty securing emergency funding / public-sector resources. This has underscored the need for a stronger organizational support structure that can help boost business, provide technical assistance, and advocate for the needs and resources unique to these local businesses.

These are by no means the only impacts of COVID-19 on this community, but they are some of the early impacts that are most notable for the plan.

In light of the impacts and constraints of COVID-19, there are some cross-cutting priority initiatives and early action projects that the Steering Committee is committed to advancing within the first year of implementation, one in each of the Working Group themes:

INTERGENERATIONAL SURFACING OF STORIES

A COVID-19 Community Character Early Action

There is an opportunity to partner with schools to involve youth – including high school, college, and graduate students – in intergenerational gathering of community stories and images.

As part of the planning process, NeighborWorks set up a University of Scranton based project that was to include oral histories, research, and interviews with local business-owners. Unfortunately, the COVID-19 pandemic prohibited that from occurring in the spring, however there are opportunities to carry it forward as remote learning becomes more sophisticated and classes begin to safely meet in person.

Another idea is to develop a remote or virtual oral history project to provide social support and engaging activities for seniors who are particularly isolated at this time and use this research to develop the backbone of future “hometown heroes” campaign to identify and celebrate community members through banners, signage, local landmark markers and press/media stories.

BUSINESS ASSOCIATION + BUY LOCAL CAMPAIGN

A COVID-19 Commercial Corridors Early Action

As described in the plan goals and strategies, the need for a more visible and organized business association structure is a priority for the neighborhood. A newly formed business association will need early champions and ongoing staff support to gain momentum, host events, and keep members and the neighborhood up to date. NWNPA should explore funding / technical assistance through PA Downtown Center designation, small business support (CDBG, SNCD, Penn State Launch Box City Loan to Grant Program). Partnerships may include Scranton Tomorrow and other citywide efforts. Starting projects could include the popular Main Avenue Trick or Treat or similar fall event (in some form that is safe for social distancing), an inventory of local businesses and what they are offering in COVID, and/or a shop/eat local and facade beautification as catalyst for the business association. Staffing will be needed from either NeighborWorks (e.g., “Elm Street Manager”) or other organization support to be able to move forward.

PANDEMIC PARK RETROFIT CAMPAIGN

A COVID-19 Services + Amenities Early Action

In light of schools, recreation and senior centers having limited in-person hours or closures, one opportunity is to better utilize and celebrate West Scranton parks and community spaces. The Pocket Park Collaborative has been successful in the past in helping to revitalize and maintain local parks and similar efforts should be continued as many residents are seeing added value in being able to gather in a socially distant way in parks and along trails. Potential programming of parks may include outdoor dining spaces (especially where close to business areas like Allen Park), farmers markets, small concerts, or fundraising events. NWNPA and partners should explore potential for working with the City’s Parks and Recreation Department to allow more diversity in how parks are used (e.g. Nay Aug Park) ensuring enjoyment and safety. Ideas to help support some outside activities include: shop local incentives (e.g., Main Avenue bucks, Small Business Saturday, outside library/book mobile events, collaboration with Scranton Together).

STAY-AT-HOME HOUSING SUPPORT CAMPAIGN

A COVID-19 Housing Early Action

As residents have been at home more since the COVID outbreak, there is proving to be an increased need for housing support, including access to affordable and quality family housing. Blight should be addressed before it spreads or worsens through initiatives with the Lackawanna County Land Bank, NWNEPA and programs like Beautiful Blocks and homebuyer incentives. Steering Committee members also identified the need to focus on quality spaces and flexible workspaces (e.g., accessory dwelling units for office space), as well as programs that could target West Scranton for neighborhood rehab and modernization of existing housing stock.

THINKING BEYOND COVID-19

The plan includes five catalyst sites that can serve as early implementation success stories. In addition to the steering committee's conversations about COVID-19 related early action ideas, we surveyed and talked with the community about what short-term improvements they would like to see. Ideas included monthly events, mural, neighborhood volunteer or clean-up days, and temporary art or park installations.



BETTER BLOCKS PROJECT



HOME IMPROVEMENT BLITZ



WALK TO SCHOOL DAY



PILOT WAYFINDING SIGNS



PORCH CONTEST



CLEAN-UP DAY



ART INSTALLATION



PARK IMPROVEMENT

»» EARLY ACTION PARTICIPATION



Neighborhood / Block Clean-Up



Business District / Monthly Events



Housing Repair / Facade Grants



Community Build Project

FUNDING OPPORTUNITIES

The implementation matrices on the following pages draw from the following funding sources, among others.

STATE AND FEDERAL FUNDING

PA DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT (DCED) & CITY OF SCRANTON OFFICE OF ECONOMIC & COMMUNITY DEVELOPMENT (OECD)

Blight Remediation Program

Planning grant requests of up to \$25,000 and remediation grants requests of up to \$300,000 are available through DCED for projects that include demolition, planning, acquisition, and rehab and reconstruction.

City Revitalization & Improvement Zones (CRIZ)

Scranton is not currently eligible due to its position as a 2nd class city; however if the program eligibility was changed CRIZ is a powerful tool to designate zones that can spur new growth and create jobs for the residents through projects and other incentives. (eligibility to be confirmed)

Community Development Block Grant (CDBG)

Entitlement or competitive funding for housing rehabilitation, public services, community facilities, infrastructure improvement, development, and planning.

Community Services Block Grant (CSBG)

Federally-funded block grant that provides funds to eligible nonprofit community-based organizations that work to ameliorate poverty. Scranton develops its CSBG in accordance with the Consolidated Plan to benefit low and moderate-income residents. (City of Scranton website)

COVID-19 Relief Statewide Small Business Assistance

Temporary emergency funding for small businesses impacted by the Coronavirus (stimulus funds through CARES) and distributed by CDFIs – multiple rounds of application.

Historic Preservation Tax Credit (HPTC)

Tax credits to qualified taxpayers completing restoration of qualifying historic structure into an income producing property.

Home Investment Partnership Program (HOME)

HOME is the largest Federal block grant designed exclusively to create affordable housing for low-income households. It provides formula grants, on an annual basis, to fund a wide range of activities that build, buy, and/or rehabilitate affordable housing for rent. HOME funding in Scranton is used for the Homebuyer Program and Homeowner Rehab Program (City of Scranton website).

Enterprise Zone Loans

Scranton's OECD offers an Enterprise Zone revolving loan fund with funds as available to assist with economic development projects. (City of Scranton website).

Redevelopment Assistance Capital Program

City of Scranton can assist with applying for grants under the Redevelopment Assistance Capital Program, administered under the PA office of the Budget. Projects are typically economic development based and include cultural, historic, or civic significance.

DCED Neighborhood Assistance Program

Tax credits to projects that serve distressed areas or support neighborhood conservation.

DCED Neighborhood Partnership Program

Tax credits to programs that are long-term (five or more years) collaborations between business, government, and community leaders towards a comprehensive, relationship-driven approach to community development.

Federal Home Loan Bank of Pittsburgh - Affordable Housing Program

Grants and subsidized loans for to assist in acquiring, constructing or renovating affordable housing projects.

DCED Keystone Communities

Grant funding to support local initiatives between public and private sectors for community and economic development purposes.

DCED Multimodal Transportation Fund

DCED provides grants for economic development and safe and reliable transportation. Funding can be applied to improvements to roads, crosswalks, sidewalk enhancements, pedestrian safety, and connectivity.

Monroe (and contiguous) LSA

The LSA funds can be used as local dollars to match bigger funds for economic and community development and public interest projects.

PA DEPARTMENT OF CONSERVATION & NATURAL RESOURCES**Greenways, Trails, and Recreation Program (GTRP)**

Competitive grant funding for projects involving development, rehab, and improvements to parks, recreation areas, greenways, trails, and river conservation. Not to exceed \$250,000 with a 15% match required.

Park Rehab & Development Funding

Funding is available to assist communities with the rehab and development of sustainable public parks, recreation and conservation areas, and facilities. May include playground and sports field installation. Funding is through Keystone Recreation, Park, and Conservation Fund, Environmental Stewardship Fund, Growing Greener Bond Fund, Federal Land and Water Conservation Fund.

FEDERAL AND TRANSPORTATION RELATED

BUILD Grants

Previously known as TIGER Discretionary Grants, US DOT awards grants for improved transportation infrastructure, and can provide funding for multi-modal projects at the local or MPO level.

PennDOT: Safe Routes to School & Mobility Improvements

Funding may be available through the Municipal and County Liquid Fuels program, Congestions Mitigation and Air Quality (CMAQ) funds, Highway Safety Funds, CDBG funding, and DCNR Grants for recreational facilities.

FOUNDATIONS AND OTHER ORGANIZATIONS

Wells Fargo Regional Foundation

A private foundation that awards Neighborhood Planning Grants and Neighborhood Implementation Grants to support long-term, resident-driven neighborhood revitalization.

The Bank of America Charitable Foundation, Inc.

Working in partnership with nonprofits, these grants are intended to address economic mobility and social inequity. Expanding Access to Housing Opportunities grants include affordable housing, energy efficiency retrofits, and projects that further economic development and social progress.

PA Downtown Center Programs

Technical assistance, resources, and support related the Main Street Program, Elm Street Program, Nature-Based Placemaking Program, and the Blueprint Communities PA Program.

AARP Community Challenge Grants

Community Challenge provides small grants to fund “quick-action” projects that can help communities become more livable for people of all ages. Applications are being accepted for projects to improve housing, transportation, public space, technology (“smart cities”), civic engagement and more.

GameTime – Playground Grants

GameTime, a playground design and manufacturer, provides matching grants for playground equipment based on need.

Educational Foundation of America

The EFA supports arts-driven efforts for economic and social revitalization. Grants are available for community collaboration, deepening local pride, and using arts as an economic driver.

Walgreens Charitable Organization

Walgreens offers funding to improve quality of life in communities related to support health and wellbeing, cancer programs, and young people.

National Low Income Housing Coalition

The NLIHC educates, organizes, and advocates for affordable housing, including resources for homeowners and organizations to learn how to advocate for and apply for tax credits and other grants related to housing.

LOCAL AND REGIONAL GRANTS AND FOUNDATIONS

Scranton Area Community Foundation

This community foundation provides funding to local educational, human service, environmental, civic, and arts and cultural organizations through more than 200 different charitable funds.

Lackawanna County Arts and Culture Department

Grants are available for a variety of arts and culture projects, including murals and art programs.

Lackawanna Heritage Valley

LHV provides small grants for projects and programs that preserve and promote the region's history, cultural heritage, and natural resources.

Valley in Motion

Formerly Heritage Valley Partners, VIM seeks to foster community and quality of life in the Lackawanna Valley.

Moses Taylor Foundation

One of the area's largest healthcare foundations, it funds projects that improve the health of people in Northeastern Pennsylvania. It is particularly focused on senior isolation and school-based health.

Robert H. Spitz Foundation

This foundation offers annual grants to support programs and initiatives around breaking poverty, removing economic barriers, and improving access to safe, affordable housing, transportation and education.

Willary Foundation

Willary Foundation supports unique, and innovative ideas and projects that benefit communities in Northeastern Pennsylvania.

PPL Foundation

The PPL Foundation provides grants across central and eastern Pennsylvania to support education, workforce development and community revitalization.

Weinberg Foundation (Aging in Place)

This foundation focuses on helping communities meet basic needs of people.



GOAL 1: REINFORCE + CELEBRATE WEST SIDE'S COMMUNITY NEIGHBORLINESS

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Document and share stories that exemplify West Side values in action.				
	Scranton Area Ministerium, Library System, School District, Local Universities, UNC, Catholic Social Services, Hazelton Integration Project, Local historians, Local media outlets	Lackawanna Heritage Valley (LHV), Lackawanna Historical Society, City of Scranton, Pennsylvania Humanities Council (PHC), PA DCED, University of Scranton, NWNEPA, Foundations (e.g., Willary Foundation), Local Fundraising & Sponsorship Campaign, State Rep Office,	\$	Low
2. Develop local landmark markers that increase awareness of neighborhood heritage and celebrate the work of local residents and institutions.				
	City of Scranton DPW, Local businesses, Historical Society, Surrounding towns, Veterans groups	Lackawanna County, Lackawanna Historical Society, City of Scranton, Pennsylvania Humanities Council, PA DCED, Local fundraising, NWNEPA	\$\$	High
3. Cultivate an inclusive "West Sider" identity through multi-generational programs that share West Side values with newcomers.				
	Educators, Churches, Business owners, Coaches, Local residents	City of Scranton, local schools, community organizations, service providers, local businesses / Chamber, NWNEPA	\$	High
4. Create a "Welcome Committee" to orient newcomers to the assets, services, and programs in the community.				
	Neighborhood groups, Businesses, Realtors, School District	City of Scranton, local schools, community organizations, service providers, Realtors, religious organizations, businesses / Chamber, NWNEPA	\$	Medium

GOAL 2: INTEGRATE LOCAL INSTITUTIONS INTO VIBRANT DISTRICTS

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Increase awareness of local institutions with unified wayfinding signage at high-visibility intersections and gathering places.				
	DPW, Local businesses, Lackawanna Historical Society, Surrounding towns, Veterans groups	Lackawanna County, Lackawanna Historical Society, City of Scranton, Pennsylvania Humanities Council, PA DCED, PA Downtown Center, PA DOT	\$\$	Medium
2. Create a comprehensive, publicly-available online inventory of local services, programs and events and update it regularly.				
	DPW, Local businesses, Lackawanna Historical Society, Surrounding towns, Veterans groups	Lackawanna Library System, City of Scranton, Lackawanna County Visitors Bureau, Discover NEPA	\$	Low
3. Partner with existing community organizations to increase awareness of and access to services and programs.				
	UNC, Neighborhood groups, Churches, Local and regional community-based organizations	City of Scranton, local community centers, NWNEPA, Discover NEPA	\$	High
4. Build on successful and valued community programs and events.				
	U. of Scranton Hope Horn Gallery, WSHP Neighborhood Watch, Library System, Marywood, Johnson College, Shamrock Construction, City of Scranton, Lackawanna Historical Society	City of Scranton, local event organizers, Lackawanna County Visitors Bureau, support / sponsorship from local businesses, NWNEPA	\$	High



GOAL 1: BETTER DEFINE KEY MIXED-USE DISTRICTS

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Create distinct, branded hubs of activity to anchor larger districts.				
	City of Scranton, local businesses / Chamber	Office of Economic and Community Development, DCED Keystone Communities Program, PA Downtown Center, State Representative Office, PennDOT	\$\$	Low
2. Improve commercial corridor safety and walkability by enhancing the pedestrian environment.				
	State Representative Office, County Planning Commission, PennDOT	PennDOT, City of Scranton DPW, Safe Routes to Schools Partnership, BikeLackawanna / Lackawanna Heritage Valley	\$\$\$	Low
3. Diversify business mix and attract new, complementary uses.				
	City of Scranton, Office of Economic and Community Development, PA Main Street Program / PA Downtown Center, DCED Keystone Communities Program, State Representative Office	City of Scranton, Office of Economic and Community Development, PA Main Street Program / PA Downtown Center, DCED Keystone Communities Program, State Representative Office	\$\$	Medium
4. Highlight history/roots of anchor businesses and institutions.				
	University of Scranton, Local long-time businesses, Local historians, Realtors	Lackawanna Heritage Valley (LHV), Lackawanna Historical Society, City of Scranton, Pennsylvania Humanities Council (PHC)	\$\$	Low

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
5. Invest in beautifying outdated or deteriorated building facades and business signage.				
	State Representative Office, City of Scranton, Office of Economic and Community Development	PA CED, PA Downtown Center, NWNEPA, City of Scranton, State Representative Office	\$\$	High
6. Strengthen physical connections from community assets to commercial corridors.				
	State Representative Office, Scranton School District, City of Scranton, Office of Economic and Community Development	PA Downtown Center, Safe Routes to Schools, Safe Routes to Parks, Lackawanna County	\$\$	Medium

GOAL 2: SUPPORT AND GROW LOCAL BUSINESSES

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Organize a business association for West Scranton.				
	Local Businesses, City of Scranton, Office of Economic and Community Development,	PA Main Street Program / PA Downtown Center, DCED Keystone Communities Program, State Representative Office	\$\$	High
2. Create a shop / eat local campaign for West Side.				
	Local businesses / association, City of Scranton, Office of Economic and Community Development, University of Scranton, Scranton School District, State Representative Office	PA Main Street Program / PA Downtown Center, DCED Keystone Communities Program, State Representative Office, NWNPEA	\$	High
3. Create weekly/monthly events to support local businesses and institutions.				
	City of Scranton, Office of Economic and Community Development, University of Scranton, Scranton School District, State Representative Office	PA Main Street Program / PA Downtown Center, DCED Keystone Communities Program, State Representative Office, Lackawanna County Library, NWNPEA	\$	Medium

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
4.	Create commercial district parking plans to right-size, optimally locate and enforce proper use of vehicular and bicycle parking for local businesses.			
	State Representative Office, County Planning Commission, PennDOT	PA Main Street Program / PA Downtown Center, DCED Keystone Communities Program, State Representative Office, City of Scranton DPW	\$\$	Low
5.	Reduce vacancy with temporary or pop-up use of storefronts.			
	Local property owners, City of Scranton	State Representative Office, City of Scranton, Office of Economic and Community Development, NWNEPA	\$\$	Low



GOAL 1: DEFINE AND EXPAND ROLES OF EXISTING AND PLANNED COMMUNITY CENTERS.

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Identify and assess community needs versus current programming and amenities at local community centers				
	City of Scranton, UNC, West Scranton Community Development at the Club, WSHP Neighborhood Watch, West Scranton Neighbors Association, Local Schools	Community Centers, City of Scranton Parks & Rec, local schools	\$\$	Medium
2. Coordinate current and planned offerings at local community centers to avoid duplication and maximize impact/reach.				
	City of Scranton, UNC, West Scranton Community Development at the Club, WSHP Neighborhood Watch, West Scranton Neighbors Association, Local Schools	Community Centers, City of Scranton, local schools	\$	High
3. Increase staff capacity for programming and providing services at local community centers.				
	City of Scranton, UNC, West Scranton Community Development at the Club, WSHP Neighborhood Watch, West Scranton Neighbors Association, Local Schools	Community Centers, City of Scranton, local schools	\$	Low
4. Increase social amenities geared towards young adults and seniors.				
	Leadership Lackawanna, Scranton Tomorrow, Lackawanna College, University of Scranton	Community Centers, City of Scranton Parks & Rec, local schools	\$\$	High

GOAL 2: STRENGTHEN CONNECTIONS BETWEEN OPEN SPACE NETWORK AND COMMUNITY INSTITUTIONS

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Enhance the infrastructure, amenities, and events that support social and community gatherings at existing open spaces.				
	Local Businesses, Local Contractors & Landscaping companies (e.g., Shamrock Construction)	Local Businesses, Local Contractors & Landscaping companies (e.g., Shamrock Construction), PA Downtown Center, City of Scranton Parks & Rec, AARP	\$	High
2. Host community services and amenities awareness events that are geared towards families and seniors.				
	City of Scranton, West Scranton Community Development at the Club, West Scranton Neighbors Association, WSHP Neighborhood Watch, Local Schools, Local Businesses	City of Scranton, Parks & Recreation, Schools, Community Centers	\$	High
3. Develop satellite locations at community parks and trails that support continuing education and community center programs.				
	Community Centers, Service program providers - OUTREACH, UNC, Catholic Social Services, Fortis, Johnson College, McCann, Lackawanna, Marywood, U of Scranton	City of Scranton, Parks & Recreation	\$\$	Low
4. Create an “adopt a park” program that matches a community organization or anchor institution with a piece of the open space network for them to steward and program.				
	Department of Parks and Recreation, Local Businesses, West Scranton Neighbors Association, WSHP Neighborhood Watch	NWNEPA, City of Scranton Parks & Rec	\$	Medium

GOAL 3: ENHANCE KEY STREETS AS AN EXTENSION OF THE OPEN SPACE NETWORK

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Enhance the experience of getting to parks and schools through improved pedestrian infrastructure, lighting, and street art.				
	City of Scranton, Local Businesses	City of Scranton, PennDOT, DCED, DCNR, Lackawanna County Arts & Culture, Lackawanna Heritage Valley	\$\$	Medium
2. Improve neighborhood safety, cleanliness, and maintenance programs along corridors that community members use to get to parks and trails.				
	Service Program Providers, Scranton Police Department	City of Scranton, NWNPA	\$\$	High
3. Improve pedestrian amenities, signage, and landscape leading to park entrances and trailheads to increase visibility and intuitive wayfinding.				
	Department of Parks and Recreation, LHV, Local Marketing firm Posture, Signage Companies - Jaworski Sign Co	City of Scranton, PennDOT, DCED, DCNR	\$\$	Medium
4. Expand the recreational and commuter bicycle network incrementally, radiating out from park entrances and trailheads.				
	City of Scranton, Department of Parks and Recreation	PennDOT, Lackawanna Heritage Valley	\$\$	Low

» I wish the fields could be fixed and a track pit in for running around the field so that WSHS students did not have to figure out to get a ride right after school for soccer...cross country and track and field. Most kids would love to do these sports but can not find a ride or end up walking which is a lot before a work out.

- *Annette McDonough*



GOAL 1: STABILIZE FRAGILE MARKETS

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Work with the city to improve code enforcement and permitting while increasing resources and programs that support landlords.				
	City of Scranton LIPS, Main/Elm Street Manager	NWNEPA	\$\$	High
2. Create a small multi-family owner-occupant support program.				
	Local property owners	KOZ, 10-year Scranton LERTA	\$	Low
3. Continue to support low-income homeowners and seniors aging in place.				
	Neighborhood Groups, UNC	NWNEPA's Beautiful Blocks and Aging in Place Programs	\$	High
4. Mitigate industrial business impacts.				
	Local industrial business owners, City of Scranton	NWNEPA	\$\$	Low
5. Fundraise to support an expanded Beautiful Blocks grant and community service program that improves residential area infrastructure + enhances curb appeal.				
	City of Scranton DPW, OECD, Jumpstart! Program	PennDOT StreetScape/MultiModal programs, City Forester/Shade Tree Commission, CARES Act + Enhanced CDBG Funding	\$\$	Medium

GOAL 2: DENSIFY AND DIVERSIFY HOUSING OPTIONS IN WEST SIDE.

Strategy	Potential Partners	Potential Funding / In-Kind Services	Cost	Priority
1. Work with local developers, realtors, and area residents to organize market focus groups to determine desired new market-rate housing types.				
	Greater Scranton Board of Realtors, Commercial Developers	NWNEPA	\$\$	Low
2. Recruit developers and property owners to pilot several new market-rate housing types based on market focus groups.				
	Greater Scranton Board of Realtors, Commercial Developers		\$\$	Medium
3. Increase supply of quality affordable rental units through new multifamily housing development along commercial corridors.				
	Greater Scranton Board of Realtors, Commercial Developers, Greater Scranton Chamber of Commerce		\$\$\$	Medium
4. Develop quality, affordable senior housing along commercial corridors and near community assets and anchors.				
	Greater Scranton Board of Realtors, Commercial Developers, Greater Scranton Chamber of Commerce		\$\$\$	High



NeighborWorks®
NORTHEASTERN
PENNSYLVANIA

