



PEN ARGYL REVITALIZATION PLAN

DRAFT December 2020

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Table of Contents

1.1 Plan Purpose	1
1.2 Pen Argyl Community Vision	1
1.3 Revitalization Goals	1
1.4 Using this plan	2
1.5 Scope of Work	3
1.6 Project Schedule	3
1.7 Regional Context	3
2.1 Data Collection & Methodology	5
2.2 Relevant Planning Data	5
2.3 Site Reconnaissance	6
2.4 Existing Conditions	8
2.5 Socio-Economic Trends	24
2.6 Summary of Market Findings	32
3.1 Public Participation Summary	39
3.2 Online Public Opinion Survey	40
3.3 Survey of Businesses	40
4.1 Project Recommendations	45
4.2 Potential Physical Improvements	45
4.3 Overview of Economic Revitalization Findings	45
4.4 Project Concept	46
4.6 Market/Feasibility Study Recommendations	48
4.7 Development Concepts for Key Properties	48
4.8 Estimated Costs of Development Estimated	55
5.1 Implementation Priorities (Development Action Plan)	57
5.2 Potential Partners	58
5.3 Funding Sources	59

List of Figures

Figure 1.1 Project Schedule	2
Figure 1.2 Site Context	3
Figure 2.1 Site Aerial	7
Figure 2.2 Zoning Map	10
Figure 2.3 Land Use	11
Figure 2.4 Parks Trails and Conservation Areas	13
Figure 2.5 Conservation Areas	14
Figure 2.6 Watersheds and Hydrology	16
Figure 2.7 Water and Sewer Utilities Service Areas	17
Figure 2.8 Soil	18
Figure 2.9 Parking Analysis	20
Figure 2.10 Medium-Density Parking Analysis Area	21
Figure 2.11 Medium-Density Parking Analysis Data	21
Figure 2.12 High-Density Parking Analysis Area	22
Figure 2.13 Parking High-Density Parking Analysis Data	22
Figure 2.14 Transportation Map	23
Figure 2.15 The Slate Belt Region	24
Figure 2.16 Population Trends, 2010-2017	25
Figure 2.17 Population Projections, 2010-2040	25
Figure 2.18: Household Trends, 2010-2017	25
Figure 2.19: Average Household Size, 2010-2017	25
Figure 2.20: Population by Household Type, 2017	25
Figure 2.21: Ethnic/Racial Composition, 2017	26
Figure 2.22: Distribution of Age, 2017	26
Figure 2.23: Comparison of Age Distribution, 2017	26
Figure 2.24: Educational Attainment	27
Figure 2.25: Median Household Income	27
Figure 2.26: Distribution of Household Income, 2017	28
Figure 2.27: Households Below Poverty Level, 2017	28
Figure 2.28: Total Housing Units, 2010-2017	28
Figure 2.29: Vacant Units, 2010-2017	29
Figure 2.30: Housing Tenure: Renter-Occupied Units	29
Figure 2.31: Age of Housing Stock, 2017	29
Figure 2.32: Units in Structure, 2017	30
Figure 2.33: Jobs Located in Pen Argyl Borough	30
Figure 2.34: Jobs Located in Pen Argyl Borough	31
Figure 2.35: Top 10 Commuting Destinations	31
Figure 2.36: Inventory of Pen Argyl Non-Retail Businesses	36
Figure 2.37: Inventory of Pen Argyl Retail Establishments	37
Figure 4.1 Revitalization Concept	47
Figure 4.1: Development Budget for New Hotel Use	49
Figure 4.2: Income and Expenses for New Hotel Use	50
Figure 4.3: Development Budget for New Retail Use	51
Figure 4.4: Financing for New Retail Use	51
Figure 4.5: Income and Expenses for New Retail Use	51
Figure 4.6: Sales Proceeds for New Townhouse Development	52
Figure 4.7: Development Costs for Townhouse Development	52
Figure 4.8 Conceptual Main Street Townhome Development	53
Figure 4.9 Conceptual Streetscape Development	54
Figure 4.10 Estimated Costs of Streetscape Development	55



CHAPTER 1

INTRODUCTION



1.1 Plan Purpose

The *Pen Argyl Revitalization Plan, 2020* was completed to lay groundwork for future revitalization efforts by Pen Argyl Borough and its partners.

A revitalization plan is a “hybrid” plan that combines elements from comprehensive plans and cultural landscape plans to recognize unique Borough character, historical artifacts, and cultural assets – combined with targeted economic and market improvement strategies.

The Borough of Pen Argyl is a municipal partner of the *Slate Belt Rising* project, a regional initiative by the Community Action Committee of the Lehigh Valley to unify the four Slate Belt Boroughs (Bangor, Pen Argyl, Portland, and Wind Gap) as they seek to collectively revitalize the Slate Belt Region as a whole and locally within each individual community.

1.2 Pen Argyl Community Vision

To revitalize physical, economic, and cultural assets, including:

- Streetscape improvements
- Pedestrian / bicycle / circulation improvements
- Appropriate residential and commercial development
- Cultural asset conservation and interpretation

1.3 Revitalization Goals

Pen Argyl revitalization goals were developed by the community to:

- Goal 1 Foster sustainable economic development
- Goal 2 Maintain community character and enable appropriate growth
- Goal 3 Market cultural heritage
- Goal 4 Improve infrastructure (all kinds)
- Goal 5 Protect environmental resources

Project Schedule		2019					2020				
Pen Argyl Revitalization Plan SC #19073.10 Fall 2019 - Fall 2020		October	November	December	January	February	March	April	October	November	December
1	Market/Feasibility Study										
1.1	Assess Demographic / Employment Trends										
1.2	Merchant/Property Owner Survey										
1.3	Housing - RE Market Analysis										
1.4	Positioning and Programming										
2	Downtown Inventory - Assess/Analysis										
3	Revenue Generation Report										
4	Transportation / Parking Assessment										
4.1	Roadways										
4.2	Bike routes / trails										
4.3	Parking										
4.4	Signage										
5	Project Concept / Development Plan										
5.1	Site reconnaissance										
5.2	ID opportunities / concepts										
5.3	Alternative Strategies										
5.4	Preferred strategies										
5.5	Development Action Plan										
6	Public Engagement										
6.1	Outreach										
6.2	Committee Meeting 1 @ 6:30 PM		18								
6.3	Public Meeting 1 @ 6:30 PM			11							
6.4	Committee Meeting 2 @ 6:30 PM				30						
6.5	Public Meeting 2 @ 6:30 PM					5					
6.6	Council presentation								27		
6.7	Web Survey										
6.8	Social media										
7	Partnership Funding Strategy										
8	Report										
8.1	Draft										
8.2	Final										

Figure 1.1 Project Schedule

1.4 Using this plan

This plan presents existing data and community concepts for improvements – all developed within a transparent and inclusive public process.

The plan is structured into five sections:

Chapter 1 Introduction -

Chapter 1 includes the project vision, goals, report navigation, schedule, and regional context;

Chapter 2 Inventory and Analysis -

Chapter 2 includes market and demographics data, housing and business inventory, transportation and parking assessments;

Chapter 3 Public Participation -

Chapter 3 includes a summary of public and committee meetings, the public opinion survey, and the business survey;

Chapter 4 Recommendations -

Chapter 4 includes concepts for future development within the Borough, and the estimated costs of development;

Chapter 5 Implementation -

Chapter 5 includes strategies for funding new improvements.

Borough officials, residents, and others who wish to make improvements within Pen Argyl Borough can refer to the concepts in this plan to build upon the existing economic and housing market, transportation, cultural and recreation resources to improve the quality of life for Pen Argyl residents and visitors.

1.5 Scope of Work

The project scope includes:

- Market and feasibility study
- Assessment and analysis of downtown inventory
- Revenue generation report
- Transportation and parking study
- Housing
- Project Concept

1.6 Project Schedule

The **Pen Argyl Revitalization Plan** was conducted between October 2019 to December 2020. The Project Schedule (Figure 1.1) acknowledges a pause in the course of work due to the Covid-19 public responses.

1.7 Regional Context

Pen Argyl Borough is located in Northampton County, Pennsylvania at the southern end of the Pocono Mountains, a subrange of the Appalachian Mountains. Blue Mountain lies directly north and carries a portion of the Appalachian Trail. The Borough was originally established within a region that came to be known as the Pennsylvania “Slate Belt” for its tradition of slate mining within four municipalities: Wind Gap Borough, Pen Argyl Borough, Bangor Borough, and Portland Borough. Most of the original quarries are no longer operational, but slate continues to be mined from open-air quarries in Pen Argyl Borough. The four Boroughs collaborate on revitalization efforts through the Slate Belt Rising regional initiative that helped fund this planning study.

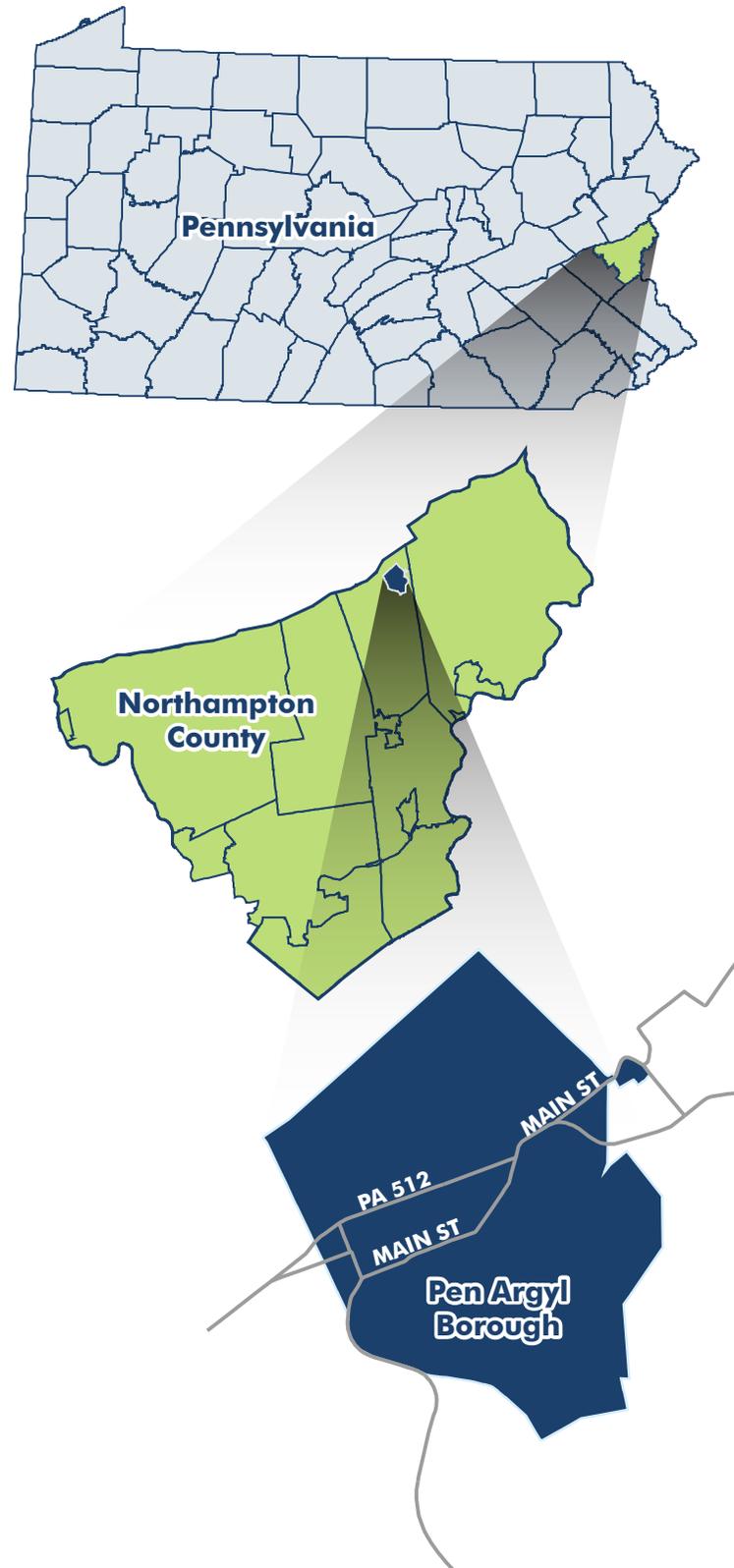


Figure 1.2 Site Context



CHAPTER 2

INVENTORY AND ANALYSIS



2.1 Data Collection & Methodology

Data were compiled from various sources, including the Borough of Pen Argyl; Northampton County; Pennsylvania Spatial Data Access (PASDA); previous planning studies; and field reconnaissance by the consultant.

Geographic Information System (GIS) base mapping was used to prepare field maps and planning documents over base aerial photography – adding municipal boundaries, roadways, sidewalks, parcels, and other identifying features.

Simone Collins Landscape Architecture and Urban Partners facilitated an in-depth public involvement process, including direct involvement with Borough officials, staff, and the public to solicit valuable insight and direction for the plan.

2.2 Relevant Planning Data

Weona Park Master Site Development Plan, 2018 - Pen Argyl Borough

Weona Park is currently the only Borough-owned park in Pen Argyl, and is comprised of three parcels, totaling 34 acres – and the park plan was created after the Borough purchased the third parcel. Features proposed for the park included: connections to the future Northern Tier Trail with a trailhead in the park; a pool; bathroom; multipurpose field; nature trails around the former quarry; a dog park; sledding hill; multiple proposed pavilions; parking areas; and planting improvements.

Weona Park is central to the cultural heritage of Pen Argyl.

Slate Belt Multi-Municipal Comprehensive Plan: 2020 - Issues and Opportunities Report – Multi-Municipal Comprehensive Plan

“The purpose of the Slate Belt Multi-Municipal Comprehensive Plan is to enable the Boroughs of Bangor, East Bangor, Pen Argyl, Roseto, Portland, and Wind Gap, and the Townships of Plainfield, Washington, Lower Mount Bethel, and Upper Mount Bethel to shape their collective vision for the future.”

The plan projects that Pen Argyl will need to maximize potential residential and non-residential density in key areas to meet future needs. The existing zoning can accommodate this growth. Growth and economic development will likely include revitalization,

redevelopment, and new development (Land Analysis). Areas of potential development include 21 North Lobb Avenue, 412 West Applegate Avenue, and downtown Pen Argyl in general (Development Analysis).

Slate Belt Rising Community Revitalization Plan 2016-2022 – Community Action Committee of the Lehigh Valley

Slate Belt Rising is a regional revitalization initiative conceived to integrate and capitalize on the substantial assets of the individual Slate Belt communities, specifically the Boroughs of Wind Gap, Pen Argyl, Bangor, and Portland – where they may contribute to a vibrant economic climate, regional cooperation, revitalizing neighborhoods and housing, youth engagement, and a sustainable Slate Belt Rising region.

Northampton County Northern Tier Trail Feasibility Study 2018 – Northampton County

The goals of this study include: prove an alignment for a 35-mile trail from the Lehigh River to the Delaware River; identify the opportunities and constraints of linking the trail to existing parks, trails, Boroughs and other special places; and create an economic and tourism boost for the Northern Tier region.

The study proposes a county-wide trail system with alignments through Pen Argyl Borough along Pen Argyl Road, Main Street, E Street, George Street, and near Hendershots Alley to connect to Weona Park.

Livable Landscapes 2015 – Lehigh Valley Planning Commission

This plan helps guide future regional conservation and open space planning efforts. In a 2010 survey, 73% of respondents said that more parks, recreation facilities, and open space are needed. Another survey showed that 71% of respondents agree that protecting County lakes, streams, rivers, and preserving water quality ranked the highest priority. The goals of the ***Pen Argyl Revitalization Plan*** align with these priorities.

For more information on the plan, please visit: https://lvpc.org/pdf/LC_Livable_Landscapes_Plan.pdf

SlateLands studio 2015-17 – University of Pennsylvania

Students at the University of Pennsylvania, Department of Landscape Architecture participated in the SlateLands studio in 2015, 2016, and 2017, lead by Adjunct Associate Professor Ellen Neises. Students studied existing conditions for the Slate Belt Region and created revitalization concepts with four different

focuses including: Natural and Heritage Tourism, Agriculture, Growth Frameworks, and Resource Management.

Concepts specific to Pen Argyl Borough emphasized recreation improvements and conservation.

“*Seeing Water*” studies by Lesia Mokryce references Pen Argyl’s unique location above a regional subterranean aquifer that runs below the foothills of the Pocono Mountains. The conception speaks to the Borough protecting and featuring its water resources as cultural and ecological heritages through conservation and groundwater recharge. The conception suggest the Borough could market itself as a “park town” with recreation and conservation as a regional attraction.

“*Slate Spine*” by Emily Tyler features a linked recreation and residential network throughout the former quarry sites to connect east and west borders of the Borough with trail and park developments.

2.3 Site Reconnaissance

The study team visited the Borough November 15th, 2019 to study conditions including: existing businesses; housing; pedestrian, bicycle, and vehicular connections; recreation opportunities, and to speak with residents and business owners about their ideas and concerns. Follow-up observations of the Borough were conducted by members of the study team.



Project team and Pen Argyl steering committee members discussing the planned site reconnaissance for the day on November 25, 2019.



Figure 2.1 Site Aerial
Source: PASDA, 2017

2.4 Existing Conditions

Borough History

The Borough of Pen Argyl was part of the land acquired through the “walking purchase” by William Penn’s sons in 1737 and was originally a part of Plainfield Township until it was incorporated as a separate entity in 1882.

The presence of slate in the southern portion of the Borough created a new economy as the first slate quarries opened in the mid 19th Century. As the quarries prospered, immigrants from Western Europe were attracted to the area and these new opportunities. New railroad lines also opened to transport the slate to market. In the early 20th Century, as demand for slate shifted to cheaper materials, people found employment in textiles, thanks in part to the Borough’s proximity to large markets like New York and Philadelphia.

By the mid 20th Century, trolley lines connected Pen Argyl to the rest of the Lehigh Valley and new highways allowed visitors and workers to arrive from farther distances. Today, one of the defining features of the Borough is the Dentzel carousel at Weona Park. This carousel was purchased in 1923 and is only one of a few left in the country with stationary wooden animals. In 1999, the carousel was placed on the National Register of Historic Places.

Zoning

Pen Argyl Borough zoning consists of seven districts (See Figure 2.2):

- Extractive Industry, Manufacturing
- General Business
- Light Industrial, Commercial
- Limited Residential
- Low Density Residential
- Medium Density Residential
- Special Conservation

Pen Argyl is zoned primarily residential (medium and low density), and extractive industry. Commercial corridors are located in the central areas of the Borough along Robinson Avenue, Pennsylvania Avenue, and Main Street.

Land Use

Pen Argyl Borough has two dominant land uses in the municipality: Residential and Industrial / Manufacturing.

Residential land use refers to areas where the current uses are primarily housing (single and multiple dwellings). The majority of the housing is in single family detached units. This is followed by single family attached units and some units in 2-4 unit structures. There is very little small to medium multifamily housing in the Borough.

Industrial & Manufacturing land use refers to areas where the current primary use is for industrial or manufacturing operations. In Pen Argyl, this land use is predominantly located in the southern portions of the Borough where the slate quarries are situated.

Other major land uses include the federally-owned parcel at the northern edge of the Borough (noted as Agriculture & Vacant), the Pennsylvania American Water facility also located in the northern area of the Borough (noted as Transportation & Utilities), Pen Argyl High School in the west end of the Borough (noted as Public & Quasi Public) and Weona Park in the east end of the Borough (noted as Parks & Outdoor Recreation). The full list of land uses in the Borough is as follows: (See Figure 2.3)

- Agriculture & Vacant
- Commercial & Retail
- Industrial & Manufacturing
- Parks & Quasi Public
- Residential
- Rural Residential
- Transportation & Utilities



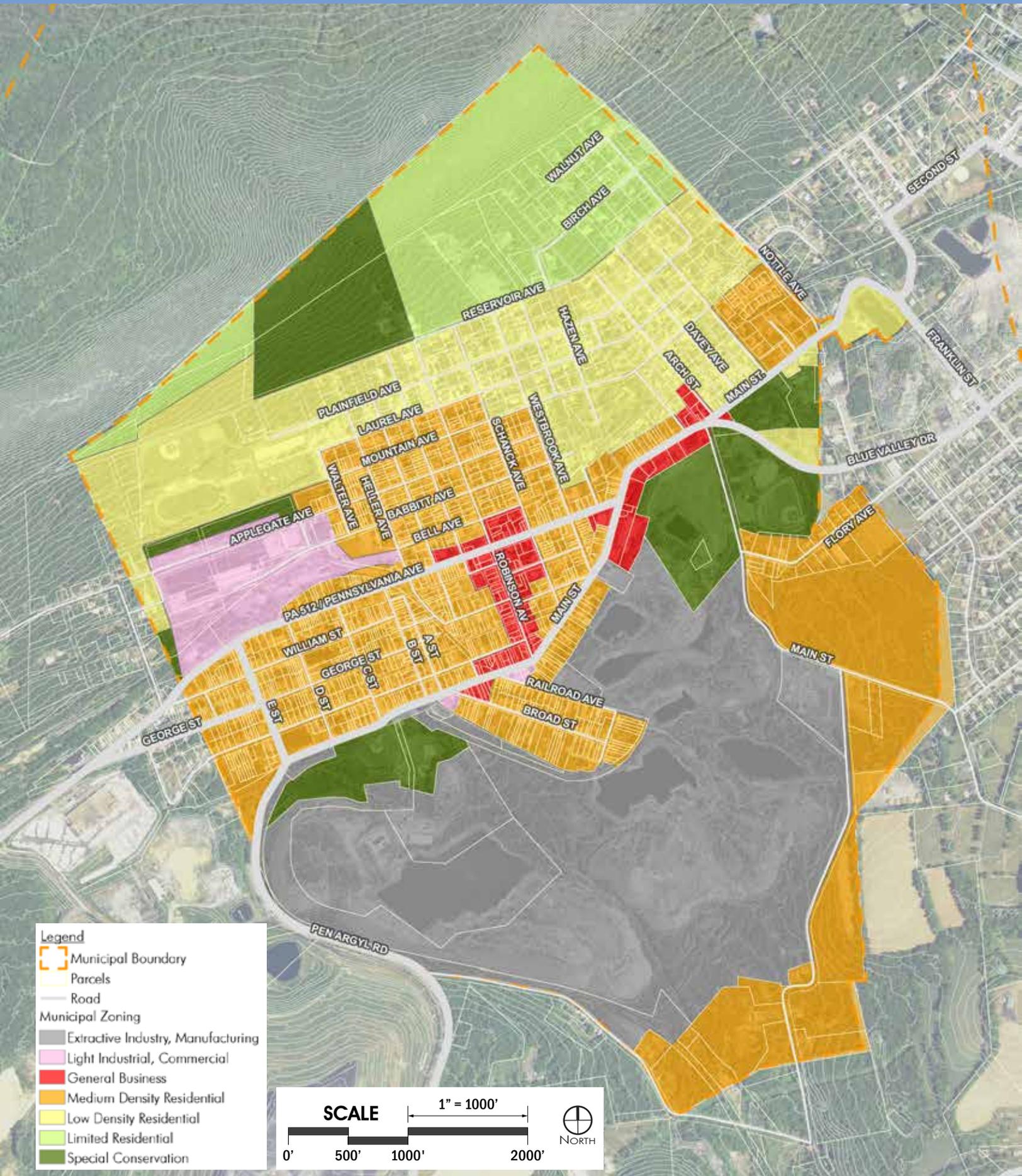
Slate Belt Heritage Center in neighboring Bangor, Pennsylvania. This museum includes exhibits that display the history and importance of slate to Pen Argyl and the region.



Preserved quarry machinery at the Slate Belt Heritage Center in Neighboring Bangor, Pennsylvania. An outdoor exhibit such as this could be a model for parks in Pennsylvania communities with an industrial heritage and help to educate residents and visitors on the importance of industry to the local economy.



Slate works facility in neighboring Bangor, Pennsylvania (Historic image, date unknown)
Source: the Slate Belt Heritage Center in Bangor, Pennsylvania



Legend

- Municipal Boundary
- Parcels
- Road

Municipal Zoning

- Extractive Industry, Manufacturing
- Light Industrial, Commercial
- General Business
- Medium Density Residential
- Low Density Residential
- Limited Residential
- Special Conservation

SCALE 1" = 1000'

0' 500' 1000' 2000'

NORTH

Figure 2.2 Zoning Map
 Source: Lehigh Valley Planning Commission (LVPC), 2020; Northampton County, 2020; Pennsylvania Spatial Data Access (PASDA), 2017;
 Prepared by Simone Collins Landscape Architecture

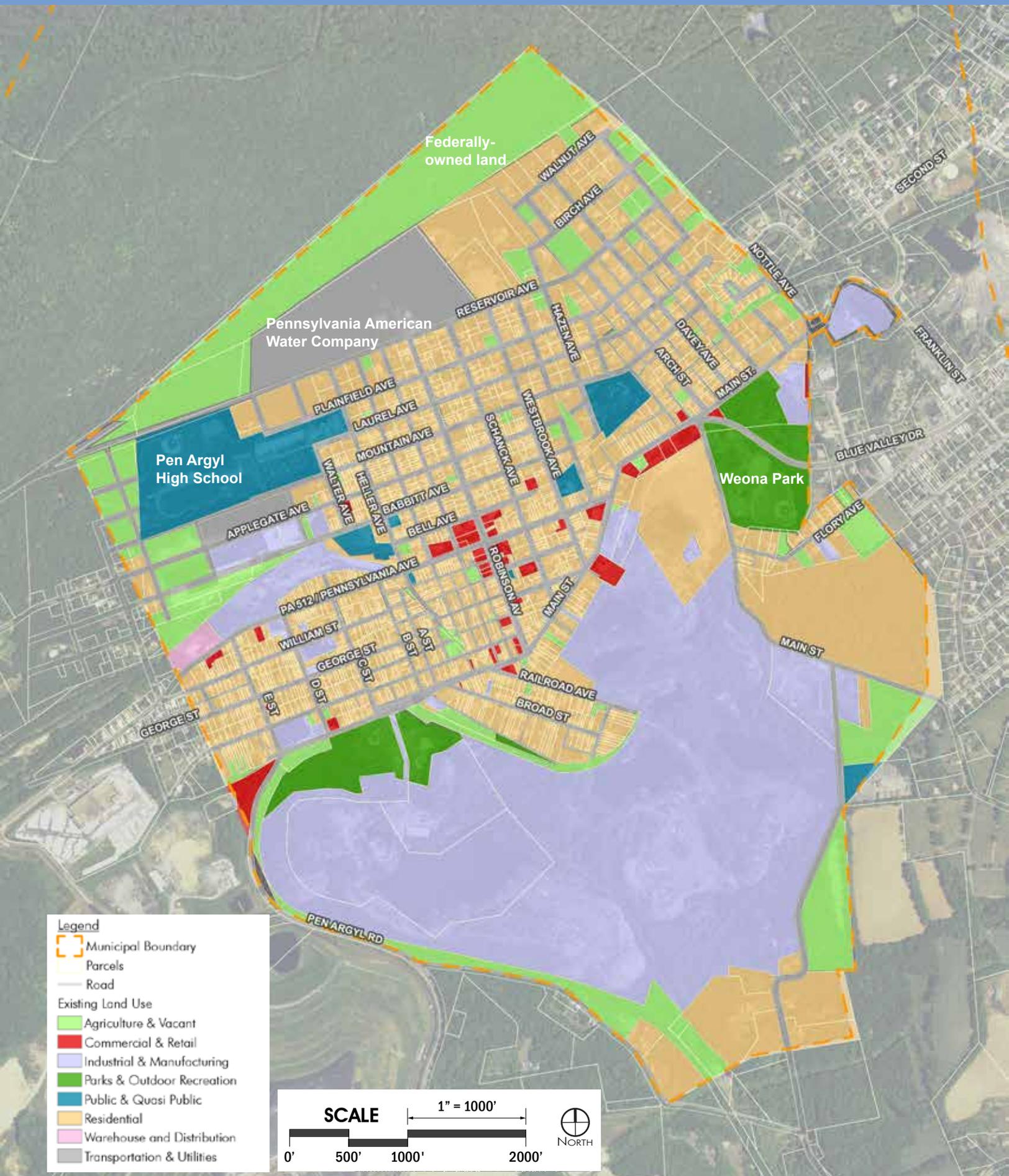


Figure 2.3 Land Use
 Source: LVPC, 2020; Northampton County, 2020; PASDA, 2017; Prepared By Simone Collins Landscape Architecture

Parks, Trails and Conservation Areas

Recreation - existing recreation areas include Borough-owned Weona Park, and privately owned sports fields called the Green and White Youth Association (see Figure 2.4). The Borough completed a master plan in 2018 for Weona Park that proposed new trails, sports courts and sports fields, bandshell improvements, and a new pool. Construction of these improvements is being implemented in phases. To date, the bandshell and concert seating area have been renovated; the putting green was rehabilitated, and the Borough fire station was relocated within the Park property.

Trails - There is an existing on-road alignment of the Northern Tier trail on Route 512 in Pen Argyl. A proposed leg of the Northern Tier Trail within the Borough will connect Weona Park to Plainfield Township and Rosetto Borough. The proposed trail will run along Pen Argyl Road, Main Street, and through Borough-owned open space bordering former quarry lands.

These improvements will ultimately add value to properties near the trail links.



Scoreboard at Weona Park



The historic Weona Park Carousel, built in 1923 features hand-carved painted animals.

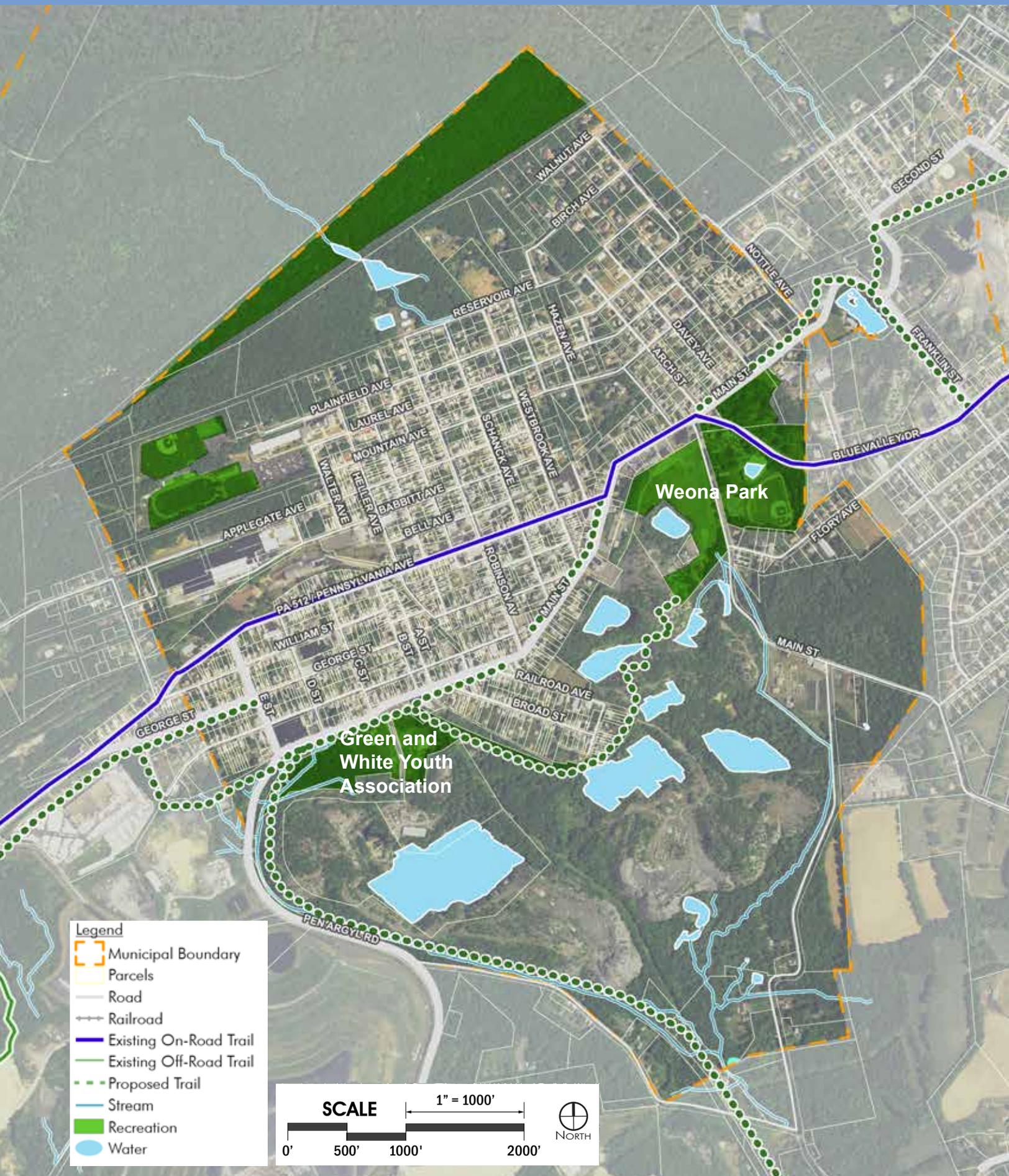
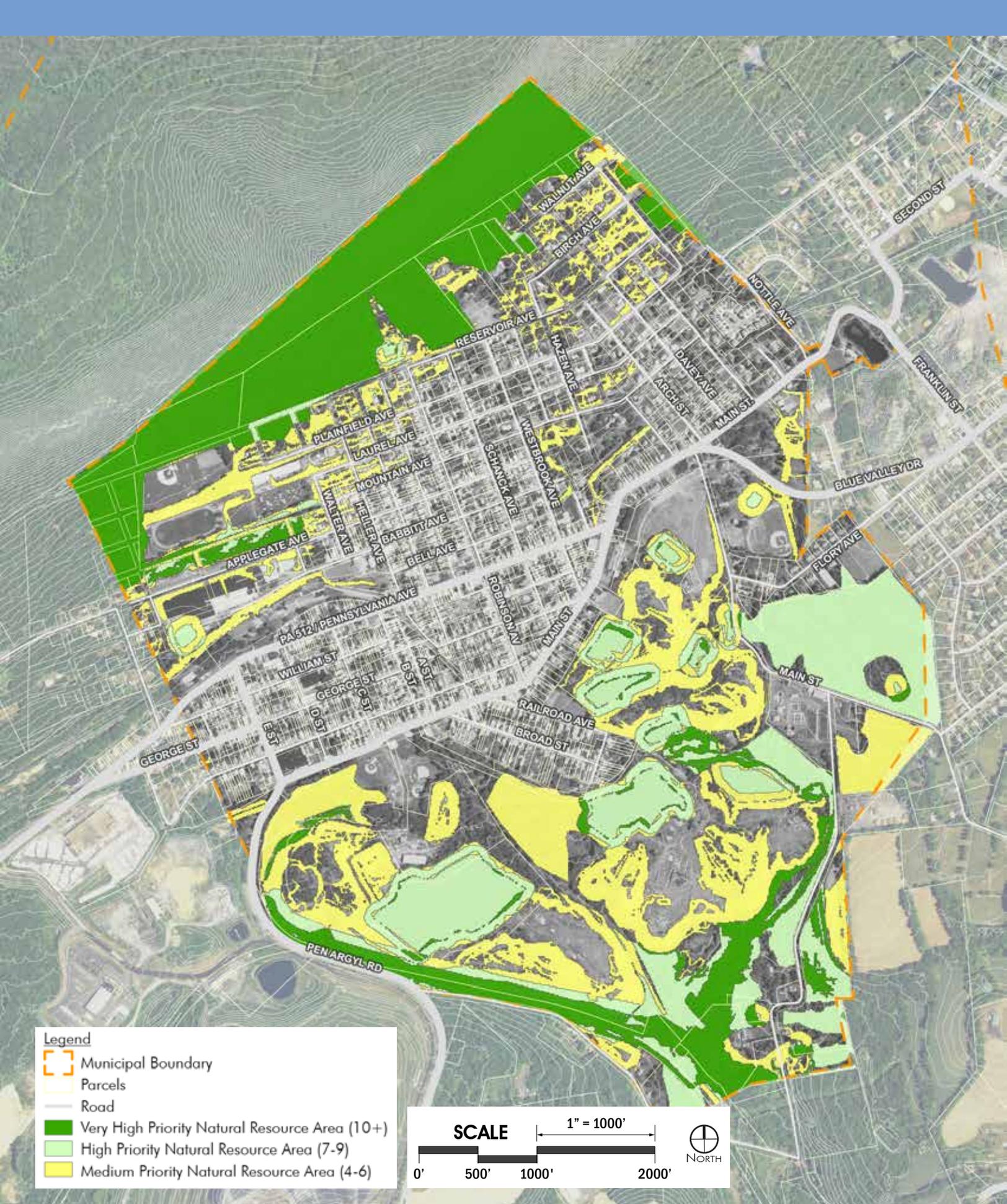


Figure 2.4 Parks Trails and Conservation Areas
 Source: LVPC, 2020; Northampton County, 2019; PASDA, 2017; Prepared by Simone Collins Landscape Architecture



Legend

- Municipal Boundary
- Parcels
- Road
- Very High Priority Natural Resource Area (10+)
- High Priority Natural Resource Area (7-9)
- Medium Priority Natural Resource Area (4-6)

SCALE 1" = 1000'

0' 500' 1000' 2000'

NORTH

Figure 2.5 Conservation Areas
 Source: LVPC, 2020; Northampton County, 2019; PASDA, 2017; Prepared by Simone Collins Landscape Architecture

See Figure 2.5 Conservation Areas
Natural Resource Weighting Factors

Weight	Feature
7	Floodplains - 100 Year
7	Wetlands
3	Hydric Soils - Major Components
2	Hydric Soils - Inclusions
4	Steep Slopes - >25%
2	Steep Slopes - 15-25%
4	Water Quality - Exceptional Value
3	Water Quality - High Quality
2	Water Quality - Cold Water Fisheries
1	Water Quality - Trout Stocking
4	River Resource Area Buffer - Delaware R.
2	River Resource Area Buffer - Lehigh R.
6	Natural Areas - Statewide Significance (1&2 Rank)
5	Natural Areas - Statewide Significance (3-5 Rank)
4	Natural Areas - Local Significance
6	Blue Mountain Natural Area
4	Woodlands - 25+ Acres
2	Woodlands - 5 to 25 Acres
6	Interior Woodlands - 500+ Acres
4	Interior Woodlands - 100 to 499 Acres
2	Interior Woodlands - 25 to 99 Acres
5	Riparian Woodlands - 100' Buffer

Natural Resources

Conservation Areas - Existing natural features in the Borough are categorized by priority level according to the Lehigh Valley Planning Commission (LVPC) in Figure 2.5. The features are given weighted scores based on priority conservation factors. Features that overlap are added together to create a composite score for each section of the map. Darker green areas of the map are considered the highest priority for natural resource conservation.

Pen Argyl is in the Great Valley physio-graphic section of Pennsylvania at the base of the Blue Mountain section. According to the LVPC, the northwestern-most edge of the Borough is a high priority conservation area and features the Blue Mountain natural area, steep slopes, woodlands, and interior woodlands. These steep, interior woodland species offer more shelter from changes in light, wind, moisture, and predation, and benefit from greater tree density and varied species composition. Many sensitive wildlife species, such as migratory songbirds, benefit from interior woodlands for survival. The Waltz Creek corridor along the southwestern edge of Pen Argyl is considered a high priority conservation area.

Watersheds and Hydrology

Pen Argyl is traversed by five sub-watersheds which are part of the greater Martins-Jacoby Watershed (see Figure 2.6). Surface drainage within the Borough flows toward the quarry area on the south end of town and collects in the open quarry pits that function as a stormwater collection/detention basins. A percentage of surface stormwater flows contribute to Waltz Creek, which is classified as a Trout Natural Reproduction Stream by the Pennsylvania Department of Environmental Protection (DEP) and tributary to Martins Creek which flows into the Delaware River.

Water quality in Waltz Creek and Martins Creek may be improved with increased stormwater best management practices (BMPs) to limit the volume and contaminants in stormwater runoff from area roadways, quarry land, and surrounding agricultural land. The Borough has plans underway to improve a Waltz Creek BMP near Main Street.

Water and Sewer Utility Service Areas

Water and Sewer Utility Service Areas are concentrated in the central developed portion of the Borough (see Figure 2.7). Public potable water wells are located within residential areas, and in former quarry lands to the south. These wells are owned by private homeowners and private businesses including the Dally Slate Company, and the Grand Central Sanitary Landfill.

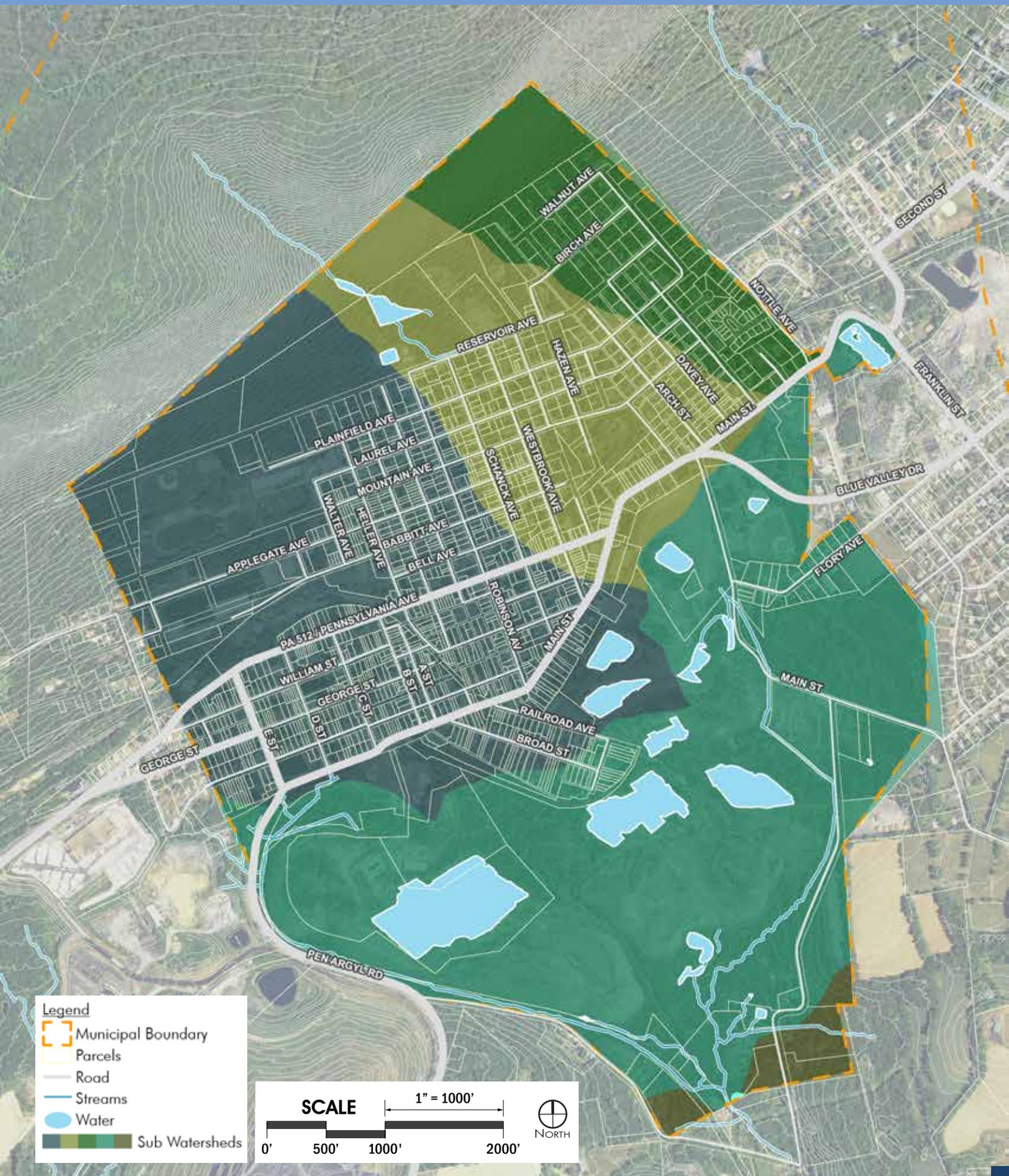


Figure 2.6 Watersheds and Hydrology
 Source: LVPC, 2020; Northampton County, 2019; PASDA, 2017; Prepared by Simone Collins Landscape Architecture

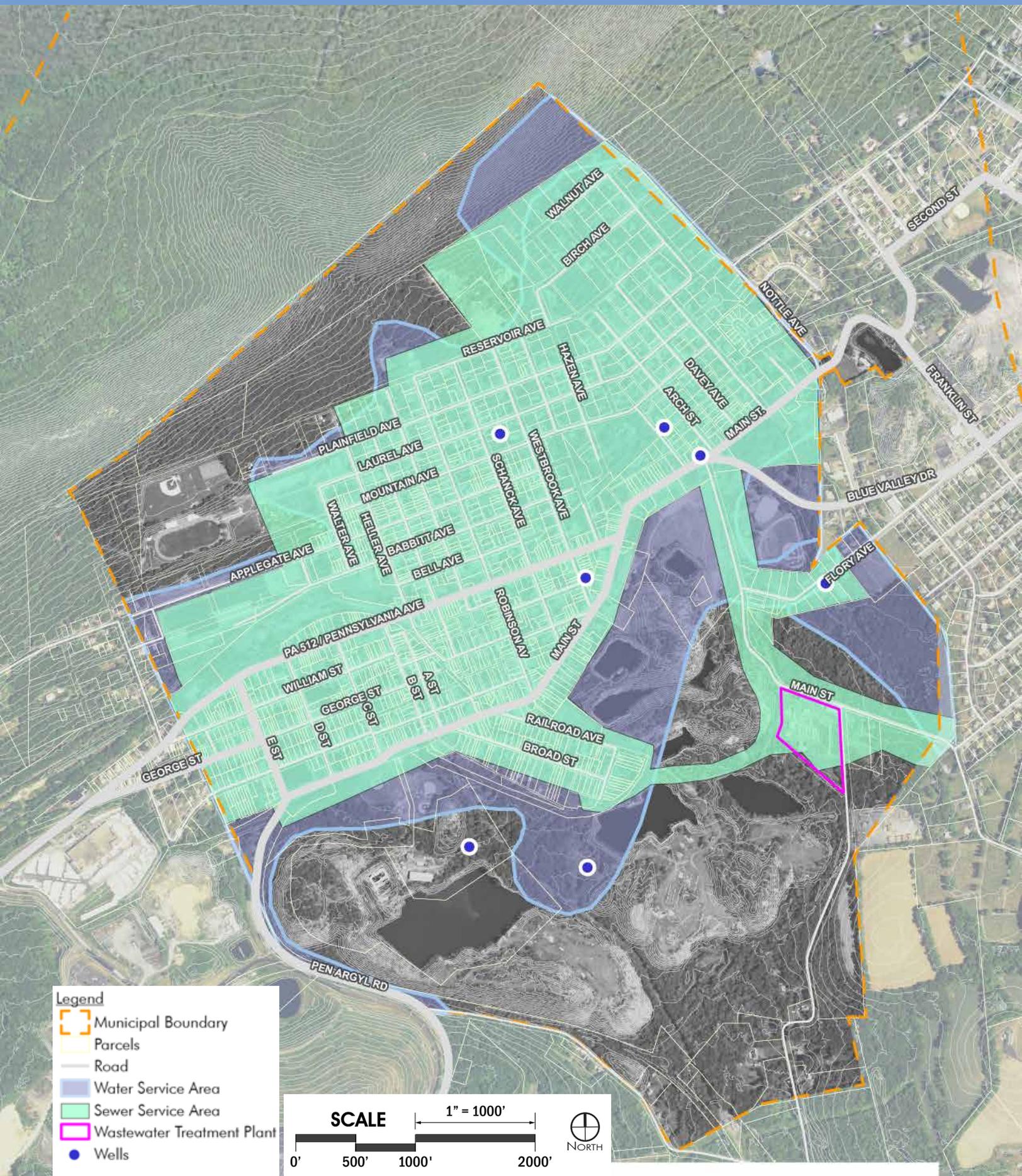
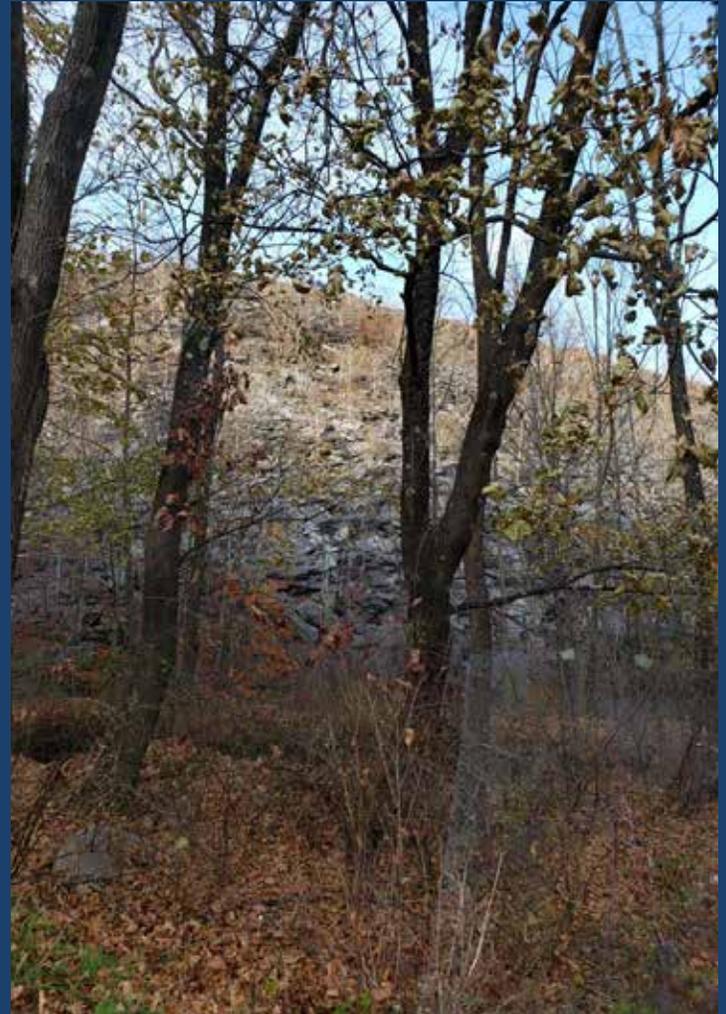


Figure 2.7 Water and Sewer Utilities Service Areas
 Source: LVPC, 2020; Pennsylvania Department of Environmental Protection, 2020; Northampton County, 2019; PASDA, 2017;
 Prepared by Simone Collins Landscape Architecture

Legend - Soils (see Figure 2.8 Soils)

	Municipal Boundary
	Parcels
	Road
	A1C Austin-Whitewright complex
	BkC Berks Weikert complex
	BiB Binkerton Comly silt loams
	CiB Clarksburg silt loam
	CpB Comly silt loam, 0-3% slopes
	CrB Comly silt loam, 3-8% slopes
	HeF Hazleton very Channery loam, 25-60% slopes
	HqF Hazleton-Rubble land complex, 25-60% slopes
	LbB Laidig very gravelly loam, 0-8% slopes
	LbD Laidig very gravelly loam, 8-25% slopes
	LbF Laidig very gravelly loam, 25-65% slopes
	LcD Laidig very channery loam
	LdF Laidig-Rubble land complex
	MaB Manlinus channery silt loam, 3-8% slope
	MaC Manlinus channery silt loam, 8-15% slope
	MaD Manlinus channery silt loam, 15-25% slope
	PQ Pits, quarry
	PgB Penargyl channery silt loam
	UhB Udorthents, shale and sandstone, 0-8% slopes
	UhD Udorthents, shale and sandstone, 8-25% slopes
	UkaB Urban land
	UrB Urban land-Laidig complex, 0-8% slopes
	UrD Urban land-Laidig complex, 8-25% slopes
	UusB Urban land-Udorthents, shale and sandstone complex
	W Water



Edge of existing quarry land in the southern corner of the Borough.

Soils

Most soils within the Borough limits, below the steep slopes of Blue Mountain, were originally classified as suitable for general development based on infiltration capacities. Since the Borough is near completely built out, and much of the southern land areas have been completely modified by slate mining, soils within Pen Argyl generally need to be considered as an “urban soils” general classification, except for perhaps a few remaining undisturbed parcels. Less suitable development soils exist in the south corner of the Borough, currently used as woodland cover and low density residential (see Figure 2.8).

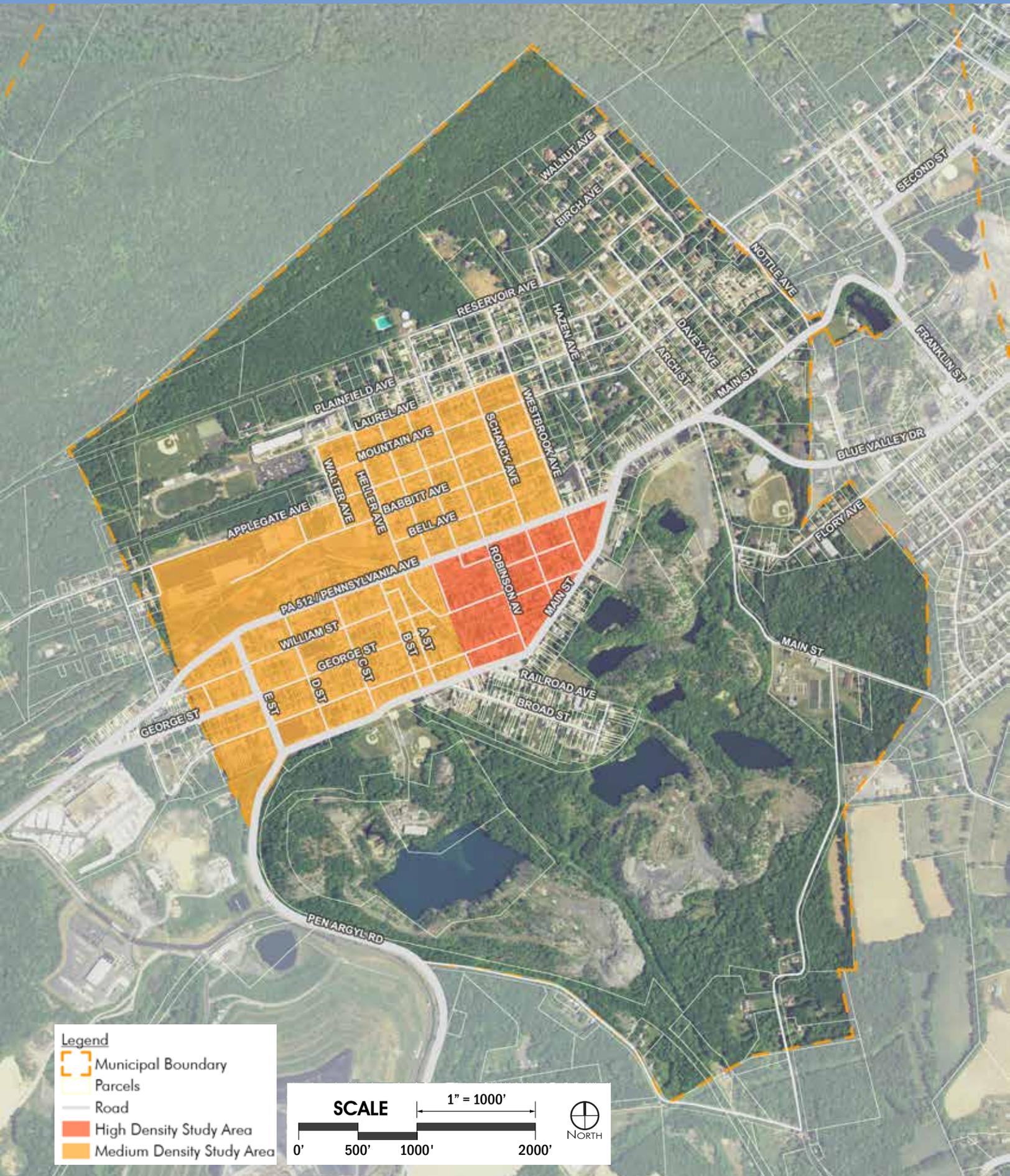


Figure 2.9 Parking Analysis
 Source: Northampton County, 2020; PASDA, 2017; Prepared by Simone Collins Landscape Architecture

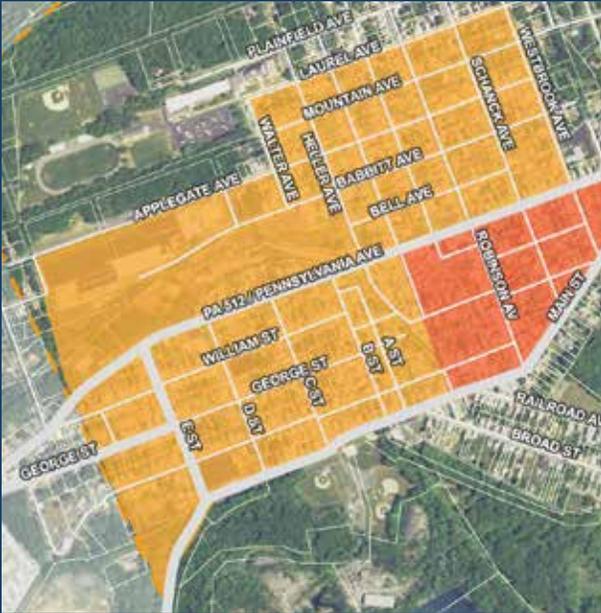


Figure 2.10 Medium-Density Parking Analysis Area
 Source: Northampton County, 2020; Prepared by
 Simone Collins Landscape Architecture

Parking Analysis High-Density Study Area	
Study Area Size	
Study Area	0.04 sq mi
Pen Argyl Borough	1.4 sq mi
% of Borough	2.90%

Parking Analysis High-Density Study Area	
Population (2010)	
Study Area	416
Pen Argyl Borough	3,595
% of Borough	12%

Parking Analysis High-Density Study Area	
Households	
# of Households	186
# of Housing Units	207
Occupancy Rate	90%
Owner/Renter Ratio	38%/62%

Parking Analysis High-Density Study Area	
Parking Spaces	
Residential Req. (Zoning)	2.5 spaces/DU
Required (Housing Units)	517 spaces
Potential On-Street Spaces	333
Existing Metered Spaces	44
Surplus/Deficit	-184
Potential Public Off-Street Spaces	18
Potential On and Off-Street Spaces	351
Surplus/Deficit	-166

Figure 2.11 Medium-Density Parking Analysis Data
 Source: U.S Census Bureau; Northampton County, 2020; Prepared by
 Simone Collins Landscape Architecture

Transportation / Parking Analyses

See Figures 2.9 - 2.14 for Parking Analyses and Transportation analysis mapping.

Traffic and Safety – Average Annual Daily Traffic (AADT) volumes on PennDOT roads in 2019 were highest at the Pennsylvania Avenue and Main Street intersection; and the E Street and Pennsylvania Avenue Intersection. Two traffic accident fatalities occurred on Blue Valley Drive where the road bisects Weona Park.

Sidewalk condition / sidewalk gaps - Pen Argyl has an excellent network of existing sidewalks in developed residential and commercial areas. Sidewalk gaps exist on the edges of neighborhoods, and in low density areas. However, the conditions of some existing sidewalks do not allow complete accessibility due to a lack of curb cuts, crumbling concrete, or shifted or heaved concrete panels caused by freeze/thaw and eroded sub-material.

Crosswalks / Crossing signals and signage – Crosswalks are striped at the intersections of main roads in the Borough (Main Street, Pennsylvania Avenue, Robinson Avenue, Blue Valley Drive).

Bike Routes / Trails – the existing Northern Tier Trail on-road alignment bisects Pen Argyl on Pennsylvania Avenue and Blue Valley Drive.

Parking – This study examined on-road and off-road parking in the medium-density and high-density areas in the Borough. Medium density residential and quasi-public areas of the Borough rely on existing on and off-street parking. Current zoning requirements specify a minimum total of 1,900 parking spaces within the medium-density area (2.5 spaces per dwelling unit) (See Figures 2.9 - 2.11). Various options for reconfiguring existing on and off-street parking could provide a surplus of up to 2,085 parking spaces. In the high-density area, current zoning requirements specify a minimum of 517 parking spaces (2.5 spaces per dwelling unit). Options for reconfiguration of on and off-street parking in this area could yield 351 potential parking spaces (see Figures 2.9, 2.12, and 2.13). However, this strategy would still maintain a deficit for required spaces due to the limited space available to provide for additional parking.



Figure 2.12 High-Density Parking Analysis Area
 Source: Northampton County, 2020; Prepared by
 Simone Collins Landscape Architecture

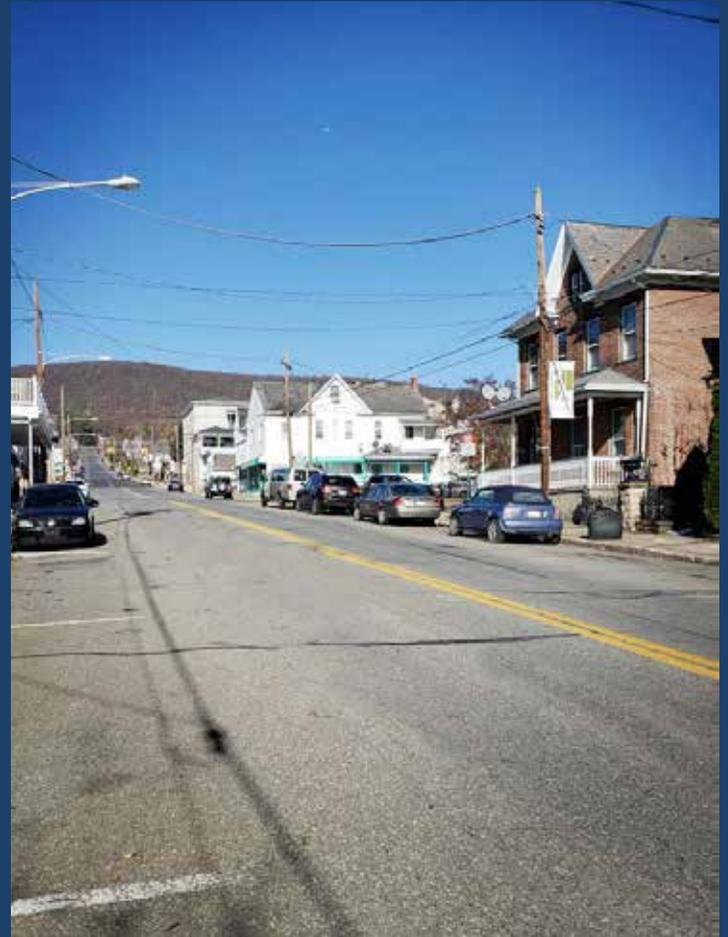
Parking Analysis High-Density Study Area	
Study Area Size	
Study Area	0.04 sq mi
Pen Argyl Borough	1.4 sq mi
% of Borough	2.90%

Parking Analysis High-Density Study Area	
Population (2010)	
Study Area	416
Pen Argyl Borough	3,595
% of Borough	12%

Parking Analysis High-Density Study Area	
Households	
# of Households	186
# of Housing Units	207
Occupancy Rate	90%
Owner/Renter Ratio	38%/62%

Parking Analysis High-Density Study Area	
Parking Spaces	
Residential Req. (Zoning)	2.5 spaces/DU
Required (Housing Units)	517 spaces
Potential On-Street Spaces	333
Existing Metered Spaces	44
Surplus/Deficit	-184
Potential Public Off-Street Spaces	18
Potential On and Off-Street Spaces	351
Surplus/Deficit	-166

Figure 2.13 Parking High-Density Parking Analysis Data
 Source: U.S Census Bureau; Northampton County, 2020; Prepared by
 Simone Collins Landscape Architecture



High-Density Parking Analysis Area on Robinson Avenue

Bus Routes – the regional Lehigh and Northampton Transportation Authority (LANTA) bus route number 217 has a total of eight northbound and southbound bus stops operating from Monday through Saturday in Pen Argyl on Pennsylvania Avenue.

Streetscape Character – Public feedback indicated that Pen Argyl is characterized by a small-town community feel – featuring its unique Weona Park Carousel; its largely single-family residences; mountain and valley views; and its geological location and history within the Slate Belt. The Borough may wish to expand its “carousel horse” logo to feature these characteristics in the forms of logos, graphic streetscape banners, etc. Street furniture, compact street trees, or street planters also can be incorporated on targeted streets to enhance the streetscape character.



Figure 2.14 Transportation Map
 Source: Northampton County, 2019; PASDA, 2019; Pennsylvania Department of Transportation, 2017; Prepared by Simone Collins Landscape Architecture

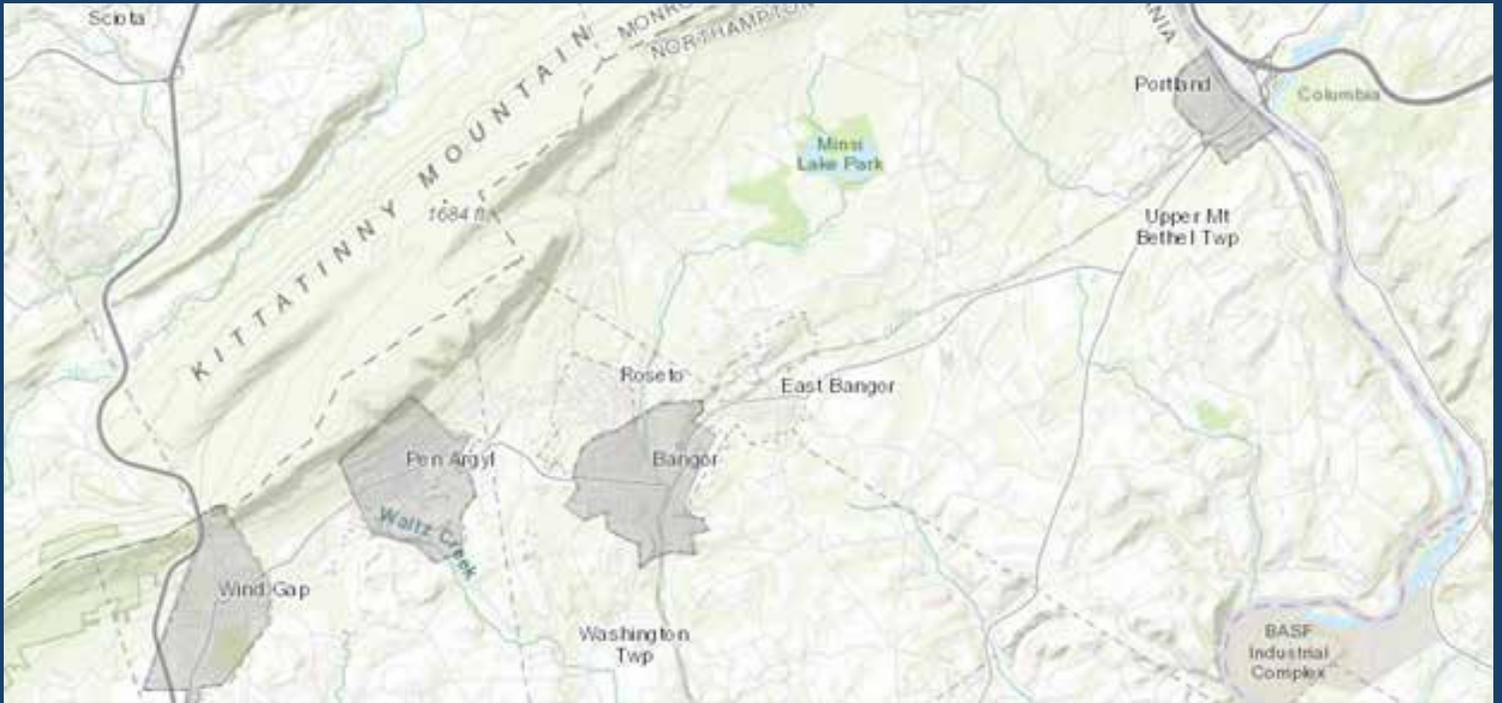


Figure 2.15 The Slate Belt Region including Wind Gap, Pen Argyl, Bangor, and Portland Boroughs
Source: U.S. Census Bureau

2.5 Socio-Economic Trends

Within the process of this market analysis, socio-economic and market conditions were examined in the four Slate Belt Rising boroughs as peer communities with similar characteristics. These include Pen Argyl, Wind Gap, Bangor, and Portland (see Figure 2.15).

Population and Household Characteristics

Population Trends, 2010-2017 - According to the 2017 American Community Survey 5-Year Estimates (ACS), the total population of Pen Argyl Borough is 3,595. From 2010 to 2017, the Borough's population declined by 1.3%, compared to a similar population loss of 1.1% for peer Slate Belt Rising community Bangor Borough and less than a percentage for Wind Gap Borough (see Figure 2.16). The ACS reports an almost 13% decline in population for Portland Borough. Northampton County, on the other hand, has experienced a modest population increase of just over 1%.

Population Projections, 2010-2040 - All of the Slate Belt Rising boroughs, as well as Northampton County, are expected to grow from 2020 to 2040 (see Figure 2.17). The largest growth rate is expected in Portland Borough at 51.8%, though the absolute number of people is just 333. The projected Pen Argyl growth rate is right in line with the County's at 22.3%. This amounts to an increase of 873 people over the 20-year period.

Household Trends, 2010-2017 - Despite its recent population loss, Pen Argyl Borough experienced a 3.8% increase in households from 2010 to 2017 (see Figure 2.18), while Bangor and Portland Boroughs witnessed a decrease—the latter by 21.1%. Wind Gap Borough's slight gain of 0.3% was on par with Northampton County's increase of 0.2%.

Average Household Size, 2010-2017 - Consistent with national trends, Pen Argyl Borough witnessed a reduction (5.1%) in average household size from 2010 to 2017 (see Figure 2.19). Wind Gap Borough also experienced a reduction, though much more modest at 0.7%. Conversely, Bangor Borough's average household size increase of 1.9% was not nearly as significant as Portland Borough's 10.3% increase. The County's 0.8% increase was a moderate balance of the two extremes.

Population by Household Type, 2017 - Among the Slate Belt Rising communities, Pen Argyl Borough has the highest percentage of population in non-family households at 25.8% (see Figure 2.20). It also has the highest percentage living in group quarters, though nominal at 0.8%. At 86.9%, Portland Borough has the highest percentage of family households, followed closely by Bangor Borough.

Northampton County has a more moderate percentage of population by household types, falling in between the upper and lower extremes of the Boroughs for both family and non-family households. However, the County also exhibits a higher percentage of population - 3.7% - in group quarters than any of the Boroughs.

Population Trends, 2010-2017	2010	2017	% Change
	Census	ACS	(2010-2017)
Pen Argyl Borough	3,595	3,550	-1.30%
Bangor Borough	5,273	5,217	-1.10%
Portland Borough	519	452	-12.90%
Wind Gap Borough	2,720	2,710	-0.40%
Northampton County	297,735	300,941	1.10%

Figure 2.16 Population Trends, 2010-2017
Source: U.S. Census Bureau

Population Projections, 2010-2040	2010	2017	2020	2030	2040	% Change (2020-2040)
Pen Argyl Borough	3,595	3,550	3,938	4,327	4,815	22.30%
Bangor Borough	5,273	5,217	5,765	6,310	6,985	21.20%
Portland Borough	519	452	643	793	976	51.80%
Wind Gap Borough	2,720	2,710	3,082	3,492	3,988	29.40%

Figure 2.17 Population Projections, 2010-2040
Source: Lehigh Valley Planning Commission

Household Trends, 2010-2017	2010	2017	% Change
	Census	ACS	(2010-2017)
Pen Argyl Borough	1,393	1,446	3.80%
Bangor Borough	2,074	2,014	-2.90%
Portland Borough	223	176	-21.10%
Wind Gap Borough	1,230	1,234	0.30%
Northampton County	113,565	113,827	0.20%

Figure 2.18: Household Trends, 2010-2017
Source: U.S. Census Bureau

Average Household Size, 2010-2017	2010	2017	% Change
	Census	ACS	(2010-2017)
Pen Argyl Borough	2.56	2.43	-5.10%
Bangor Borough	2.54	2.59	1.90%
Portland Borough	2.33	2.57	10.30%
Wind Gap Borough	2.21	2.2	-0.70%
Northampton County	2.53	2.55	0.80%

Figure 2.19: Average Household Size, 2010-2017
Source: U.S. Census Bureau

Population by Household Type	Pen Argyl Borough	Bangor Borough	Portland Borough	Wind Gap Borough	Northampton County
Total Population	3,550	5,217	452	2,710	300,941
In Households	3,520	5,215	452	2,710	289,924
In Households (% of Total)	99.20%	100.00%	100.00%	100.00%	96.30%
In Family Households (% of Total)	73.40%	86.10%	86.90%	77.70%	81.30%
In Non-Family Households (% of Total)	25.80%	13.90%	13.10%	22.30%	15.00%
In Group Quarters (% of Total)	0.80%	0.00%	0.00%	0.00%	3.70%

Figure 2.20: Population by Household Type, 2017
Source: U.S. Census Bureau

Ethnic / Racial Composition, 2017	Pen Argyl Borough	Bangor Borough	Portland Borough	Wind Gap Borough	Northampton County
White alone	96.20%	97.80%	92.70%	96.90%	86.20%
Black or African American Alone	2.80%	0.00%	0.00%	0.30%	5.40%
American Indian and Alaska Native alone	0.00%	0.70%	0.00%	0.00%	0.40%
Asian alone	0.10%	0.00%	0.00%	1.60%	2.80%
Native Hawaiian and Other Pacific Islander alone	0.00%	0.00%	0.00%	0.00%	0.00%
Some other race alone	0.00%	0.40%	0.00%	0.40%	2.10%
Two or more races	0.90%	1.20%	7.30%	0.70%	3.20%
Hispanic (all races)	2.70%	2.20%	1.80%	2.70%	12.40%

Figure 2.21: Ethnic/Racial Composition, 2017
Source: U.S. Census Bureau

Distribution of Age, 2017	Pen Argyl Borough	Bangor Borough	Portland Borough	Wind Gap Borough	Northampton County
Under 5 Years-of-Age	3.70%	5.90%	7.10%	3.80%	5.00%
5 To 17 Years-of-Age	22.10%	16.90%	10.60%	14.00%	15.40%
18 To 24 Years-of-Age	10.60%	10.30%	9.10%	4.90%	10.10%
25 To 34 Years-of-Age	12.30%	13.00%	17.90%	14.30%	11.60%
35 To 44 Years-of-Age	14.60%	12.80%	8.20%	11.10%	11.80%
45 To 54 Years-of-Age	10.90%	12.00%	11.30%	14.60%	14.30%
55 To 64 Years-of-Age	14.00%	7.50%	17.70%	14.80%	14.10%
65 To 74 Years-of-Age	5.30%	10.10%	13.10%	12.50%	9.70%
75 To 84 Years-of-Age	3.70%	6.30%	2.40%	5.40%	5.20%
85 Years-of-Age & Over	2.80%	5.10%	2.70%	4.70%	2.90%

Figure 2.22: Distribution of Age, 2017
Source: U.S. Census Bureau

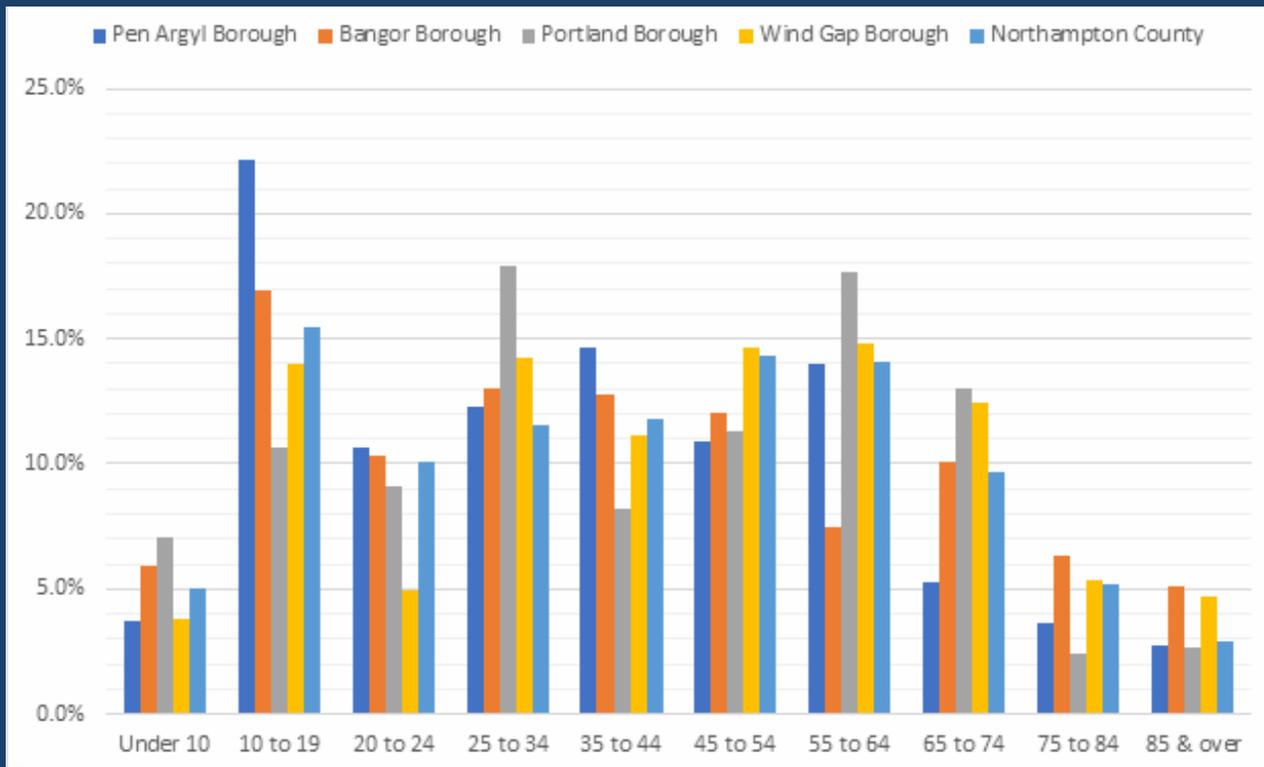


Figure 2.23: Comparison of Age Distribution, 2017
Source: U.S. Census Bureau, Urban Partners

Educational Attainment for Population 25 Years or Older	Pen Argyl Borough	Bangor Borough	Portland Borough	Wind Gap Borough	Northampton County
Less than 9th grade	1.90%	3.80%	2.10%	2.50%	3.20%
9th to 12th grade, no diploma	5.10%	11.40%	5.40%	6.10%	6.20%
High school graduate (includes equivalency)	43.10%	43.40%	43.20%	43.30%	34.90%
Some college, no degree	18.50%	17.00%	15.40%	17.60%	17.70%
Associate's degree	9.40%	6.80%	7.90%	14.40%	9.20%
Bachelor's degree	13.10%	13.30%	14.50%	12.30%	18.30%
Graduate or professional degree	8.90%	4.20%	11.50%	3.80%	10.50%

Figure 2.24: Educational Attainment for Population 25 Years and Over, 2017
Source: U.S. Census Bureau



Figure 2.25: Median Household Income
Source: U.S. Census Bureau, Urban Partners

Ethnic/Racial Composition, 2017 - The Slate Belt Region has remained majority white, at least 92%, in terms of ethnic/racial composition (see Figure 2.21). Among the Slate Belt Rising boroughs, Pen Argyl has the highest percentage of African Americans at 2.8%, about half of Northampton County's 5.4%. The County has a significantly higher Hispanic population—12.4%—than any of the Boroughs. Pen Argyl and Wind Gap both have the highest Hispanic composition among their peer Boroughs at 2.7% each.

Distribution of Age, 2017 and Comparison of Age Distribution, 2017 - Figures 2.22 and 2.23 compare the age distribution patterns among Slate Belt Rising communities with some notable differences. Pen Argyl Borough contains a significantly higher percentage—22.1%—of school-aged children (ages 5 to 17) than the other three Boroughs or the County, while the young adult population of 18 to 24-year-olds is also higher by a fraction of a percent over Bangor Borough, the next highest. The percentage of adults aged 35 to 44 (14.6%) is also higher than in the other jurisdictions. On the other hand, Pen Argyl has the lowest percentage of 45 to 54 year-olds at 10.9% as well as a significantly lower percentage of 65 to 74 year-olds at 5.3% than the other Slate Belt Rising Boroughs and County.

Educational Attainment for Population 25 Years and Over, 2017

- The Slate Belt Rising boroughs all share a similar high school graduation rate—about 43%, among residents over 25 (see Figure 2.24). This is significantly higher than the County's 34.9% graduation rate. Pen Argyl Borough has the highest rate of residents with some college credits but no degree at 18.5%. Wind Gap Borough leads the Slate Belt Boroughs with percentage of graduates with Associate's degrees (14.4%—higher than the County's 9.2%), while Portland Borough has the highest percentage of graduates with a Bachelor's degree. (14.5%) and graduate degree (11.5%).

Household Income & Poverty Characteristics

Median Household Income, 2017 - Slate Belt Rising borough households are less affluent than households in Northampton County as a whole (see Figure 2.25). According to the 2017 ACS, the median household income for the Boroughs range from \$41,284 in Wind Gap to \$56,667 in Portland, compared to \$65,390 for the County. The median household income in Pen Argyl, by comparison, is \$49,542.

Household Incomes	Pen Argyl Borough	Bangor Borough	Portland Borough	Wind Gap Borough	Northampton County
Less than \$10,000	4.40%	11.60%	1.10%	9.60%	4.20%
From \$10,000 to \$14,999	4.60%	3.90%	6.80%	3.20%	3.90%
From \$15,000 to \$24,999	13.30%	17.30%	11.90%	15.90%	9.10%
From \$25,000 to \$34,999	13.20%	8.10%	5.70%	16.60%	8.40%
From \$35,000 to \$49,999	15.20%	17.40%	16.50%	11.00%	12.60%
From \$50,000 to \$74,999	16.90%	19.30%	19.90%	15.60%	18.50%
From \$75,000 to \$99,999	12.90%	11.70%	17.00%	14.70%	14.00%
From \$100,000 to \$149,999	14.70%	8.50%	11.90%	11.90%	16.80%
From \$150,000 to \$199,999	4.80%	0.60%	2.30%	1.40%	6.60%
\$200,000 or more	0%	1.50%	6.80%	0%	5.80%

Figure 2.26: Distribution of Household Income, 2017
Source: U.S. Census Bureau

Households	Pen Argyl Borough	Bangor Borough	Portland Borough	Wind Gap Borough	Northampton County
Below Poverty Level	147	363	10	135	10,380
Below Poverty Level (%)	10.20%	18.00%	5.70%	10.90%	9.10%
Female Householder	96	277	2	63	5,766
Female Householder (%)	65.30%	76.30%	20.00%	46.70%	55.50%

Figure 2.27: Households Below Poverty Level, 2017
Source: U.S. Census Bureau

Total Housing Units, 2010-2017	2010	2017	% Change
	Census	ACS	(2010-2017)
Pen Argyl Borough	1,490	1,641	10.10%
Bangor Borough	2,262	2,271	0.40%
Portland Borough	244	210	-13.90%
Wind Gap Borough	1,313	1,354	3.10%
Northampton County	120,363	122,452	1.70%

Figure 2.28: Total Housing Units, 2010-2017
Source: U.S. Census Bureau

Distribution of Household Income, 2017 - In each of the Slate Belt Rising boroughs, except for Portland, more than half of the households earn less than \$50,000 annually, compared to 38.2% in Northampton County (see Figure 2.26). However, in each jurisdiction, except for Wind Gap Borough, the largest income distribution category is \$50,000 to \$74,000. This group makes up almost 17% of Pen Argyl's households, and almost 20% in Portland and Bangor. Pen Argyl also has the highest percentage of households earning from \$150,000 to \$199,000 among its peer Slate Belt boroughs at 4.8%, which is more than double the others. However, Pen Argyl has no households earning more than \$200,000.

Households Below Poverty Level, 2017 - According to the 2017 ACS, 10.2% of Pen Argyl households are below the poverty line, slightly higher than the County's poverty rate of 9.1% (see Figure 2.27). Bangor Borough has the highest poverty rate among Slate Belt Rising boroughs at 18.0%. Of those impoverished households,

65.3% in Pen Argyl Borough are female-headed (including both family and non-family households), compared to 55.5% in the City and 76.3% in Bangor Borough, the highest rate among peer communities.

Housing Characteristics

Total Housing Units, 2010-2017 - The total number of housing units in Pen Argyl Borough grew by 10.1% between 2010 and 2017, according to the ACS (see Figure 2.28). This was the largest growth rate among Slate Belt Rising boroughs and significantly higher than the County's rate of increase of 1.7%. Portland Borough actually lost housing units during that period, decreasing by 13.9%.

Vacant Units, 2010-2017 - According to the ACS, housing vacancy in Pen Argyl Borough more than doubled from 2010 to 2017, increasing by 101.0% and accounting for almost 12% of its housing

Vacant Units, 2010-2017	2010 Census	(%)	2017 ACS	(%)	% Change 2010-2017
Pen Argyl Borough	97	6.50%	195	11.90%	101.00%
Bangor Borough	188	8.30%	257	11.30%	36.70%
Portland Borough	21	8.60%	34	16.20%	61.90%
Wind Gap Borough	83	6.30%	120	8.90%	44.60%
Northampton County	6,798	5.60%	8,625	7.00%	26.90%

Figure 2.29: Vacant Units, 2010-2017
Source: U.S. Census Bureau

Housing Tenure: Renter Occupied Units, 2010-2017	2010 Census	(%)	2017 ACS	(%)	% Change 2010-2017
Pen Argyl Borough	476	34.20%	601	41.60%	26.30%
Bangor Borough	844	40.70%	1,088	54.00%	28.90%
Portland Borough	80	35.90%	40	22.70%	-50.00%
Wind Gap Borough	631	51.30%	615	49.80%	-2.50%
Northampton County	30,846	27.20%	32,287	28.40%	4.70%

Figure 2.30: Housing Tenure: Renter-Occupied Units, 2010-2017
Source: U.S. Census Bureau

Age of Housing Stock, 2017	Pen Argyl Borough	Bangor Borough	Portland Borough	Wind Gap Borough	Northampton County
Built 2014 or later	0.00%	0.00%	0.00%	0.00%	0.50%
Built 2010 to 2013	0.00%	0.00%	0.00%	0.30%	1.20%
Built 2000 to 2009	2.60%	2.10%	0.00%	4.40%	12.40%
Built 1990 to 1999	3.50%	0.90%	3.80%	6.30%	10.70%
Built 1980 to 1989	3.00%	3.90%	0.00%	9.70%	10.00%
Built 1970 to 1979	5.20%	9.30%	3.80%	15.40%	11.50%
Built 1960 to 1969	4.60%	6.80%	5.70%	16.70%	8.80%
Built 1950 to 1959	7.10%	11.80%	11.00%	17.10%	12.00%
Built 1940 to 1949	8.30%	8.00%	3.30%	6.00%	5.40%
Built 1939 or earlier	65.60%	57.10%	72.40%	24.20%	27.40%

Figure 2.31: Age of Housing Stock, 2017
Source: U.S. Census Bureau

stock by 2017 (see Figure 2.29). The ACS specifies that 22 vacant homes are for rent and 52 are for sale – in both cases in between occupants. However, it also says there are 121 “other vacant” units in the Borough. The next highest vacancy change is in Portland Borough at 61.9%. All Slate Belt Rising boroughs increased their number of vacant units and have a higher vacancy rate than the County’s 7.0%.

Housing Tenure: Renter-Occupied Units, 2010-2017 - Figure 2.30 describes changes in tenure, or owner/renter characteristics. In Pen Argyl Borough, the proportion of units rented versus owner-occupied increased from 34.2% to 41.6% between 2010 and 2017. Bangor Borough has the highest percentage of renters—54.0%—among the Slate Belt Rising boroughs. Portland Borough’s 22.7% is the lowest, and lower than the County’s 28.4% rate. Portland also decreased its share of renter-occupied units by 50%. By

comparison, the number of renter-occupied units in Pen Argyl grew by 26.3% compared to 4.7% in the County.

Age of Housing Stock, 2017 - Figure 2.31 above is a detailed breakdown of the age of housing stock for the Slate Belt Rising boroughs and Northampton County. Pen Argyl has one of the older housing stocks among peer communities, with 65.6% of its homes built before 1939. Portland Borough exceeds this with 72.4% built before 1939. Wind Gap Borough has the newest housing stock with the highest percentage of its homes—17.1%—built in the 1950s. While 27.4% of the County’s homes were built before 1939, it has a much newer housing stock than in the Slate Belt, where 12.4% of its homes were also built in the 2000s.

Units in Structure, 2017	Pen Argyl Borough	Bangor Borough	Portland Borough	Wind Gap Borough	Northampton County
1 Unit, detached	43.60%	46.70%	75.20%	57.00%	59.40%
1 Unit, attached	31.30%	21.40%	2.40%	9.30%	19.70%
2 Units	9.00%	13.10%	5.70%	0.80%	4.30%
3 or 4 Units	8.70%	3.90%	11.00%	7.50%	4.00%
5 to 9 Units	2.70%	1.60%	5.70%	7.80%	3.20%
10 to 19 Units	2.50%	0.70%	0.00%	4.00%	2.20%
20 to 49 Units	0.00%	3.70%	0.00%	7.80%	1.90%
50 or more Units	0.00%	8.90%	0.00%	3.10%	2.80%
Mobile home	0.00%	0.00%	0.00%	2.70%	2.30%
Boat, RV, van, etc.	2.10%	0.00%	0.00%	0.00%	0.10%

Figure 2.32: Units in Structure, 2017
Source: U.S. Census Bureau

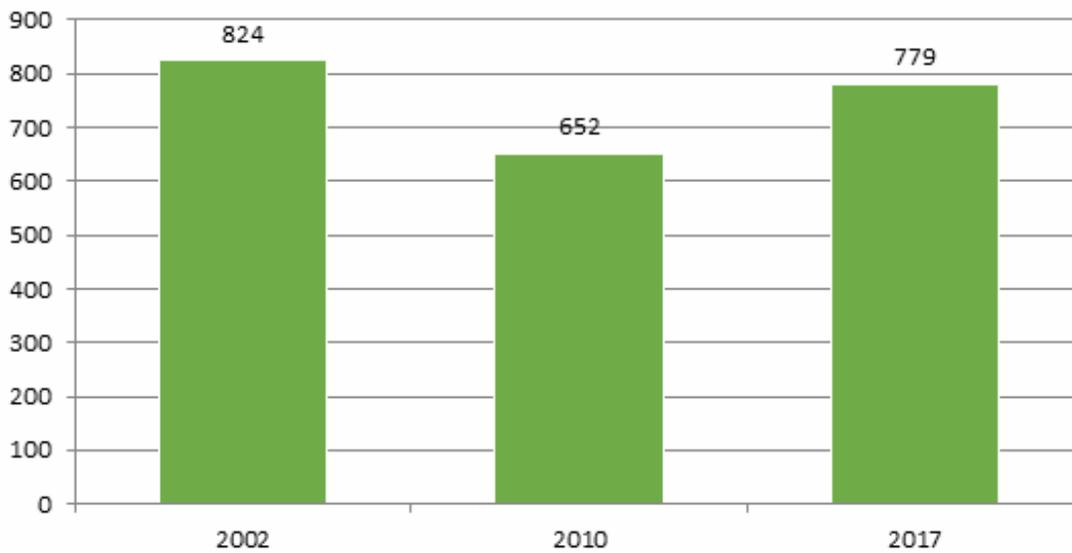


Figure 2.33: Jobs Located in Pen Argyl Borough (2002, 2010, 2017)
Source: U.S. Census Bureau

Units in Structure, 2017 - According to the ACS, the majority of homes (74.9%) in Pen Argyl Borough are one-unit structures - both attached and detached types (see Figure 2.32). Portland Borough exceeds this rate with most of its one-unit structures being detached. It also has the highest percentage of non-single units, where 11.0% are in buildings with three or four units. Pen Argyl has the highest percentage (and highest number of) attached/row homes among its peer boroughs at 31.3%. By comparison, one-unit structures constitute 79.1% of the County's housing stock, but just 19.7% are attached.

Employment Trends

Jobs Located in Pen Argyl Borough (2002, 2010, 2017) - According to the Census Bureau's OnTheMap application, which uses employer payroll tax information to geo-locate jobs within a

defined area, Pen Argyl has experienced a loss of jobs followed by an increase since 2002, however not fully recovering to that year's number (see Figure 2.33). The Borough was home to 824 jobs in 2002, declining to 652 in 2010, and rebounding to 779 in 2017, equivalent to a decrease of 5.5% since 2002 but an increase of 19.5% since 2010.

Jobs Located in Pen Argyl Borough by Industry Sectors, 2002-2017 - Detailed in Figure 2.34 on the next page, the most significant employment trend for Pen Argyl Borough has been the decline of jobs in the Manufacturing sector.

Top 10 Commuting Destinations for Employed Pen Argyl Borough Residents, 2002-2017 - While Manufacturing remains the Borough's largest industry at 26.7% of its employed workforce, from 2002 to 2017, the Borough experienced a loss of 264 positions

Jobs Located in Pen Argyl Borough by Industry Sectors, 2017	Jobs in 2017	% of All Jobs 2017	Jobs in 2002	% of All Jobs 2002	Change 2002-2017
Manufacturing	208	26.70%	472	57.30%	-264
Educational Services	117	15.00%	66	8.00%	51
Retail Trade	87	11.20%	81	9.80%	6
Administration & Support, Waste Management and Remediation	85	10.90%	1	0.10%	84
Other Services (excluding Public Administration)	80	10.30%	17	2.10%	63
Accommodation and Food Services	48	6.20%	16	1.90%	32
Health Care and Social Assistance	31	4.00%	50	6.10%	-19
Transportation and Warehousing	26	3.30%	7	0.80%	19
Wholesale Trade	25	3.20%	30	3.60%	-5
Professional, Scientific, and Technical Services	24	3.10%	14	1.70%	10
Construction	16	2.10%	19	2.30%	-3
Finance and Insurance	15	1.90%	18	2.20%	-3
Public Administration	9	1.20%	17	2.10%	-8
Real Estate and Rental and Leasing	5	0.60%	5	0.60%	0
Arts, Entertainment, and Recreation	2	0.30%	0	0.00%	2
Information	1	0.10%	10	1.20%	-9
Agriculture, Forestry, Fishing and Hunting	0	0.00%	0	0.00%	0
Mining, Quarrying, and Oil and Gas Extraction	0	0.00%	0	0.00%	0
Utilities	0	0.00%	0	0.00%	0
Management of Companies and Enterprises	0	0.00%	1	0.10%	-1

Figure 2.34: Jobs Located in Pen Argyl Borough by Industry Sectors, 2002-2017
Source: U.S. Census Bureau

Top 10 Commuting Destinations for Employed Pen Argyl Borough Residents, 2002-2017	Jobs in 2017	% of All Jobs 2017	Jobs in 2002	% of All Jobs 2002	Change 2002-2017
Bethlehem City, PA	102	5.50%	42	2.40%	142.90%
Pen Argyl Borough, PA	86	4.60%	123	7.00%	-30.10%
Wind Gap Borough, PA	52	2.80%	64	3.70%	-18.80%
Allentown City, PA	47	2.50%	47	2.70%	0.00%
Easton City, PA	45	2.40%	104	5.90%	-56.70%
Philadelphia City, PA	42	2.20%	23	1.30%	82.60%
Bangor Borough, PA	34	1.80%	68	3.90%	-50.00%
Wilson Borough, PA	33	1.80%	10	0.60%	230.00%
East Stroudsburg Borough, PA	26	1.40%	34	1.90%	-23.50%
Stroudsburg Borough, PA	25	1.30%	7	0.40%	257.10%
All Other Locations	1,378	73.70%	1,227	70.20%	12.30%

Figure 2.35: Top 10 Commuting Destinations for Employed Pen Argyl Borough Residents, 2002-2017
Source: U.S. Census Bureau

in the Manufacturing sector, equivalent to a 55.9% decline. Industry sectors that added new jobs to Pen Argyl Borough are: Administration & Support, Waste Management and Remediation (84 new jobs); Other Services, excluding Public Administration (63 new jobs); Educational Services (51 new jobs); Accommodation and Food Services (32 new jobs); and Transportation and Warehousing (19 new jobs).

The OnTheMap application reports that just 86 out of the 1,870 employed residents work inside Pen Argyl, meaning that 95.4% of employed Borough residents commute elsewhere for work. In

2002, 93.0% of employed Pen Argyl residents commuted outside the Borough for work (see Figure 2.35).

Notable locations of job growth for Borough residents from 2002 to 2017 include Bethlehem (a 142.9% increase), Philadelphia (82.6%), Wilson Borough (230.0%), and Stroudsburg (257.1%). During the same time, fewer Borough residents worked in Pen Argyl (a 30.1% decrease), Easton (-56.7%), Bangor Borough (-50.0%), and East Stroudsburg (-23.5%).

2.6 Summary of Market Findings

As part of *Pen Argyl Revitalization Plan*, a real estate market assessment was conducted to evaluate residential, retail, hotel, commercial, and entertainment opportunities for Pen Argyl. This analysis identifies the range of feasible uses that could potentially support a more active mixed-use environment in the downtown area while strengthening the Borough's overall economy and it is tailored to match market opportunities unique to the characteristics of the Borough. Following are key market findings of the analysis.

Data for this market assessment was acquired and analyzed immediately prior to the economic shutdown in mid-March 2020 resulting from the Covid-19 pandemic. The near- and long-term impacts of the pandemic on the real estate market are not yet fully known, particularly on a micro-level. It should be noted, however, that not all impacts will be equally far-reaching or permanent, and some real estate sectors will recover more quickly than others. Given the changing nature of this situation, as a stabilization of new Covid-19 cases is ultimately achieved and communities begin to implement reopening plans, the effects of this crisis on the local real estate market will continue to evolve as well. Community leaders should monitor these influences as Pen Argyl continues its revitalization efforts while adjusting to new economic norms.

Market-Rate Rental Housing Market

To assess the potential for new rental housing development in Pen Argyl, the supply of rental housing in the Borough was examined, as well as in the Stroudsburg and Easton areas where newer rental complexes exist as "comparables" to new construction or rehabilitation. Rental housing market research revealed that apartments in the Borough are limited—just a few modest units are available. The newer complexes in Stroudsburg and Easton—some of which have more than 200 units—have very low vacancy rates. Some of the smaller buildings have no vacancy. This indicates that demand is quite strong for this type of newer product in the region.

While the continued availability of affordable apartments is critical, there is also demand for a higher-end rental product in the Borough that is not currently offered. As Pen Argyl continues to revitalize, especially if the retail and restaurant market expands, the market for higher-priced new or rehabilitated apartments will likely increase. Undeveloped portions of the Borough's quarry lands present an opportunity to accommodate new housing development.

As a result of these market conditions, it appears that new rental housing is a viable development opportunity for an evolving Borough of Pen Argyl. However, market conditions in Pen Argyl

would not support a large multi-family development constructed all at once. Rental housing demand must be captured by the growing market in phases. This process is recommended by starting with a development 'module' of approximately 60 units. As one module gets leased, a new one can be constructed. By 2040, four modules—one approximately every five years—would more than capture the 225 new units required to accommodate the Borough's anticipated growth in residents seeking new multi-family rental housing. If the Borough and quarry sites increase in popularity as a place to live and population projections are exceeded, more modules could be built as growth warrants it up to the capacity that the available land, services, and desired density would permit.

Considering that the newer apartments in Stroudsburg and Easton offering higher-end amenities and interior finishes are commanding rents 120% to 170% higher than modest units in Pen Argyl, it is estimated that a new rental product in Pen Argyl with similar amenities could reduce that premium to 60% to 80%. Therefore, assuming one-bedroom units of 750 SF to 950 SF, two-bedroom units of 1,000 SF to 1,200 SF, and three-bedroom units of 1,300 to 1,500 SF, the following rent levels can be anticipated for new higher-end multi-family housing in the Borough:

- One-bedroom units: \$1,250 to \$1,400 per month (\$1.47 to \$1.67 per SF)
- Two-bedroom units: \$1,375 to \$1,550 per month (\$1.29 to \$1.38 per SF)
- Three-bedroom units: \$1,750 to \$1,925 per month (\$1.28 to \$1.35 per SF)

Affordable Rental Housing Market

According to HUD, there are just 299 affordable rental units in the entire Slate Belt, with none located in the Borough. Of those units, 60 have expired as income-restricted. Despite this lack of supply, the cost burden analysis indicates that 31.1% of renter households are paying more than 30% of their incomes on housing. Area realtors confirm an affordable housing need, particularly for seniors, and report that waiting lists for HUD affordable housing in the area are substantial. As a result, there appears to be a significant opportunity for additional affordable rental units in the Borough. Some of this need could be accommodated through various lower-priced market-rate units that exist in the Borough. However, demand exists for new LIHTC housing restricted to residents with incomes not to exceed 60% AMI or housing developments with a mixed-income element.

Sales Housing Market

To assess the potential for new for-sale housing development in Pen Argyl, specifically townhomes, characteristics of sales housing in the Borough over the past five years were examined. The for-sale housing market in Pen Argyl is currently very strong. The Greater Lehigh Valley MLS reports that there are just 18 homes currently for sale in the Borough and the average period of a home on the market is 88 days. The realtor reports that inventory is very low, quality homes typically receive offers within a week, and there are often multiple offers.

Sales housing market research has revealed that newer-construction homes in the Borough are limited, particularly townhomes. However, new townhome “comparables” exist in the Easton area. Over the past year and a half, homes have been selling at a pace of one to two units per month. This indicates that demand is quite strong for this type of newer product in the region.

As a result of these market conditions, it appears that new sales housing, in particular townhomes, is a viable development opportunity for an evolving Borough of Pen Argyl. It may be assumed that a portion of undeveloped quarry land would be the location for this new housing. If so, a development of 120 townhouse units that are built as units are recommended to be sold. Considering that 23 homes in Easton were sold in a span of 17 months (May 2018 - October 2019), new townhomes in Pen Argyl could be absorbed at a similar rate of one to two units per month. At that pace, the development would be built out in approximately six to seven years. If the Borough and quarry site increase in popularity as a place to live and population projections are exceeded, the development could be sold out at a quicker pace. More homes could potentially be built to the capacity that the available land, services, and desired density would permit.

Based on recent new home sales activity, newly built homes in the Borough could command prices of \$275,000 to \$350,000 for three-bedroom, 2.5 bath homes with 1,600 to 2,200 SF of living space (or \$157 to \$182 per SF).

Retail Market

A comparison of retail supply and demand for three trade areas identified for Pen Argyl reveals the retail surplus or gap/potential for additional retail stores in each category. The demand of retailing in Pen Argyl proper (approximated by a 1-Mile “Trade Area”) exceeds supply by more than \$12 million, indicating that the supply is limited, and the customer base must go beyond this one-mile ring for many retail goods and services.

The 3-Mile Radius Trade Area contains several other Slate Belt population and commercial centers, including Wind Gap and Bangor. Within this area, total supply exceeds demand by a \$1.6 million surplus—mainly caused by the grocery and pharmacy sectors, which are drawing customers from the 5-Mile Radius and beyond. However, several retail categories still experience an opportunity gap not being filled at the 5-Mile Radius.

For those categories with a gap at the 3-Mile Radius that is further widened at the 5-Mile Radius. Together, these retail opportunities within the 5-Mile Trade Area would total approximately 157,000 SF in store space—however, likely more than the Borough can physically accommodate. Therefore, prioritizing 40,000 to 50,000 SF of that demand that is compatible with the physical characteristics and scale of the Borough is recommended. These opportunities include:

- 16,000 SF of eating & drinking establishments including limited-service restaurants, coffee shops, and pubs and bars;
- 12,000 SF of family & women’s apparel and shoes;
- 12,000 SF of furniture and other home furnishings; and
- 6,000 SF of miscellaneous stores such as a nursery, florist, gift shop, medical equipment, and optical.

In general, these would be smaller store types that could be tenants in downtown commercial buildings along Pennsylvania Avenue, Robinson Avenue, and Main Street. Currently there are several vacant commercial spaces in the Borough along these corridors that could house a portion of the retail opportunities.



Existing retail space on Robinson Avenue in Pen Argyl

Hotel Market

The average growth in room-night demand within the Pen Argyl study area over the past six years is 10,600 room-nights. Assuming continuation of these recent trends, this growth in demand would support 45 new hotel rooms annually while maintaining the current 64% occupancy rate. Increases in supply to capture this demand growth will likely focus predominantly on new construction of facilities in the range of 80 to 110 rooms. This potential demand growth could support one additional facility of this size every two to three years. In addition, some of the increase in demand could be captured by smaller boutique facilities—a 40 to 45 room inn such as the concept identified for the Glove Factory on West Applegate Avenue would achieve adequate occupancy with only one year's demand growth based on recent trends. A potential model for a boutique hotel in the Glove Factory is the Ledges Hotel in Hawley.

Commercial/Office Market

Among the advertised commercial/office space for rent in and around downtown Pen Argyl, there are several thousands of square feet of vacant space available. The Lower Bank Building has been listed since November 2018. More unadvertised vacant commercial space has been available at the Forza Sports headquarters building, though some of that space has generated interest from prospective tenants. Typically, there is limited demand for commercial/office space in a small downtown like Pen Argyl's without key institutions such as a courthouse, hospital, or university creating substantive spin-off space needs. Furthermore, there are numerous vacant retail/commercial spaces in and around the downtown, many of which have been vacant for some time.

As a result of these market conditions—demonstrating a current lack of notable demand for commercial use—any new speculative office/commercial space is not recommended for downtown Pen Argyl in the near term until the Borough's existing inventory is filled. The Borough administration has been a strong advocate for a vibrant downtown and generally has a good relationship with most commercial property owners, often assisting with the advertisement of vacant space. The Borough should continue this support and assistance whenever possible to help secure tenants for its vacant commercial space.



Former glove factory building on West Applegate Avenue in Pen Argyl



Existing retail space on East Pennsylvania Avenue in Pen Argyl



Existing retail space on Main Street in Pen Argyl

Cultural/Entertainment Market

Events

The Borough is a unique location for a possible new annual festival or event, perhaps one that celebrates the Appalachian Trail and associated recreation, slate mining, textile manufacturing, or some other local geographic, recreational, or historic feature. Events and festivals, particularly held downtown, support the local economy as they can generate significant revenue for the community and local businesses by attracting additional money-spending visitors to the area. The business exposure can also result in repeat customers.

Museums and Attractions

The Pen Argyl area is rich with history that could be ideal for interpretive display. Themes for a museum in the Borough could include the life of Jayne Mansfield—buried nearby—and the textile industry. While Bangor was also a key textile manufacturing center in the 1920s and '30s, and the Slate Belt Heritage Center has a Textile Room dedicated to that history, Pen Argyl has its own story that could be told in a museum, complementing the other attractions

in the Slate Belt. A key question regarding museums, however, is sustainable operations—particularly costs to curate the collection, to run the museum on a daily basis, and to support a staff.

Live Entertainment

A dedicated live entertainment venue is also difficult to sustain because it requires regular programming to generate income or it will sit vacant on days when events do not occur. The greater surrounding region contains such entertainment venues as the Shawnee Playhouse in Shawnee-on-Delaware, Mauch Chunk Opera House in Jim Thorpe, and the Sherman Theater in Stroudsburg. However, these are substantial operations in larger communities with significantly more visitation than Pen Argyl. Furthermore, because venues such as these are difficult to open and expensive to operate, this type of venue for Pen Argyl is not recommended. Instead, the community should pursue a bar or tavern, as suggested in the retail market analysis, which could provide a performance space to host live events and would fulfill the demand for an entertainment venue.

Inventory of Pen Argyl Non-Retail Businesses				
Store Name	Address	Dir.	Street	Type of Business
B&J Toy Manufacturing	504	W	Applegate Avenue	Toy Manufacturer
MC2	521	W	Babbitt Avenue	Branding/Exhibit Creator
Slate Belt Printers	222	E	Main Street	Printer
NESTEC	222	E	Main Street	Air Pollution Control Company
George's Auto Body	245	E	Main Street	Auto Repair Shop
Dr. Luther Bond	312	E	Main Street	Podiatrist
Style America Haircare	434	E	Main Street	Hair Salon
Prints Galore/Lickety Stitch	490	E	Main Street	Screen Printing Service
Kim Cesare Auto Sales	700	E	Main Street	Used Auto Sales
Gifts for the Good Life	14	W	Main Street	Branding/Design Services
Michelle Young, Accountant	24	W	Main Street	Tax/Accounting Service
Cuono's Barber Shop	26	W	Main Street	Hair Salon
Mirror Mirror Hair Salon	106	W	Main Street	Hair Salon
Just Dance	110	W	Main Street	Dance Studio
Donna's Full Service Salon	201	W	Main Street	Hair Salon
Soul Customs Fabrication	320	W	Main Street	Metal Fabricator
Strows Plumbing & Heating		W	Main Street	Plumbing Service
Eichner's Basic Auto Repair	115		Pen Argyl Street	Auto Repair Shop
Forza Distribution Warehouse	636		Pen Argyl Street	Sporting Goods Warehouse/Office
Edward Schellhammer	19	E	Pennsylvania Avenue	Tax/Accounting Service
Heads Up Salon	22	E	Pennsylvania Avenue	Hair Salon
Ruggiero Funeral Home	126	E	Pennsylvania Avenue	Funeral Home
Blue Valley Dental	6	W	Pennsylvania Avenue	Dental Services
Pen Argyl Republican Club	10	W	Pennsylvania Avenue	Nonprofit Organization
Leck Vet Hospital	115	W	Pennsylvania Avenue	Veterinary Service
Premier Granite Showroom	735	W	Pennsylvania Avenue	Granite/Marble Contractor
PNC Bank	1	N	Robinson Avenue	Bank
Sokol Tool Fitness	15	S	Robinson Avenue	Fitness Center
Sabatino Insurance Agency	17	S	Robinson Avenue	Insurance Agency
Philly's Hair Design	20	S	Robinson Avenue	Hair Salon
Lisa's 25 Salon	25	S	Robinson Avenue	Hair Salon
James B. Gaffney Funeral Home	200	S	Robinson Avenue	Funeral Home
Dental Wellness of Pen Argyl	225	S	Robinson Avenue	Dental Services
On the Spot Dry Cleaners	229	S	Robinson Avenue	Dry Cleaners
Marcon Shoe Repair	305	S	Robinson Avenue	Shoe Repair
Total Electric	11		Savercool Avenue	Electrical Contractor
Tru Colors Restoration	60		Savercool Avenue	Fire/Water Damage Restoration
B&J Toy Manufacturing	504	W	Applegate Avenue	Toy Manufacturer
MC2	521	W	Babbitt Avenue	Branding/Exhibit Creator
Slate Belt Printers	222	E	Main Street	Printer
NESTEC	222	E	Main Street	Air Pollution Control Company
George's Auto Body	245	E	Main Street	Auto Repair Shop
Dr. Luther Bond	312	E	Main Street	Podiatrist

Figure 2.36: Inventory of Pen Argyl Non-Retail Businesses
Source: Urban Partners

Inventory of Pen Argyl Retail Establishments				
Store Name	Address	Dir.	Street	Category
Foodservice and Drinking Places				
Emmy Lou's Ice Cream Café	492	E	Main Street	Full-Service Restaurant
The Slate Hotel & Pub	509	E	Main Street	Full-Service Restaurant
Giordano's Pizza House	13	W	Pennsylvania Avenue	Full-Service Restaurant
Mr. Pastie's Meat Pies	10	E	Bell Avenue	Limited-Service Restaurant
Pen Argyl Pizza	510	E	Main Street	Limited-Service Restaurant
512 Restaurant	2	E	Pennsylvania Avenue	Limited-Service Restaurant
The Lunch Room	301	S	Robinson Avenue	Limited-Service Restaurant
Miscellaneous Store Retailers				
Jennifer's Consignment Boutique	6	E	Main Street	Used Merchandise Store
The Showroom on 512	245	S	Main Street	Used Merchandise Store
Hydro Dynamic Pools	6	E	Pennsylvania Avenue	Other Miscellaneous Store
Threadstone Trading Co.	207	S	Robinson Avenue	Other Miscellaneous Store
ANG Aquatics	108	W	Main Street	Pet Store
Food and Beverage Stores				
Turkey Hill Minit Mart	434	E	Main Street	Convenience Store
Cascario's Beer & Ice	920	E	Main Street	Beer/Liquor Store
Clothing and Clothing Accessories Stores				
Anderson's Formal Wear	490	E	Main Street	Men's Clothing Store
Furniture and Home Furnishing Stores				
Slate Belt Floor and Wall Covering	509		William Street	Flooring Store
Sporting Goods, Hobby, Book, Music Stores				
Forza Sports	4	N	Robinson Avenue	Sporting Goods Store

Figure 2.37: Inventory of Pen Argyl Retail Establishments
Source: Urban Partners

Downtown Inventory-Assessment/Analysis

To identify and characterize the supply of currently available shopping opportunities in Pen Argyl, Urban Partners completed an inventory of all retail establishments located on the Borough. As of January 2020, this area includes 17 operating retail businesses—mostly in the downtown—providing goods and services in six different retail categories (see Figure 2.36).

In addition, the Borough has 37 non-retail business located throughout the community (see Figure 2.37). While a few of these business produce goods including toys, metal fabrication, and used autos, the vast majority provide services. These services include printing, medical and dental, banking and insurance, hair salons, and home-related contracting services such as plumbing, electrical, and damage restoration.



CHAPTER 3

PUBLIC PARTICIPATION

3.1 Public Participation Summary

Meetings with the public, organizations, Borough officials, businesses, and transportation professionals were held throughout the planning process to gather existing information on existing conditions and issues.

These meetings were two-way communications to provide the study team with feedback on conceptual alternatives and venues for informing the community as the study progressed.

Individual and group interests were recorded and considered throughout the course of the study. A public opinion survey and a business survey were conducted as a part of this study.

A full summary of scheduled public meetings can be found in the Appendix of this report. Project meetings and community events took place on the following dates.

Site Reconnaissance-	Friday, November 15, 2019
Committee Meeting 1-	Monday, November 18, 2019
Public Meeting 1-	Wednesday, December 11, 2019
Committee Meeting 2-	Thursday, January 30, 2019
Public Meeting 2-	Thursday, March 5, 2019
Borough Council Presentation-	Tuesday, October 27, 2019

Summaries from these meetings are below:

The Slate Belt Bash - September 29, 2019

The Slate Belt Bash is an annual event with food trucks, beverage stands, games, and live music set up in Pen Argyl, Bangor Borough, Portland Borough, and Wind Gap Borough. Project team members attended this event.

Site Reconnaissance – November 15, 2019

Members of the Project Steering Committee met with the study team to discuss strategies for sustainable economic development; community character; cultural heritage; existing infrastructure; environmental resources, zoning / land use, and potential future partners.



Committee Meeting 1 - November 18, 2019

The Project Steering Committee met with the study team to discuss and conduct the initial site reconnaissance, site inventory and analysis as well as brainstorm goals, facts and concept ideas for this Pen Argyl revitalization. Topics discussed included: Borough character and identity, expanding parking, sidewalk and trail connections, and potentials for revenue generation.

Public Meeting 1 - December 11, 2019

The study team met with the public to present the preliminary site reconnaissance, initial site inventory and analysis, and to brainstorm goals, facts and concepts for Pen Argyl revitalization. Topics discussed included: existing housing stock, streetscape and curb appeal improvements, and Borough pedestrian and bicycle connectivity.

Committee Meeting 2 - January 30, 2020

The Project Steering Committee met with the study team to discuss existing conditions site mapping and analysis, initial development concepts, and options for residential, commercial, and recreational revitalization.

Public Meeting 2 - March 5, 2020

The study team met with the public to present the project site mapping and analysis; results of the public opinion survey and the business survey; parking analysis; market study opportunities and challenges; quarry redevelopment concepts; preliminary revitalization concepts; and the next steps for revitalization.

Borough Council Presentation - October 27, 2020

The study team met with the Borough Council and members of the public to discuss final findings for revitalization in the Borough.

Other Meetings

Additional outreach included a meeting with Mayor Stephen Male to discuss existing and future land uses; a visit to the Slate Belt Heritage Center to learn more about the area's industrial legacy; attending the Slate Belt Bash as part of early outreach efforts and to introduce the public to the project; and meeting with a local realtor to discuss opportunities for adaptive reuse.

3.2 Online Public Opinion Survey

An online survey was conducted to help inform the development of the Pen Argyl Revitalization Plan. The survey period was open to the public between November 25, 2019 to March 5, 2020 and

received 401 responses. This included 222 responses from Borough residents, 175 responses from residents outside the Borough, and 4 responses which did not identify their place of residence.

The 222 survey responses from Borough residents represents 6% of all Borough residents. Response rates by residents in similar community surveys is between 5-10%.

Some questions gathered general information, including the respondent's age, employment, and living situation. Remaining questions focused on the respondent's personal opinions, including their: transportation usage; opinion of Borough characteristics; issues and concerns; housing; quality of life; opinion of development opportunities; and any other thoughts, comments, or ideas they wished to share.

Full survey results are included in the Appendix of this study. The following are general findings and key results of the survey as of March 2020:

- 56% live in Pen Argyl; 21% live in Plainfield Township
- 32% have lived in the Borough for 21+ years
- 24% are between the ages of 35-44
- Average # of people in the household: 2.5
- 51% of nonresidents visit the Borough for employment, shopping, dining and/or retail and for festivals and events; 46% for recreation
- 96% never utilize the LANTA public bus system
- 96% walk daily to work/school or to run errands or for recreation
- 57% feel there are destinations in/near Pen Argyl they would like to walk or bike to but feel they cannot safely do so due to too much traffic

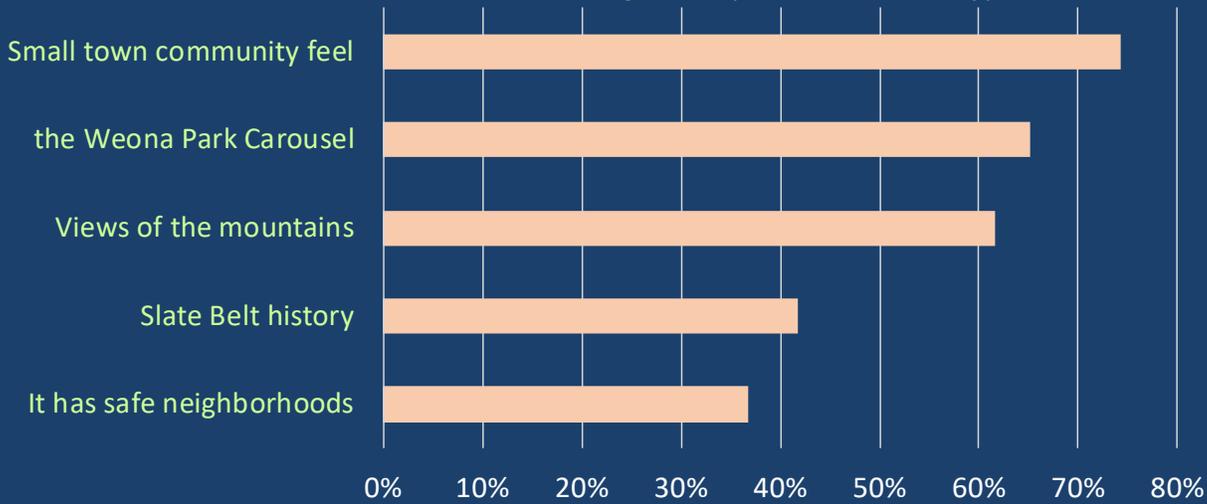
3.3 Survey of Businesses

Urban Partners served as the economic development specialist on the study team and conducted an online survey of Pen Argyl businesses owners to gather qualitative information about the nature of their businesses, recent trends, needs they are facing, and ideas they may have for the community. The surveys were completed by 17 respondents covering a variety of business and retail category types. The following results and analysis are limited exclusively to the surveyed businesses.

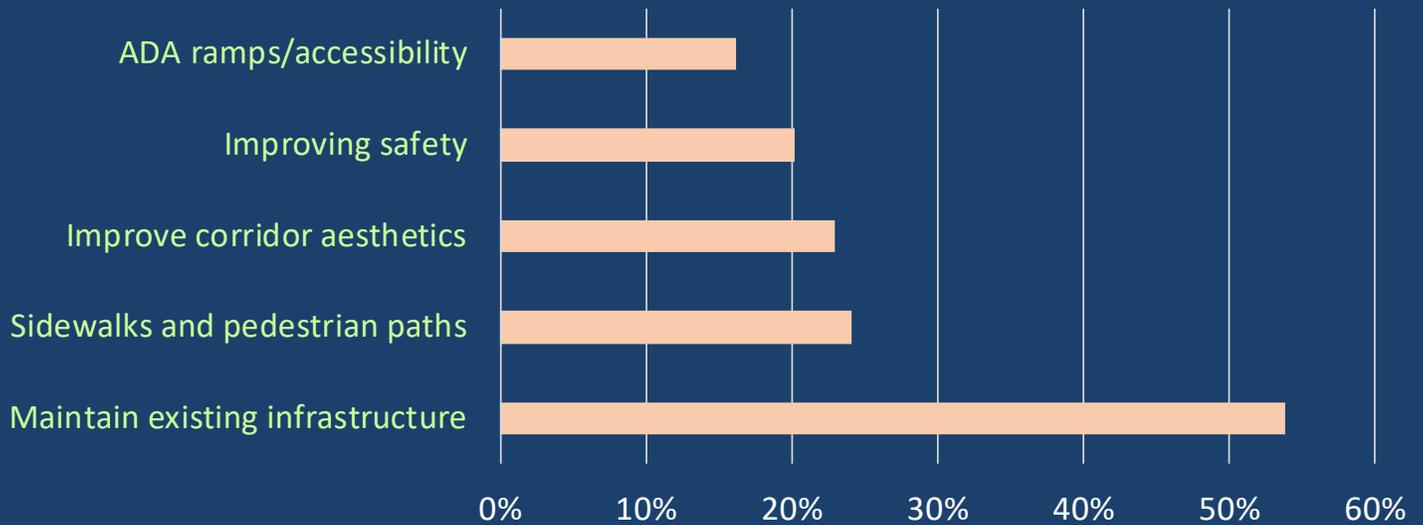
Business Characteristics

The businesses surveyed are independently-owned and operated. Businesses interviewed include: an insurance agency; air pollution

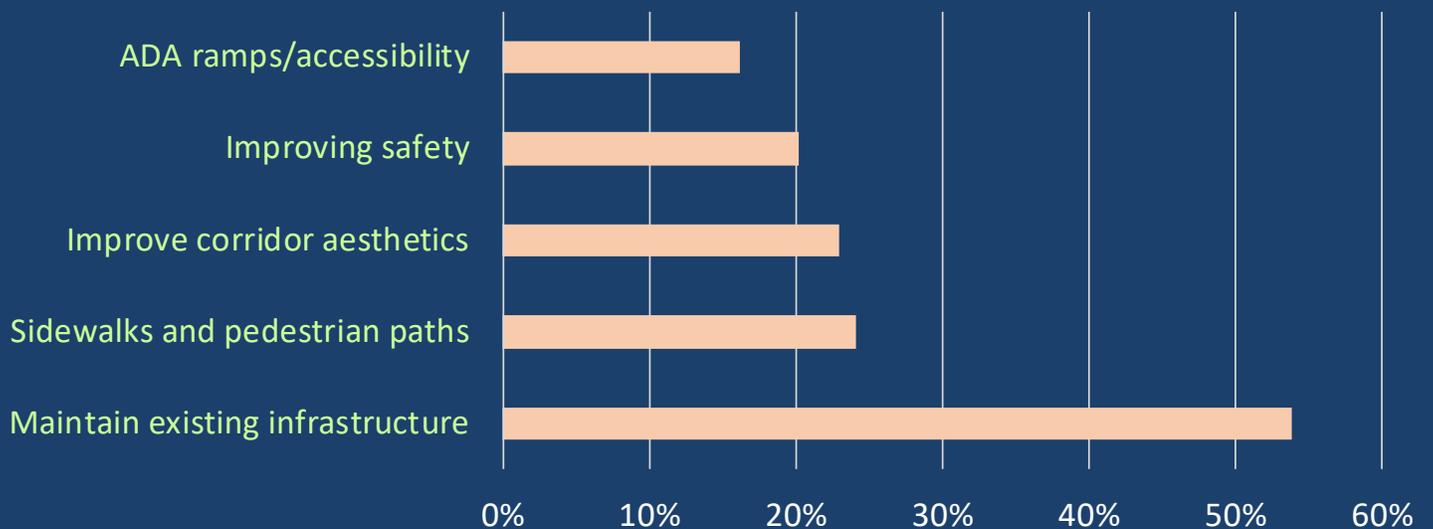
Q27 What are the most prominent features or characteristics of Pen Argyl that make it different and / or more attractive from the rest of the surrounding area? (check all that apply)



Q28 Rank the five (5) most important issues that could create better connectivity in Pen Argyl?



Q41: Which of the following commercial enterprises would you like to see more of in Pen Argyl? Please select all that apply.



control company; online retailer; limousine service; ice cream café; funeral home; gift and lifestyle store; podiatrist; barber; two hair salons (one with retail consignment); dance studio; fish and pet grooming store; bakery; and shoe cobbler. Two of the 17 businesses have more than one location. Other physical locations include Illinois, Wisconsin, and Florida; and Roseto, PA. Another business has an e-commerce presence. Of the surveyed businesses, nine say they own their properties while eight lease their space. Among those who lease, just one tenant indicated a recent increase in rent.

Employees

The surveyed businesses employ generally a small number of employees, both full- and part-time, ranging from one full-time employee to 10 full-time employees. Some have a number of part-time employees as well, ranging from three to six. Most of the businesses employ one full-time employee and up to five part-timers. Exceptions are the online retailer with 25+ employees and the national company with 17 employees.

Business Longevity

Many surveyed businesses have had a presence in Pen Argyl for decades—including those that have been in operation for 72 years, 68 years, 60 years, 40 years, 36 years, and 29 years. On the other hand, a gift and lifestyle store recently opened a brick-and-mortar operation in the downtown, adding a new generation of entrepreneurs to those with serious longevity. Overall, the businesses that were surveyed have been in operation in the downtown for an average of 24 years. Eight of the businesses have been operating for more than 10 years, which indicates that there are a stable group of businesses in Pen Argyl. The Borough also appears to be attracting new businesses, with the other seven surveyed having been open for less than five years.

Days/Hours of Operation

Days and hours of operation vary significantly by the type of business surveyed. Five of the businesses are closed Mondays, operating Tuesdays through Saturday or Sunday, including the hair salons, barber, pet store/groomer, and dance studio. The more traditional service businesses are open Monday through Friday during normal business hours. Eleven of the surveyed businesses are closed on Sundays. Retailers' hours vary by product sold; the bake shop's hours are currently based on demand, while the ice cream shop is open until 8 pm and several other retailers remain open until 7 pm on certain weekdays. The funeral home and limousine service are open 24 hours every day.

The businesses surveyed also reported a variety of responses regarding business times of the day, week, and year. For most businesses—41.2%—there isn't a specific busy time, and business is fairly consistent throughout the day. However, a significant number of 29.4% say mornings are the busiest.

For the time of week, 37.5% indicated that the weekday is the busiest time, followed by 31.3% reporting that business is consistent throughout the week. Not surprisingly, Sunday's are the least busy with eleven businesses reporting that they're closed.

Finally, half of the businesses surveyed indicated that they are consistently busy throughout the year and not affected by seasonal trends. Of those who are impacted, the holidays and summer are both busy to 18.8% of the respondents.

Customer Base and Components of Demand

Surveyed businesses were also asked to assess the locations from which their customer bases originate. For several businesses, Borough residents make up the highest percentages of their customers. The dance studio reports that 60% of its customers come from the Borough, while two retailers (ice cream and gifts) indicate that 50% of their customers are Borough residents. One hair salon gets 40% of its customers from the Borough, as does the medical business, which also gets 40% of its customers from adjacent municipalities. Only three businesses report that less than 20% of their customers come from the Borough. These include the largest companies, which do most of their business online or at a national level.

For one of the hair salons, up to 50% of its customers come from adjacent municipalities. The ice cream shop and medical business reportedly get 40% of its customers from these surrounding townships. At the same time, six businesses report that 30% of their customers are from these areas. Six businesses say that 20% and five say that 10% of their customers originate from within a 10-mile distance from the Borough. At the 20-mile distance, eight businesses indicate that 10% of their customers come from that area. For beyond 20 miles, it is again the larger companies conducting most of their business. Five businesses report customers as area employees, but just 10% of the customer base for each business.

Sales Trends

The majority of the businesses surveyed—9 out of the 17—have indicated that their businesses area growing, while just three are declining and four are keeping with inflation. Reasons stated for growth include the growing economy in general, brand partnerships

and new online marketplaces, marketing, reputation from customers, positive word-of-mouth, and added product for sale. Those that are reportedly declining cite such reasons as need for better advertisement, losing resident customers, difficult parking, and competition.

Nine out of the 17 businesses also indicated that they plan to expand. This includes increasing the company's existing building footprint, moving to a larger location, and increasing an online presence. One business considering a move mentioned it would like to stay in the Borough. Only one business plans to downsize due to the owner planning to retire. The remaining six businesses would reportedly stay the same.

Opportunities and Challenges

When asked about recent positive changes in downtown Pen Argyl or the Borough in general, several businesses cited specific examples. These include live music at the park, new restaurants, and the façade program that has begun to improve the look of downtown.

Respondents also indicated a number of challenges they see facing the downtown or Borough that have a negative impact on their businesses. Parking is the largest issue mentioned, including meters that don't work or are not enforced, residents taking up parking that could be available to customers, and an overall lack of parking availability. Other challenges mentioned include litter collecting at sewer grates, a need for better communication between the Borough and businesses, the need for better signage for businesses on secondary streets, the closing of the pool, difficulty finding tenants, poor property maintenance in some locations, and unsafe sidewalks.

Suggested Improvements

Interviewed respondents were asked about whether they thought specific activities would help improve their businesses. All respondents except one provided feedback. Following are the actions listed on the survey and the number of responses endorsing each:

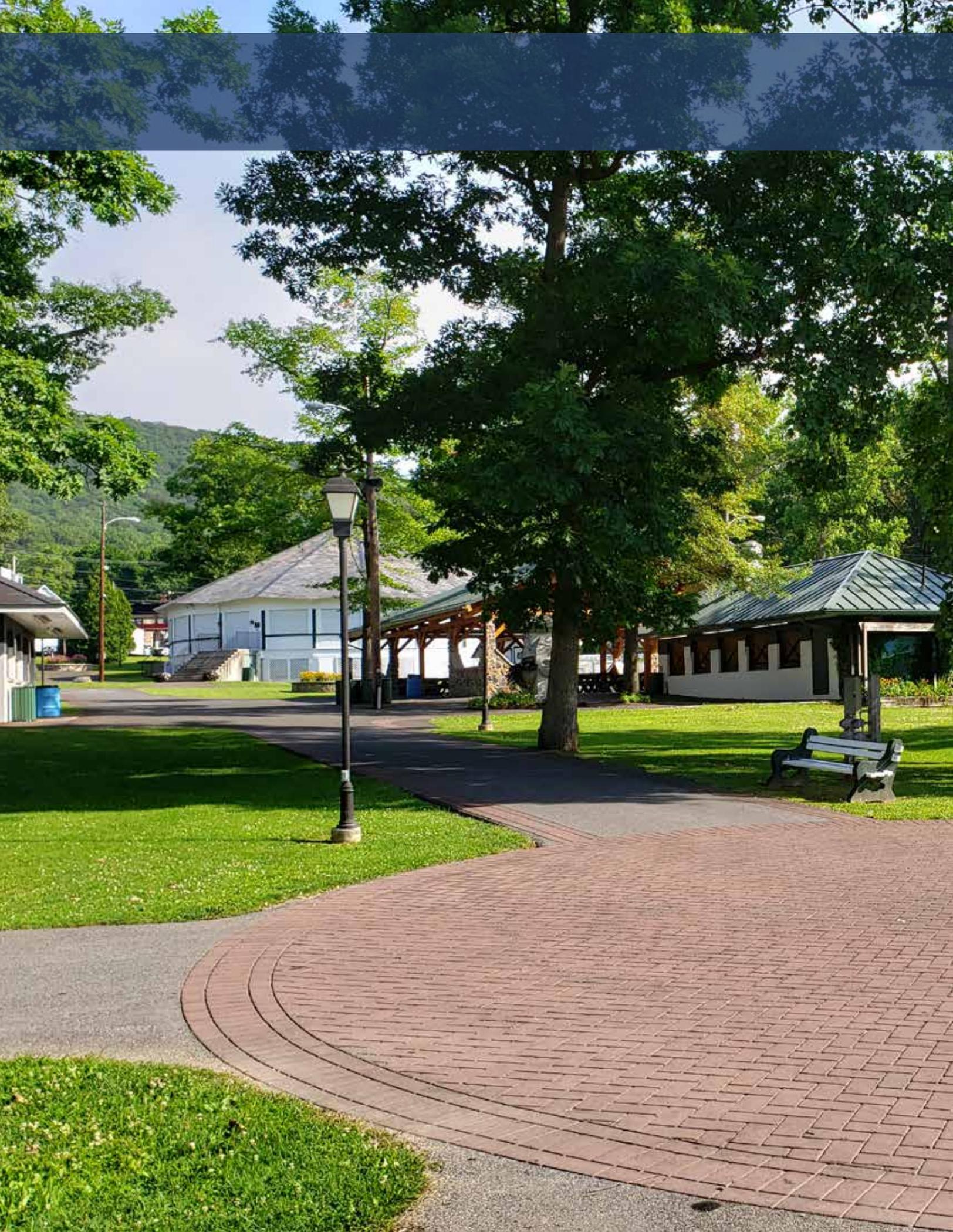
- Physical improvements to public areas (signage, trashcans, improved sidewalks): 13
- Improved maintenance/cleanliness: 11
- A downtown business association to coordinate promotional activities and plan events: 10
- Better access for customers (parking/transit/bicycling): 11



The Lunch Room restaurant was one of 17 Pen Argyl businesses surveyed

- Accessibility to financing for your business: 2
- Addition of other businesses that would complement your services or products: 9

Finally, the survey asked respondents to provide any additional suggestions for actions that would help improve their business. These suggestions include cleaning up the drug problem, more police presence, replacing the pool, improving crosswalks, pop-up events, more festivals, more signage at Pennsylvania & Robinson to guide customers to lower S. Robinson and Main Street, beautification (flowers, trees, planters changed seasonally), better lighting/street lamps, regular street cleanings, efforts to minimize litter, eliminating vacant storefronts, and business networking events.



CHAPTER 4

RECOMMENDATIONS

4.1 Project Recommendations

After analyzing the Borough's existing physical conditions and economic environment, recommendations were crafted with public input to address needed physical improvements and economic development opportunities.

The physical improvements are conceived to provide essential services and amenities, address deficiencies and enhance the sense of place within the Borough. The economic development opportunities primarily stem from the Market Study and identify sites for adaptive reuse, incentives for business owners and ordinance and regulations changes that can help introduce new industries and sectors in the Borough.

4.2 Potential Physical Improvements

The implementation of potential physical improvements in the Borough will help to achieve the goal of fostering sustainable economic development within the Borough by helping to revitalize existing structures that act as local landmarks into assets that will once again contribute to the local economy. The introduction of these physical improvements will also achieve the goals of maintaining community character and improving infrastructure by introducing new and inviting streetscaping and trails that will make the Borough's corridors safer and more pleasant to the pedestrian environment and new stormwater best management practices (BMP) that will help control runoff during rain events. The potential physical improvements are as follows:

- Revitalize former old mill restaurant;
- Revitalize former bank building (former Vascular Institute);
- Introduce new parking locations – shared residential parking off Robinson Avenue, and street parking on Main Street;
- Implement streetscape improvements on Robinson Avenue and Main Street;
- Build pedestrian trail that connects neighborhoods to commercial and recreational facilities within the Borough;
- Implement stormwater BMP on stream area off main street.

4.3 Overview of Economic Revitalization Findings

The planning and implementation of economic revitalization opportunities in the Borough will help to achieve the goal of fostering sustainable economic development by identifying appropriate



redevelopment locations for new commercial uses and mixed-use development. These opportunities will also help achieve the goal of maintaining community character and enabling appropriate growth by re-imagining areas, like the quarry district, as 21st Century economic drivers. These opportunities will also help market cultural heritage by adaptively reusing structures that have established identities in the Borough.

- **Labor Force** - Labor force participation is fairly consistent among Slate Belt communities, but a slightly larger percentage of Pen Argyl residents are of prime working age.
- **Population Growth** - Pen Argyl has enough available land to accommodate the population projected by the LVPC through year 2040.
- **Commercial Growth** - Pen Argyl can accommodate moderate amount of non-residential growth.
- **Cultural Resources** - Historic and culturally valuable structures can be good candidates for adaptive reuse – or the process of reusing a structure or site for a purpose other than that for which it was originally designed.
- **Recreation Resources** – Options include relocating existing ball fields along Main Street to better locations, as a means to also enable appropriate mixed-use development and parking improvements along Main Street.

4.4 Project Concept

Economic Development

- Pursue recommendations presented in the market study;
- Consider overlay zoning regulations which include incentives for new business or workforce housing development. These incentives could include increased building heights and additional residential density that could encourage developers to provide affordable housing for low-income workers who may work at new, local businesses;
- Explore additional financial incentives, like TIF, graduated taxes over a period of years and historic preservation tax credits;
- Explore re-zoning select industrial areas to incentivize more mixed-use developments that will support revitalization recommendations;
- Explore the possibility of introducing a light or flex industrial district that allows for small-scale industry and manufacturing, like microbreweries, biosciences and technology companies, with stipulations for architectural design standards, pedestrian accommodations and landscaping;
- Work with local artisans and entrepreneurs to create pop-up shops in vacant storefronts; and
- Encourage redevelopment of a hotel at the former glove factory as a strategy to attract overnight visitors to Pen Argyl.

Parking

- Remove certain parking prohibitions to allow for additional on-street parking, such as prohibitions to park along specific stretches of Broad Street, Main Street and Pennsylvania Avenue;
- Consider pursuing a feasibility study to introduce flexible permit parking for residents, especially in the higher-density districts;
- Consider estimating the potential value of underused lots for possible acquisition as public parking; and
- Consider fostering discussions between institutions, like churches and schools, and residential communities in order to negotiate shared parking.

Streetscape

- Expand from the existing community façade program for residences and businesses;
- Introduce new streetscape elements such as street trees, lighting, patterned sidewalks and landscaping;
- Introduce interpretive new signage to highlight local resources and cultural assets;
- Adopt new design guidelines for the Pennsylvania Avenue, Robinson Avenue and Main Street corridors that can include resident and business feedback to develop guidelines with new streetscape elements that promote aesthetics, community character and pedestrian safety; and
- Feature opportunities to utilize the Slate Belt Rising Neighborhood Partnership Programs, for eligible participants to receive funding assistance to improve their home or business exterior.

Legend (For Figure 4.1 next page)

	Parcels
	Road
	Railroad
	Quarry Land Boundary
	Potential Road
	Potential Parking Area
	Potential Stop Light Location
	Existing On-Road Trail
	Existing Off-Road Trail
	Proposed Northern Tier Trail
	Potential Borough Trail
	Potential Special Conservation
	Potential Medium Density Residential
	Potential Residential Units
	Potential Retail Units
	Properties of Interest Improvements
	Potential Streetscape Improvements
	Potential BMP
	Stream
	Water



Figure 4.1 Revitalization Concept

Transportation

- Repair sidewalks and address sidewalk gaps in higher density neighborhoods
- Address pedestrian safety issues at specific intersections, like Pennsylvania Avenue and Main Street with improvements including painted crosswalks, ADA ramps, bump-outs, pedestrian activated signals, etc.
- Work with the County, LVPC and local partners to help promote and implement the Northern Tier Trail and recommended trail connections

4.6 Market/Feasibility Study Recommendations

Housing Opportunities – Rentals - New rental housing appears to be a viable opportunity. If secured, undeveloped quarry land could be potential locations. The market will not likely support a large multi-family development constructed at once – rather, demand must be captured in phases. An initial ‘module’ of 60 units is recommended. As one module gets leased, another can be constructed. By 2040, 4 modules could house 225 new units required to capture Borough’s projected growth in residents seeking rental housing. If population projections are exceeded, more modules could be built as growth warrants it and space/density allows. New higher-end multi-family units could command:

- 1 BR (750-950 SF): \$1,250-\$1,400
- 2 BR (1,000-1,200 SF): \$1,375-\$1,550
- 3 BR (1,300-1,500 SF): \$1,750-\$1,925

Retail Opportunities – New retail development should be compatible with the existing characteristics and scale of Pen Argyl. The Borough could potentially accommodate 40,000 to 50,000 square feet of retail demand with existing vacant commercial spaces and new construction in 2021. Future retail demand could include:

- 16,000 SF of eating & drinking establishments including limited-service restaurants, coffee shops, and pubs and bars (live music)
- 12,000 SF of family & women’s apparel and shoes
- 12,000 SF of furniture and other home furnishings
- 6,000 SF of other stores such as florist, gift shop, and optical

These markets would be smaller store types that could be tenants in downtown commercial and mixed-use buildings.

Hotel Supply and Potential – The average growth in room-night demand over past 6 years in the Slate Belt area is 10,600 people. Assuming continued trends, growth would support 31 new hotel rooms annually – while maintaining current 64% occupancy rate.

New supply will likely focus on new larger chain hotels. But demand could also be captured by smaller boutique hotels – such as a 31-room inn redeveloped at the former Glove Factory. This project could achieve adequate occupancy in one year. A model could be the Ledges Hotel in Hawley.

Commercial and Office Development – Potential retail space includes several thousands of square feet of for-sale properties, and numerous vacant retail and commercial spaces. Many spaces have been vacant for significant periods of time. Typically, office demand is limited in small downtowns without anchor institutions (courthouse, hospital, university). New speculative office/commercial space is not recommended in the near term until existing inventory is filled. The Borough should continue with support in advertising vacant space.

Cultural Entertainment / Market – Events are good for the local economy, generating revenue and exposure for local businesses. Themes for a new festival could include:

- The Appalachian Trail and associated recreation
- Slate mining
- Textile manufacturing
- Other geographic, recreational, or historic feature

Pen Argyl could support its own attraction with its rich history. A key question is sustainable operations: costs to curate collections, run the museum, and support a staff. Themes for a new museum could include:

- The life of Jayne Mansfield
- The textile industry specific to Pen Argyl

Quarry Reuse – several options exist to revitalize former quarries including

- Allow the quarry to fill with water for recreation or conservation purposes
- An unusual water amusement park
- A BMX pump track
- A botanical garden

4.7 Development Concepts for Key Properties

As a result of the planning and analysis undertaken to complete the **Pen Argyl Revitalization Plan**, the study team identified a series of key properties with new development and redevelopment potential that could help improve the economy and quality of life for the Borough. These properties include the former Glove

Development for New Hotel Use at Former Glove Factory					
Construction					
	Sitework				
	Demolition Allowance			\$50,000	
	Parking			\$75,000	
	Building Renovation for Hotel			\$1,460,000	
	Complete: 9,588 SF @ \$193			\$1,850,000	
	Deduction for Existing Structure (21%)			(\$390,000)	
	Elevator & Stairtower Addition			\$160,000	
	Lobby Furnishings/Linens			\$20,000	
	Room Furnishings (31 @ \$5,000)			\$155,000	
	Total Construction				\$1,920,000
	Project Contingency (7%)				\$135,000
Total Construction					\$2,055,000
Project Soft Costs					
	Architecture/Engineering				\$135,000
	Legal				\$30,000
	Accounting/Audit				\$20,000
	Construction Interest				\$50,000
	Debt Financing Fees (1.5%)				\$30,000
	Pre-Opening Expenses				\$70,000
	Project Management				\$125,000
Total Soft Costs					\$460,000
Total Development Costs				\$81,129	Per Room
					\$2,515,000

Figure 4.1: Development Budget for New Hotel Use at Former Glove Factory
Source: Urban Partners

Factory building at 412 W. Applegate Avenue, the former Old Mill Restaurant at 103 S. Robinson Avenue, the former bank building at 215 S. Robinson Street, and a new mixed-use development on Main Street. For each alternative, a potential development program is detailed, as well as potential development costs, an income and expense pro forma, and potential financing program.

Former Glove Factory: Hotel

Development Program

The potential development program for the reuse of the former Glove Factory property at 412 W. Applegate Avenue is as a 31-room hotel. Based on a limited physical assessment of the property, it appears that only the core two-story building is valuable for this use; we assume that the rear add-ons and other dilapidated outbuildings will be demolished. The retained building has two above grade floors with 48 x 100 floorplates. It is assumed that the basement, if there is any, is usable only for storage.

Parking for the hotel (at least 34 cars) can be provided on a rear surface lot, which will require substantial upgrading for this purpose. It is assumed here that the hotel entrance is on the rear, parking

lot side of the first floor and that adjacent to this entrance a new elevator/stair tower is constructed sufficiently large to handle one set of stairs and one elevator to the second floor. Furthermore, it is assumed that one existing interior stair tower is retained, situated sufficiently far from the new stairs to meet fire code. A small portion of first floor is used for this entrance/lobby/breakfast area accessed from the rear lot.

With this surgical demolition and new elevator/stair tower, the 48 x 100 floorplate is likely to be highly efficient and it is assumed 15 rooms on the first floor and 16 on the second. At 12 feet by 21 feet, the typical room will be slightly smaller than the normal modern version, but the quaint boutique nature of the property is likely to more than overcome this slight shortcoming. To achieve this density the placement of room walls related to the current window pattern will need to be done carefully, alternating rooms with one and two existing windows.

Economic Feasibility

It is estimated development costs for this 31-room facility at just over \$2.5 million (see Figure 4.1). These costs include \$2.055 million for construction. In estimating these construction costs, it

Income and Expenses for New Hotel Use at Former Glove Factory			
Income			
	Gross Revenue @ 64% Occupancy and \$113 Collected Rate		\$818,000
Operating Expense			
	Rooms Expense	21.50%	
	Administrative & General	9.00%	
	Sales & Marketing	10.10%	
	Property Operations & Maintenance	3.50%	
	Utilities	4.20%	
	Management Fee	3.00%	
	Taxes & Insurance	4.50%	
	Replacement Reserve	4.00%	
	Total	59.80%	of gross revenue
Net Operating Income			\$489,000
Annual Return on Invested Capital			13.08%

Figure 4.2: Income and Expenses for New Hotel Use at Former Glove Factory
Source: Urban Partners

is assumed that the building's structure is sound and that the roof will require repair but not a full rebuild. It is assumed, however, a full replacement of windows and doors will be needed. It is also assumed that power and sanitary sewer services to property are adequate for hotel use. The construction budget includes initial lobby and room furnishings and a 7% construction contingency.

Other development soft costs include \$135,000 (8%) for architecture and engineering, a \$125,000 project management fee, a pre-opening expense allowance of \$70,000, and allowance for construction interest and financing fees.

Market analysis suggests that this facility can, after a brief start-up period, achieve 64% occupancy at an average collected room rate of \$113. On this basis, full year revenue in 2020 dollars would be \$818,000 (see Figure 4.2). Until recently, a facility as small as 31 rooms would face prohibitive full-time labor costs. However, recent innovations in the technology of hotel management makes operation of a smaller facility such as this proposed 31-room boutique more economical. We assume here that the facility will be operated with internet or telephone booking, lodger-activated on-site "key boxes" containing individual room cards, mobile room cleaning crews, and on-site linens, supplies, and cleaning equipment storage.

On this basis, lodging operating expenses will run slightly less than 60% of gross revenue—though the more efficient style anticipated here may be less expensive proportionately. This expense ratio allows significant amounts for administration, marketing, and replacement reserves. On that basis, net operating income in 2020 dollars is expected to be \$329,000. This represents a 13.08%

return on total capital. Assuming a 70/30 division of debt and equity investment, a \$1.75 million loan borrowed at 4.5% for 20 years would require \$135,000 for debt service, leaving \$194,000 in cash flow as return on \$765,000 in investor equity—a highly attractive 25.4% annual cash on cash return.

Former Old Mill Restaurant: Retail Store

Development Program

This analysis focuses on the potential renovation of the first floor of the 103 S. Robinson Street property as a retail store. This site was the former location of the Old Mill Restaurant; however, all the kitchen equipment was sold from this property in 2019 and it is assumed here that reuse will be some type of an open plan retail store such as furniture, home furnishing, apparel, or florist. In considering reuse of this space, it is assumed:

- The current upstairs apartments will remain
- The awning/deck along S. Robinson is structurally sound and will remain to provide the outdoor deck space for the upper floor apartments
- A new double door entrance to this retail store will be created along S. Robinson, replacing the two current windows closest to Acker Street
- Exterior signage will be replaced to support the new store
- Current power, HVAC, and restroom facilities are adequate for the new retail use
- Approximately 2,000 SF of first floor space is available to lease to the new retailer.

Development Budget for New Retail Use at Former Old Mill Restaurant		
Construction		
Façade		
	Window Removal & Façade Adjustments	\$1,000
	New Double Door	\$8,500
	Exterior Wall Repair Around New Doors	\$1,500
	Concrete Work/Steps	\$1,500
	Replacement Signage	\$3,000
Interior Renovation		
	Demolition/Repair	\$10,000
	Painting	\$3,000
	Flooring	\$7,000
	Reset Lighting/HVAC	\$4,000
	Project Contingency (7%)	\$2,800
Total Construction		\$42,300

Figure 4.3: Development Budget for New Retail Use at Former Old Mill Restaurant
Source: Urban Partners

Financing for New Retail Use at Former Old Mill Restaurant	
Façade Grant	\$7,500
Signage Grant	\$1,500
Owner Equity	\$33,300
Total Financing	\$42,300

Figure 4.4: Financing for New Retail Use at Former Old Mill Restaurant
Source: Urban Partners

Income and Expenses for New Retail Use at Former Old Mill Restaurant		
Income		
	Rent @ \$1,200 Per Month	\$14,400
	Less: Vacancy 10%	(\$1,440)
Operating Expense		
	Real Estate Tax Allocation	\$2,100
	Insurance Allocation	\$1,100
	Management Fee	\$700
	Replacement Reserve	\$800
	Total	\$4,700
Net Operating Income		\$8,260
Annual Return on Owner's Equity		24.80%

Figure 4.5: Income and Expenses for New Retail Use at Former Old Mill Restaurant
Source: Urban Partners

Based on these assumptions, it is estimated that a development budget will be required to sufficiently reconstruct the portion of the façade near Acker Street to provide for the double-door entrance, to replace exterior signage, and to reconfigure the basic shell of the first floor interior as a “plain vanilla box” retail space. It is assumed that specialty lighting fixtures, shelf/display space, custom decoration, and business equipment will be the responsibility of the tenant.

Economic Feasibility

It is estimated that landlord's development costs for this renovated retail space at \$42,300 including a \$2,800 contingency (see Figure 4.3).



Former Old Mill Family Restaurant on Robinson Avenue

Initial rents are projected at \$1,200 per month for this store space with the landlord paying real estate taxes and building insurance and the tenant paying all other operating expenses. Assuming the property qualifies for a \$7,500 façade grant and a \$1,500 signage grant, the landlord's required investment will be \$33,300 (see Figure 4.4).

Assuming a 10% vacancy allowance, gross annual collected rents will be nearly \$13,000 versus allocated operating expenses of \$4,700 (see Figure 4.5). These leaves a return of nearly \$8,300 annually for the landlord to easily justify the \$33,300 required investment with a nearly 25% cash on cash return.

Sales Proceeds for New Townhouse Development	
Sales Price--Average (1,900 SF @ \$176/SF)	\$335,000
Cost of Sales	\$26,000
Net Sales Proceeds Per Unit	\$309,000
Total Sales Proceeds (76 Units)	\$23,484,000

Figure 4.6: Sales Proceeds for New Townhouse Development
Source: Urban Partners

Development Costs for New Townhouse Development	
Acquisition	\$150,000
Sitework	\$1,275,000
Unit Construction/Design Costs @ \$105/SF	\$15,160,000
Garage @ \$14,000	\$1,065,000
Soft Costs/Carry	\$1,765,000
Total Development Costs	\$19,415,000
Profit	\$4,070,000
Profit as Percent of Sales Price	16.00%

Figure 4.7: Development Costs for New Townhouse Development
Source: Urban Partners

New Main Street Development: Townhomes (Phase 1)

Development Program

The potential development program for the initial reuse of the “Quarry Site” involves creation of a mixed commercial/residential development on the current recreation sites immediately south of Main Street. This development program is envisioned in two phases: Phase 1 includes up to 76 owner-occupied townhomes likely built out over five to seven years; Phase 2 is a commercial, multifamily, or mixed-use development fronting on Main Street which will be developed as market conditions support it.

In Phase 1, townhomes would be developed and sold incrementally based on a new street grid that extends C Street and E Street south onto the recreation property. These townhomes would be constructed in clusters of three or four and would be serviced by rear alleys with garages off these alleys. Much of the Main Street frontage west of C Street is currently used for neighborhood and business parking; these parking uses are retained in the proposed scheme. However, there is a small Main Street frontage immediately west of C Street that could be redeveloped; six townhomes are suggested there. For the Phase 2 development, a 1.75-acre parcel east of the corner of Main and C is reserved.

Economic Feasibility

Market analysis suggest that 15 to 20 new townhomes of 1,600 to 2,300 SF can be absorbed annually in Pen Argyl market. Expected sales prices in 2020 dollars are about \$157 to \$182 per square foot. This results in pricing—at 2020 prices—of \$290,000 to

\$360,000. Optional custom features—kitchen and bath upgrades, for instance—would be in addition. These homes would be three- and four-bedroom models with two or two and a half baths and an attached single-car garage entered off a rear alley.

The typical model analyzed here is a 1,900 SF base three-bedroom, two- and one-half bath unit priced at \$335,000, or \$176/SF (see Figure 4.6). After adjusting for cost-of-sales (real estate commissions, transfer taxes, marketing costs), net proceeds to the developer are \$309,000 average per unit. For all 76 units, these net proceeds total \$23.485 million in 2020 dollars.

It is estimated that current construction costs for this quality production unit at \$105 per square foot (see Figure 4.7). In addition, there is the cost of an attached single-car garage (\$14,000 each); overall sitework costs for streets, alleyways, sidewalks, utilities, and drainage; and developer’s soft costs for professional services, approvals, interim financing, administration, and taxes and insurance carry over the five to seven-year buildout period. Factoring in all these costs, we estimate the overall development costs at \$19.415 million dollars—again at 2020 pricing.

This leaves the developer with a total profit of \$4.07 million—or about 16.0% of the gross pricing of the sales units. This profit percentage is in the range of acceptable return for townhome developers, indicating that based on the economic assumptions, the townhome development project is feasible.



Figure 4.8 Conceptual Main Street Townhome Development (Phase 1)



Existing recreation at the Green and White Youth Association (privately owned)



Figure 4.9 Conceptual Streetscape Development

Pen Argyl Streetscape Improvements Estimated Costs of Development

Item Subtotal		\$ 1,283,400
Construction Contingency (5%)		\$ 64,170
Mobilization (5%)		\$ 64,170
Construction Surveying (2%)		\$ 25,668
Erosion and Sediment Control (1%)		\$ 12,834
Total Estimated Project Cost		\$ 1,450,300
Item No.	Item Description	Total Item Amount
<i>Main Street Streetscape Improvements</i>		\$ 384,100
<i>Robinson Avenue Streetscape Improvements</i>		\$ 327,400
<i>Relocated youth association recreation area</i>		\$ 571,900

Figure 4.10 Estimated costs of streetscape development

4.8 Estimated Costs of Development Estimated

Costs for streetscape improvements (Figure 4.10) were developed from previous similar urban projects and updated for escalation to estimate 2020 probable costs.

Unit quantities for various improvements were based on takeoffs from concept-level streetscape diagrams that identify major infrastructure improvements, such as new parking spaces and curb bump-outs, as well as estimates for amenities that compliment the community character and enhance the pedestrian experience such as plantings, benches and lighting. The full breakout of cost components can be found in the report Appendix.

Costs were also estimated to relocate the four ballfields and basketball court at the Green & Blue Youth Association facilities along Main Street in order to accommodate the conceptual townhome development. Possible sites for the relocated facilities, as illustrated earlier in this chapter, are adjacent to the fire house across from Weona Park and off of Delabole Junction Road at the southern end of the Borough.

These costs must be considered conceptual level, and an initial basis to establish an order of magnitude costs for an entire project.

These conceptual costs include estimates for construction and estimated line items for contingencies, mobilization, construction surveying and erosion and sediment control.

All assumptions to create this concept level cost estimate need to be critically assessed at the next stage of Preliminary

Engineering to determine their level of need, feasible alternatives for improvements and a higher level of cost estimates that are based on engineering surveys and utilities assessments.



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CHAPTER 5

IMPLEMENTATION

5.1 Implementation Priorities (Development Action Plan)

Priority timelines have been made for the various recommendations presented in Chapter 4. This is a starting point for planning and action by the Borough. Some of the recommendations are relatively small projects that can be accomplished quickly for a relatively modest cost. Others are larger projects that will require years of planning, outside funding and assistance from area partners, elected officials and state agencies.

These recommended priorities are meant to be an organizational tool that will help the Borough focus on what to do first and to include long-term components while being able to show the community action on some smaller, less-expensive projects.

Short-Term Priorities (1-3 Years)

Physical Improvements

- Introduce new parking locations – shared residential parking off Robinson Avenue, and street parking on Main Street
- Implement streetscape improvements on Robinson Avenue and Main Street
- Implement BMP on stream area off main street.

Economic Development

- Consider overlay zoning regulations which include incentives for new business or workforce housing development; these incentives could include increased building heights and additional residential density that could encourage developers to provide affordable housing for low-income workers who may work at new, local businesses
- Explore additional financial incentives, like TIF, graduated taxes over a period of years and historic preservation tax credits
- Work with local artisans and entrepreneurs to create pop-up shops in vacant storefronts

Parking

- Remove certain parking prohibitions to allow for additional on-street parking, such as prohibitions to park along specific stretches of Broad Street, Main Street and Pennsylvania Avenue
- Consider pursuing a feasibility study to introduce flexible permit parking for residents, especially in the higher-density districts
- Consider estimating the potential value of underused lots for



possible acquisition as public parking

- Consider fostering discussions between institutions, like churches and schools, and residential communities in order to negotiate shared parking

Streetscape

- Expand the existing community façade program for residences and businesses
- Introduce new streetscape elements such as street trees, lighting, patterned sidewalks and landscaping
- Feature opportunities to utilize the Slate Belt Rising Neighborhood Partnership Programs, for eligible participants to receive funding assistance to improve their home or business exterior

Transportation

- Repair sidewalks and address sidewalk gaps in higher density neighborhoods
- Address pedestrian safety issues at specific intersections, like Pennsylvania Avenue and Main Street with improvements including painted crosswalks, ADA ramps, bump-outs, pedestrian activated signals, etc.

Market/Feasibility Study Recommendations

- Continue and foster new cultural/entertainment events and local markets

Mid-Term Priorities (3-5 Years)

Physical Improvements

- Revitalize former bank building – (former Vascular Institute)
- Build pedestrian trail that connects neighborhoods to commercial and recreational facilities within the Borough

Economic Development

- Explore re-zoning select industrial areas to incentivize more mixed-use developments that will support revitalization recommendations
- Explore the possibility of introducing a light or flex industrial district that allows for small-scale industry and manufacturing, like microbreweries, biosciences and technology companies, with stipulations for architectural design standards, pedestrian accommodations and landscaping

Streetscape

- Introduce interpretive new signage to highlight local resources and cultural assets
- Adopt new design guidelines for the Pennsylvania Avenue, Robinson Avenue and Main Street corridors that can include

resident and business feedback to develop guidelines with new streetscape elements that promote aesthetics, community character and pedestrian safety

Transportation

- Work with the County, LVPC and local partners to help promote and implement the Northern Tier Trail and recommended trail connections

Market/Feasibility Study Recommendations

- Develop new retail opportunities compatible with existing characteristics and scale of Pen Argyl

Development Concepts for Key Properties

- Develop the former Old Mill restaurant as a retail store

Long-Term Priorities (5+ Years)

Economic Development

- Pursue recommendations presented in the market study

Market/Feasibility Study Recommendations

- Pursue new rental housing opportunities
- Pursue new commercial and office development
- Explore options to reuse the quarry

Development Concepts for Key Properties

- Develop the former Glove Factory as a boutique hotel
- Develop new townhomes along Main Street

5.2 Potential Partners

Local, County, regional and federal partners can help Pen Argyl Borough advance the recommendations of the Revitalization Plan. The following partners can be important advocates and can assist the Borough as it pursues grant and other funding for specific projects.

Local Partners

- Local Businesses
- Pen Argyl School District
- Green & White Youth Association
- Slate Belt YMCA

County/Regional Partners

- Slate Belt Rising
- Slate Belt Chamber of Commerce
- Slate Belt Heritage Center
- Lehigh Valley Planning Commission
- Northampton County
- Northampton County Historical & Genealogical Society

State Partners

- Pennsylvania Department of Transportation (PennDOT)
- Department of Community and Economic Development (DCED)
- Department of Conservation and Natural Resources (DCNR)
- Pennsylvania Infrastructure Reinvestment Authority (PennVEST)

Federal Partners

- Federal Highway Administration

5.3 Funding Sources

Multiple funding sources are available through grants, incentives and other programs for the implementation of the recommendations proposed in this report. Examples of funding sources include:

PennDOT

Transportation Alternatives (TA) Set-Aside Program

The *Transportation Alternatives Set-Aside Program* (TA Set-Aside) is a federal highway and transit funds set-aside under the Surface Transportation Program (STP) for community-based “non-traditional” projects designed to strengthen the cultural, aesthetic, and environmental aspects of the nation’s intermodal transportation system. The program seeks to provide funding for projects such as construction, planning, and design of on-road and off-road trail facilities for pedestrians, bicyclists, and other non-motorized forms of transportation. Non-motorized forms of transportation include sidewalks, bicycle infrastructure, pedestrian and bicycle signals, traffic calming techniques, lighting and other safety-related infrastructure, and transportation projects to achieve compliance with the Americans with Disabilities Act of 1990. There is a minimum award of \$50,000 for construction projects. There is a maximum award of \$1,000,000, although higher awards can be justified for

“exceptional” projects. No applicant match is required. For more information, visit <https://www.penndot.gov/ProjectAndPrograms/Planning/Pages/Transportation%20Alternatives%20Set-Aside%20-%20Surface%20Trans.%20Block%20Grant%20Program.aspx>

Safe Routes to Schools (SRTS)

Administered through TA Set-Aside, SRTS is a national and international movement to create safe, convenient and healthy opportunities for children to walk and bicycle to school. The program encourages children to walk and bicycle to school, helping to reverse an alarming decrease in students’ physical activity and an associated increase in childhood obesity. By getting more children to walk and bicycle to school, communities are also reducing fuel consumption, alleviating traffic congestion, and improving air quality. SRTS programs are built on collaborative partnerships among many stakeholders, including educators, parents, students, elected officials, engineers, city planners, business and community leaders, health officials, and bicycle and pedestrian advocates.

Eligible activities include new or reconstructed sidewalks or walkways, pedestrian and bicycle signs or signals, transportation projects that achieve ADA compliance, such as curb ramps, bike parking facilities or bus bike racks, shared use paths, side paths, trails that serve a transportation purpose, crossing improvements, and traffic realignments, road diets, or intersection changes. For more information, visit <https://www.penndot.gov/TravelInPA/Safety/SchoolResourcesAndPrograms/SafeRoutesToSchool/Pages/default.aspx>

Multimodal Transportation Fund (MTF)

PennDOT’s Multimodal Transportation Fund provides grants to ensure that a safe and reliable system of transportation is available to the residents of this Commonwealth. The program is intended to provide financial assistance to municipalities, councils of governments, businesses, economic development organizations, public transportation agencies, rail freight, passenger rail, and ports in order to improve transportation assets that enhance communities, pedestrian safety, and transit revitalization. PennDOT will administer activities directly initiated or undertaken by it related to grants for eligible multimodal programs. Grants are available for projects with a total cost of \$100,000 or more. Grants shall normally not exceed \$3,000,000 for any project. The PennDOT Office of Multimodal Transportation will consider grant requests over \$3,000,000 for projects that will significantly impact PennDOT’s goal to leverage

private investment and create jobs in the Commonwealth. Financial assistance under the Multimodal Transportation Fund shall be matched by local funding in an amount not less than 30% of the amount awarded. For more information, visit <https://www.pennidot.gov/ProjectAndPrograms/MultimodalProgram/Pages/default.aspx>

Department of Conservation and Natural Resources (DCNR)

Community Conservation Partnership Program (C2P2)

C2P2 provides funding to municipalities and authorized nonprofit organizations for recreation, park, trail and conservation projects. These include planning for feasibility studies, trail studies, conservation plans, master site development plans, and comprehensive recreation park and open space and greenway plans; land acquisition for active or passive parks, trails and conservation purposes; and new development and rehabilitation of parks, trails, Riparian Forest Buffers, and recreation facilities. Most of these projects require a 50% match, which can include a combination of cash and/or non-cash values. Funding from DCNR for “sidewalk” connections will need to be categorized as multi-use trails. Some of the recommended sidewalk gap improvements may fit within a “trail” designation. For more information, visit <https://brcgrants.dcnr.pa.gov/>

Department of Community and Economic Development (DCED)

Multimodal Transportation Fund (MTF)

Administered through the PA Department of Community and Economic Development (DCED), the Multimodal Transportation Fund provides grants to encourage economic development and ensure that a safe and reliable system of transportation is available to the residents of the Commonwealth. Funds may be used for the development, rehabilitation and enhancement of transportation assets to existing communities, streetscape, lighting, sidewalk enhancement, pedestrian safety, connectivity of transportation assets and transit-oriented development. Grants are available for projects with a total cost of \$100,000 or more and grants shall not exceed \$3,000,000 for any project. The CFA will consider grant requests over \$3,000,000 for projects that will significantly impact the CFA’s goal to leverage private investment and create jobs in the commonwealth. Financial assistance under the Multimodal Transportation Fund shall be matched by local funding in an amount not less than 30% of the non-federal share of the project costs. For more information, visit <https://dced.pa.gov/programs/multimodal-transportation-fund/>

Greenways, Trails and Recreation Program (GTRP)

Administered through the DCED, the Greenways, Trails and Recreation Program (GTRP) provides funding for planning, acquisition, development, rehabilitation and repair of greenways, recreational trails, open space, parks and beautification projects. The program awards up to \$250,000 per project to eligible applicants and requires a local match of 15% of the total project cost. Funding from DCED for “sidewalk” connections will need to be categorized as multi-use trails. Some of the recommended sidewalk gap improvements may fit within a “trail” designation. For more information, visit <https://dced.pa.gov/programs/greenways-trails-and-recreation-program-gtrp/>

Keystone Communities Program (KCP)

The Keystone Communities (KC) program is designed to encourage the creation of partnerships between the public and private sectors that jointly support local initiatives such as the growth and stability of neighborhoods and communities; social and economic diversity; and a strong and secure quality of life. The program allows communities to tailor the assistance to meet the needs of its specific revitalization effort.

Communities may wish to consider designation through the KC program as a Keystone Main Street, Keystone Elm Street, Keystone Enterprise Zone, or Keystone Community. Designation is an opportunity for targeted investment and development including the identification of specific needs for investment and/or development and the design and implementation of a strategy to address those needs. For more information, visit <https://dced.pa.gov/programs/keystone-communities-program-kcp/>

Office of the Budget

Redevelopment Assistance Capital Program (RACP)

The Redevelopment Assistance Capital Program (RACP) is a Commonwealth grant program administered by the Office of the Budget for the acquisition and construction of regional economic, cultural, civic, recreational, and historical improvement projects. RACP projects are authorized in the Redevelopment Assistance section of a Capital Budget Itemization Act, have a regional or multi-jurisdictional impact, and generate substantial increases or maintain current levels of employment, tax revenues, or other measures of economic activity. RACP projects are state-funded projects that cannot obtain primary funding under other state programs. A RACP project must have a total cost of at least \$1,000,000. At least 50% of the project cost must be match (non-state) participation. For more information, visit <https://www.budget.pa.gov/Programs/RACP/Pages/Main%20Page.aspx>



Existing pavilion at Weona Park

Pennsylvania Downtown Center (PDC)

Dedicated to revitalization of Pennsylvania’s core communities, PDC provides outreach, technical assistance, and educational services to communities revitalizing their central business districts and surrounding residential communities. While the organization does not provide monetary funding, they partner with DCED and DCNR to provide a service as a “thought-leader” organization by engaging and educating community leaders on creating a community sense of place and enhanced economic vitality. PDC provides technical assistance, board and committee support, and education for the following programs:

Main Street Program – a comprehensive, community-based approach to revitalizing downtowns and central business districts.

Elm Street Program – geared toward older residential areas bordering Main Streets and central business districts.

Nature-Based Placemaking Program – as a natural asset generator for the economic community, nature-based improvements focus on connection and collaboration between civic, tourism, and business focus areas. PDC addresses these opportunities and provides communities with ideas to develop them.

Blueprint Communities PA Program – teams that complete the

Blueprint Communities Program gain a thorough understanding of how to create sustainable communities in older existing communities.

For more information visit: <https://padowntown.org/>

Lehigh Valley Planning Commission (LVPC)

Transportation Alternatives Set-Aside Program (TASA)

The Transportation Alternatives Set-Aside Program is a Lehigh Valley Planning Commission program. TASA eligible projects include bicycle and pedestrian facilities, bicycle and pedestrian



Pen Argyl residence renovated with funding from the Slate Belt Rising Residential Façade Program

education (grades k-8 only), conversion of abandoned railway corridors to trails, construction of overlooks and viewing areas, historic preservation and rehabilitation of historic transportation facilities, and archaeological activities. For more information visit <https://www.lvpc.org/tasa.html>

Northampton County, Pennsylvania

Community Investment Partnership Program (CIPP)

The Community Investment Partnership Program administered by Northampton County awards funds to aging communities to obtain resources to implement comprehensive community revitalization plans, and implement strategies that will improve quality of life. The program seeks to create opportunities to stimulate, attract and sustain economic development. For more information visit <https://www.northamptoncounty.org/CMTYECDV/Lists/Funds/FundForm.aspx?ID=22>

Community Action Committee of the Lehigh Valley: Slate Belt Rising

Slate Belt Rising Neighborhood Partnership Program (NPP) - Façade Improvement Programs

Slate Belt Rising with support from corporate partners and the Pennsylvania Department of Community and Economic Development initiated a program to provide property remediation assistance, upgrade the existing housing stock, and attract new small businesses to Wind Gap Borough, Pen Argyl Borough, Bangor Borough, and Portland Borough. The NPP features two program types – the Commercial Façade Program, and the Residential Façade Program. Information on all guidelines are outlined on the program website: <http://www.slatebeltrising.org/services/>

The Commercial Façade Program is intended to offer external façade improvements to highly visible commercial and mixed-use



Pen Argyl business undergoing renovations with funding from the Slate Belt Rising Commercial Façade Program

properties in targeted areas of the Borough. Façade improvements within the program will preserve the original architectural design and compliment the architectural character of the surrounding neighborhood. Eligible improvements include restoring architectural details; repairing, cleaning, and/or painting facades, surfaces, windows, etc.; design assistance for up to \$1000; and sidewalk repair (requires a 2:1 match from the property owner, up to \$5,000), and many more eligible improvements.

The Residential Façade Program is intended to improve residential exteriors in highly visible locations in the Borough. Eligible improvements include cleaning, repainting, re-pointing, repairing exterior features; preserve or restore original architectural details in the style of the residence; sidewalk repair and/or replacement (requires a 2:1 match from the property owner, up to \$5,000), and architecturally appropriate energy-efficient entrance lighting to

name a few. See photo above of one Pen Argyl residence which received funding from the program.

This program continues to accept applications to date to improve the streetscape character within the Borough.

U.S. Department of Transportation: Federal Highway Administration

Congestion Mitigation and Air Quality Improvement Program (CMAQ)

Municipalities can use CMAQ funding to support efforts to meeting National Ambient Air Quality Standards (NAAQS) under the Clean Air Act (CAA). Nonattainment areas are those where air pollution exceeds NAAQS from carbon monoxide (CO), particulate matter (PM) and ozone (O3). For more information visit: https://www.fhwa.dot.gov/environment/air_quality/cmaq/

