

Comprehensive Plan

Draft November 4, 2022

Contents (Part 2 – 11.4.22)

Acknowledgements	2
Purpose and Preparation of Hollidaysburg 2035	3
Plan Purpose.....	3
Municipal Use of Planning Tools	4
Plan Preparation.....	4
Community Engagement	5
Hollidaysburg’s Development & Vitality: Past, Present, and Next	7
Geographic Context for Settlement and Development	7
Historical Development Eras	8
Recent History: From the 1960s to 2010.....	9
E t I / E ^ Community and Economic Metrics in 2020 X.....	10
E t I / E ^ Second County and Regional Planning.....	17
Development Direction for 2035 and Beyond.....	18
A Vision for Prosperity in 2035.....	19
Direction	19
Development Focus.....	19
Supporting Inputs and Infrastructure.....	20
2035 Targets:.....	20
Priorities for Community and Economic Development.....	20
K D / E ' ^ W Z d i	
Invest in Economy & Tourism.....	21
Manage Land Use & Maintain Small Town Built Forms	23
Housing & Neighborhoods	29
Expand, Enhance and Promote Active, Non-Motorized Travel.....	30
Maintain Infrastructure (plus stormwater improvement)	35
Maintain Community Facilities & Services; Enhance Recreation & Culture	37
Implementation.....	42
Community Leadership & Collaboration	42
Implementation Program	45

Acknowledgements

Mayor

Joseph R. Dodson

Council

President Joseph A. Pompa, President, Ward 1
Brady Leahey, Vice President, Ward 2
Michele Baker, Ward 3
Sean M. Burke, Ward 4
James Mielnik, Ward 5
Walter Kalista, Ward 6
Jeffrey Ketner, Ward 7

Planning Commission

John P. Stultz, Jr.
Joseph Stanek
Jane Sheffield, Chairperson
Andrew Haines
Terry Pennington

HARB

Donald Delozier
Joel Koss
Jane Sheffield, Vice Chair
Dave Macharola Architect
Andrew Haines, Chairman
Adam Conrad Real Estate Broker

Borough staff

James E. Gehret, Borough Manager
Patricia J. Duron, Borough Secretary / Assistant to the Borough Manager/Open Records Officer
Gerald Harbison Borough Code Official
Crystal Snyder, Staff Assistant and Assistant to Zoning Administrator/Code Enforcement
Melanie Ramsey, Director of Community Relations & Events

(Funding acknowledgement)

Purpose and Preparation of Hollidaysburg 2035

Plan Purpose

Hollidaysburg 2035 is the Borough's 10-year plan for community and economic development. It is the official, adopted policy plan, outlining how ordinances, programs and services, and capital projects should manage conditions such as land use, housing, utilities and services, infrastructure, and natural and historic resources to sustain and enhance the community and its economy.

A Comprehensive Plan is a policy for guiding community and economic development in a municipality or multi-municipal region. A comprehensive plan demonstrates that elected officials, in consultation with the public, have considered the current and future needs of its community and agreed upon the direction and scale of development and resource conservation for the foreseeable 10 years.

The Plan provides a blueprint for municipal decision-making. It establishes a desirable land use pattern and recommends the use of various tools to accomplish and serve this pattern. These tools include zoning and subdivision and land development regulations, capital improvements to transportation and infrastructure systems, and adjustments to municipal programs and services. The plan's purpose in considering these topics simultaneously is to ensure that decisions are coordinated and complementary.

The Comprehensive Plan does not change municipal regulations, practices, or budget allocations. The Plan may recommend changes in these areas, but such change is put into effect through a separate process.

Authorization for Municipal Land Use Planning

The Pennsylvania Municipalities Planning Code (MPC), Act 247 of 1968, as reenacted and amended, authorizes municipalities, individually or jointly, to plan for the future. It authorizes the use of several planning tools including the municipal planning commission, the comprehensive plan, the official map for planned municipal facilities and infrastructure, the subdivision and land development ordinance, the capital improvement program, the zoning ordinance and map, and the zoning hearing board.

Additionally, Act 148 of 1973, as amended, authorizes the establishment of Environmental Advisory Councils.

Finally, Pennsylvania's Historic District Act of 1961 authorizes local governments to regulate changes to buildings and structures in a certified historic district and mandates the appointment of an advisory Historical Architectural Review Board to review proposed changes that can be seen from the public right-of-way.

Municipal Use of Planning Tools

Hollidaysburg has managed community and economic development by using various authorized planning tools, as listed in Figure 1, since the 1980s.

Figure 1. Authorized Municipal Planning Tools in Use by Date of Enactment and Most Recent Amendment

Planning Tools	Hollidaysburg Borough
Planning Commission	Yes
Comprehensive Plan	1980
Official Map	-
Subdivision & Land Development Ordinance	1982; 2006
Capital Improvement Plan	-
Zoning Ordinance & Map	1989; 2021
Zoning Hearing Board	Yes
Historical Architectural Review Board	1989

Source: Hollidaysburg Borough (to be verified).

Plan Preparation

Borough Council appointed a local planning committee work with a consultant planning team to review public input and existing conditions, establish planning priorities, and develop goals, objectives, and recommendations.

Planning Committee

- Sean M. Burke, Ward 4
- Walter Kalista, Ward 6
- Jane Sheffield, Planning Commission and HARB Vice Chair
- Andrew Haines, HARB Chairman
- James E. Gehret, Borough Manager
- Gerald Harbison Borough Code Official

- At its initial meeting with the consultant, the Planning Committee gave direction to :
 - Leverage the analysis and policy directions in Alleghenies Ahead (2018), the multi-county comprehensive plan for Bedford, Blair, Cambria, Fulton, Huntingdon, and Somerset counties, as applicable to Hollidaysburg.
 - Ask the community what is needed.
 - Discuss the potential for Hollidaysburg to become a trail town.
 - Enhance recreation.

Technical Preparation

The planning team reviewed available data from U.S. Census Bureau, municipal and county records, and other plans and studies to analyze trends and issues in Hollidaysburg. Maps from recent plans and studies were cross-referenced and new maps were prepared using geographic information systems (GIS) technology.

The planning team shared its findings with the Planning Committee and facilitated discussion of community needs and priorities, development direction, and potential recommendations.

Figure 2. Timeline

(Note: GF is replacing Figure 2)

Community Engagement

Invited Stakeholder Discussions

Fourteen (14) community and regional stakeholders were interviewed about various aspects of the community and economy: development potential, local culture, public safety, and local services.

- Historic Hollidaysburg
- Hollidaysburg Arts Council
- Hollidaysburg Community Watchdog
- Hollidaysburg Police Department
- Hollidaysburg Community Partnership
- Hollidaysburg Area School District
- Blair Regional YMCA
- Local developers and design consultants
- Everett Railroad
- Altoona-Blair Community Development Corporation
- Explore Altoona
- AMTRAN

Public Engagement

- **Issues and Opportunities Drop-ins, October 2021.** Approximately 60 citizens shared their perspectives on living, working, and visiting Hollidaysburg with the Planning Team during two drop-in public workshops at the Hollidaysburg Area Public Library – one Thursday evening and one Friday afternoon – and at the Hollidaysburg Pumpkinfest 2021 on Saturday. Common topics among the public and stakeholder discussions included the following; summary comments are reported in the respective sections of this plan:
 - Land Use & Zoning
 - Housing & Neighborhoods
 - Economy & Tourism
 - Travel & Circulation
 - Water
 - Culture

- **Direction and Priorities Drop-ins, November 2022.** The Planning Team literally stepped into citizens' everyday routes around town with a map of potential priorities for the community:
 - Strong Character; Modern Uses.
 - Fully Connected; Safely Walkable.
 - Housing Choices.
 - Modern Operations & Infrastructure.
 - Lively Public Spaces.
- All were positively received.
- From Thursday evening to Saturday morning, they politely intercepted citizens at a variety of locations to hear from all walks of life—youth and seniors, downtowners, and nearby neighbors:
 - Hollidaysburg Area Public Library in the Community Room
 - Boro Coffee, 411 South Juniata Street
 - Blair Regional YMCA, 1111 Hewit Street
 - In front of the old "Green Church," at 400 Allegheny Street
- Many citizens who had participated in the October drop-in sessions restated their needs and perspectives.

- **Draft Plan Presentation.**

- **Planning Commission Public Meeting.**

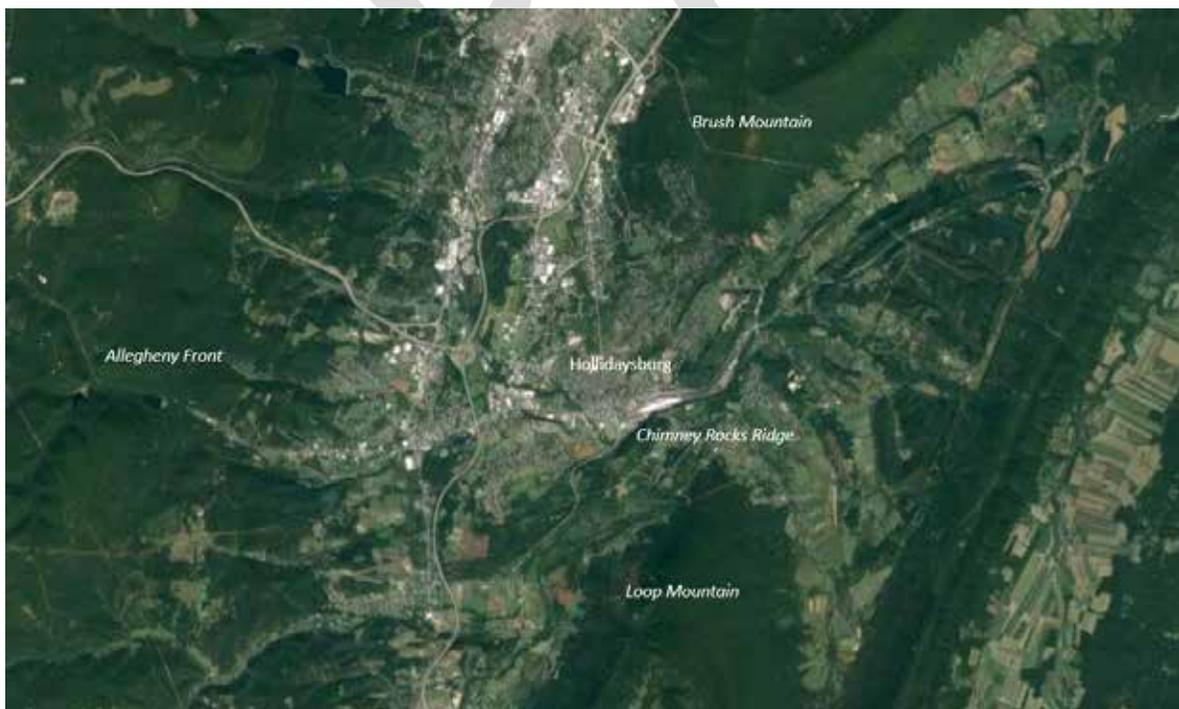
- **Borough Council Public Hearing.**

DRAFT

Hollidaysburg's Development & Vitality: Past, Present, and Next

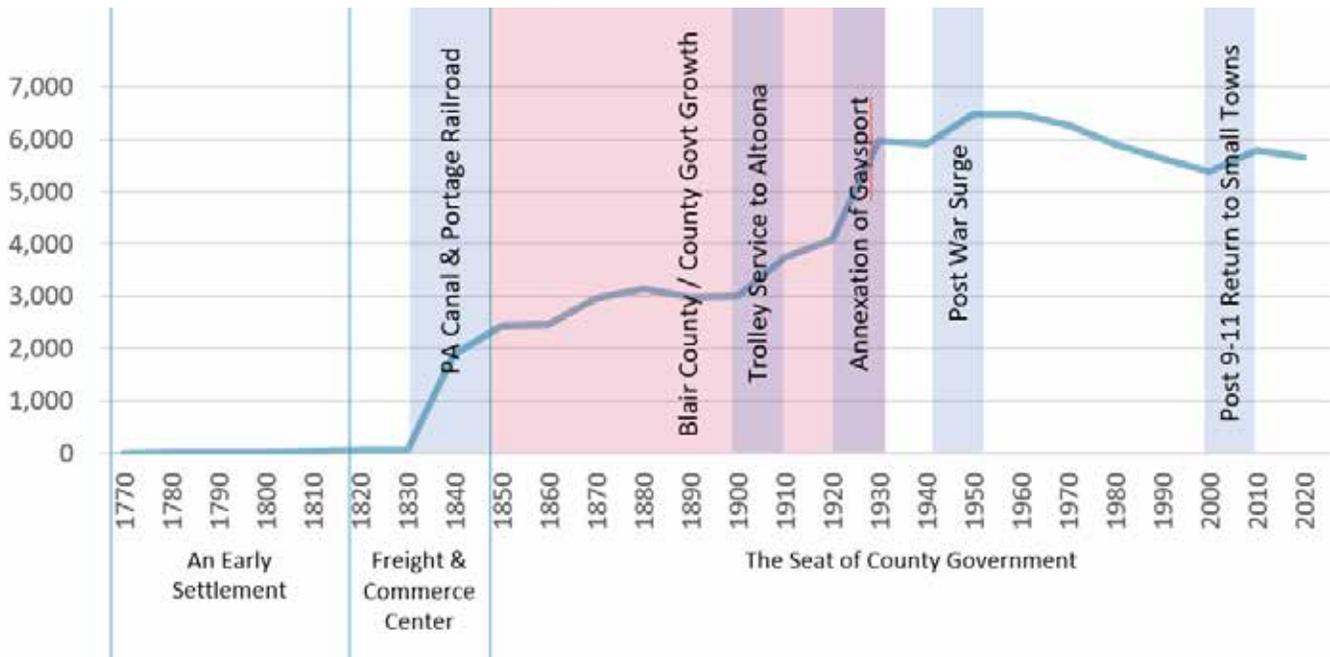
Geographic Context for Settlement and Development

- Along the travel route from central to western Pennsylvania and beyond
- Along the Beaverdam Branch to the Frankstown Branch of the Juniata River; a water supply
- At the foothills of the Allegheny Front; a resting place for west-bound travelers



Historical Development Eras

Figure 3. Hollidaysburg Population Change v. Development Factors



Settlement, Late 1760s to 1820

- Settlement by Brothers Adam and William Holliday, respectively on the north and south sides of the Beaverdam Branch; lay out of a few streets and blocks on the north side.

Industrial, Freight, & Commercial Center, 1820s to 1840s

- Opening of the Huntingdon, Cambria and Indiana turnpike, a narrow road for wagon travel¹ an overnight stop along the wagon route between Huntingdon and Indiana, PA².
- Opening of a foundry and location of major trading for Juniata iron manufactured across the valley.
- Completion of the Main Line of the PA Canal, opening trade with Philadelphia and the east, and the Allegheny Portage Railroad, extending the trade route west to Johnstown and beyond
- Incorporation of the Pennsylvania Railroad Company and route selection following the Little Juniata, creating “a new transportation metropolis, Altoona, on farmland a few miles to the north”; dismantling of the Portage Railroad.³

Seat of Blair County Government and Commercial Center, 1846 to (2022) present

- Designation of Hollidaysburg as the seat of Blair County government
- Growth of Altoona and Blair County and its government
- Completion of a trolley line to Altoona along Penn Street and northern neighborhood development.
- Designation of U.S. Route 22 through the Borough.

¹ A Brief History of Blair County, Sylva Emerson.

https://www.blairhistory.org/uploads/5/0/2/8/50284405/a_brief_history_of_blair_county.docx, accessed 10/29/2022

² HOLLIDAYSBURG WALKING TOURS, <https://sites.psu.edu/hollidaysburghistory/>, accessed 10/29/2022

³ (Description for National Register Designation; verify)

Recent History: From the 1960s to 2010

- Overall trend of population loss in Hollidaysburg; also across Blair County
 - Decline in building maintenance and stewardship; loss of individual buildings to fire, demolition, etc.
 - Degradation of historic urban form and introduction of other forms
 - § Along Blair Street, Penn Street
- 1985 Evaluation of buildings in the historic community core and designation of this core as a national historic district
 - Inventoried buildings in the community core, roughly bounded by Juniata Street, Blair Street, Strawberry Alley, Bella Street, Church Alley, and Spruce Street.
 - Evaluated each building for its individual significance (historic ownership, historic and modern use, and architectural style), noting patterns by block and neighborhood
 - At the time of designation, Hollidaysburg Historic district encompassed 457 buildings in the downtown and surrounding residential areas. 33 buildings were deemed individually significant, 395 were noted as contributing to overall form and character of the district, and 29 were cited as intrusive.⁴
 - The buildings are primarily frame and brick, dating from the 1830s to the 1920s and including structures built as churches, government and civic buildings, and banks and financial services.
- 1989 designation of a local historic district to protect the remaining historic urban form and character of the district as a whole, by managing demolition and modifications
- Population increased from 2000 to 2010, resulting in part from a post-9-11 return to small town living (*ask committee for input*)
- Student enrollment at the Hollidaysburg Area School District increased through the 2016-2017 school year, peaking at 3,449 as a result of population growth in other municipalities, then declining.

⁴ (Description for National Register Designation; complete this citation)

Community and Economic Metrics in 2020

Population and Households in 2020

- Total population is steady with shifts among age groups.
 1. Total population in 2020 was 5,675 in 2,834 total households.
 2. Total population decreased from 2010 to 2020 by about 100 (116) or 2 percent.
 3. In 2020, there were 117 fewer children and youth under 18 and a shift of 290 residents from the 18-64 year segment to the 65 years and over segment.
 4. Residents under 18 years and 65 years and over comprised smaller segments of the total population in 2020 than in 2010.

Table 1. Population Characteristics, Hollidaysburg, and Blair County, 2010 and 2020

Population Characteristics		Hollidaysburg		Blair County			
		2010	2020	2010	2020		
Individuals	Total	5,791	5,675	æ	127,089	122,495	æ
Age	Under 18	20.0%	18.4%	æ	21.1%	20.3%	æ
	18-64	57.5%	61.1%	ä	53.6%	59.1%	ä
	65 and over	22.4%	17.7%	æ	28.0%	20.7%	æ
	Median Age	46.00	50.00	ä	42.00	43.60	ä
Race & Ethnicity	White	96.1%	98.2%	ä	98.8%	94.9%	æ
	Black	1.5	1.4%	æ	1.7%	1.8%	ä
	Native America	0.0%	0.0%	à	0.1%	0.1%	à
	Asian	0.3%	0.4%	ä	0.6%	0.6%	à
	Two or more races	2.1%	0.0%	æ	1.2%	2.0%	ä
	Hispanic of any race	1.0%	0.0%	æ	1.0%	1.3%	ä
Educational Attainment, adults 25 years and older	Less than high school	9.0%	3.4%	æ	12.0%	8.3%	æ
	H.S. diploma, some college, or associate degree	65.1%	55.0%	æ	80.4%	69.4%	æ
	Bachelor's degree or higher	25.9%	41.7%	ä	7.6%	22.3%	ä
Income & Poverty	Median Household income ¹	\$ 47,781	\$ 53,456	ä	\$ 51,025	\$ 50,856	æ
	Poverty rate	8.7%	4.8%	æ	12.3%	13.8%	ä
	ALICE	-	34.0%		23.0%	25.0%	
Households	Total	2,512	2,834	ä	52,159	51,647	æ
Household Type & Size	Families	53.3%	53.3%	à	64.4%	62.7%	æ
	Family with own children under 18 years	21.2%	21.0%	æ	25.5%	26.7%	ä
	Non-Family Households	46.7%	46.6%	æ	35.6%	37.3%	ä
	Non-family, Single Householder	40.6%	43.6%	à	29.6%	31.2%	ä
	Avg Household Size	2.09	1.93	æ	2.37	2.31	æ
	Avg Family Size	2.85	2.88	æ	2.91	2.88	æ

¹ 2010 income value adjusted to 2020 value in dollars

Sources: 2010 and 2020 ACS 5-Year Estimates

- Fewer children and youth reduce demand for public and private school facilities (though facilities must still be maintained).
- 6. The Hollidaysburg Area School District reported that
 - § Any growth/expansion is favorable to district operations.
 - § Enrollment has dropped 250 students over past 10 years.
 - § The PA Department of Education projects further decline based on the slowing trend of live births in the district.
- 7. Residents 18-64 years made up a larger portion of the total population.
- 8. Median age rose 4 years over the 2010 to 2020 decade from 46 to 50 years, greater than the county's 1.5-year median age increase.
- Racial and ethnic diversity among Hollidaysburg's population decreased from 2010 to 2020.
- 9. Residents of Asian race were the only increase.
- The 2020 resident population has more knowledge (and likely more experience and skill, based on the increase in numbers of working age residents and median age) than it did in 2010.
- 10. Residents holding a bachelor's degree or higher increased from 25.9 percent in 2010 to 41.7 percent in 2020.
- Households increase in number, decline in size.
- 11. Households increased 322 or 12.8 percent.
- Household income increased and fewer residents lived in poverty in 2020 over 2010, yet about 1 in 3 living on the edge of financial stability.
- 12. Resident household income in 2020 was \$53,456—\$2,600 or 5.1 percent above the county average. Borough household incomes realized a real gain of \$5,675 or 11.8 percent (after adjusting for inflation) since 2010, while household income lost real value countywide.
- 13. Poverty in Hollidaysburg was 4.8 percent in 2020—lower than 8.7 percent in 2010.
- 14. In 2018, 34 percent of households lived above poverty, earning too much to qualify for government assistance and leaving no financial cushion for emergency expenses after household essentials (housing, child care, food, transportation, health care, and a basic smartphone plan). This is termed ALICE for asset limited, income constrained, employed.

Table 2. Essential Living Costs per ALICE (United Way), 2018

	Single Adult	Two Adults	Two Adults, Two School-Age Children	Two Adults, Two in Child Care	Single Senior	Two Seniors
Housing	\$584	\$623	\$774	\$774	\$584	\$623
Child Care	\$0	\$0	\$375	\$948	\$0	\$0
Food	\$272	\$565	\$943	\$824	\$232	\$481
Transportation	\$339	\$511	\$808	\$808	\$293	\$419
Health Care	\$187	\$458	\$716	\$716	\$525	\$1,051
Technology	\$55	\$75	\$75	\$75	\$55	\$75
Miscellaneous	\$171	\$265	\$416	\$476	\$197	\$308
Taxes	\$276	\$422	\$473	\$612	\$284	\$430

Monthly Total	\$1,884	\$2,919	\$4,580	\$5,233	\$2,170	\$3,387
Annual Total	\$22,608	\$35,028	\$54,960	\$62,796	\$26,040	\$40,644
Hourly Wage	\$11.30	\$17.51	\$27.48	\$31.40	\$13.02	\$20.32

Source: 2020 ALICE REPORT Blair County PA Profile: ALICE Household Survival Budget, 2018; Bureau of Labor Statistics, Occupational Employment Statistics, 2018)

- The distribution of family and non-family households was steady.
 15. Single householders (without children) increased among non-family households.
- A significant number of householders who moved into their units between 2000 and 2009 moved out of those units by 2020. *(Note: GF is looking to see if we can say whether they stayed within the borough or left the borough.)*
 16. 61.5 percent of 2010 householders moved into their units between 2000 and 2009. By 2020, that percentage fell to 25.4 percent.
 17. In 2020, 43.2 percent of householders had moved into their units since 2010.

Resident Workforce v. Local Employment

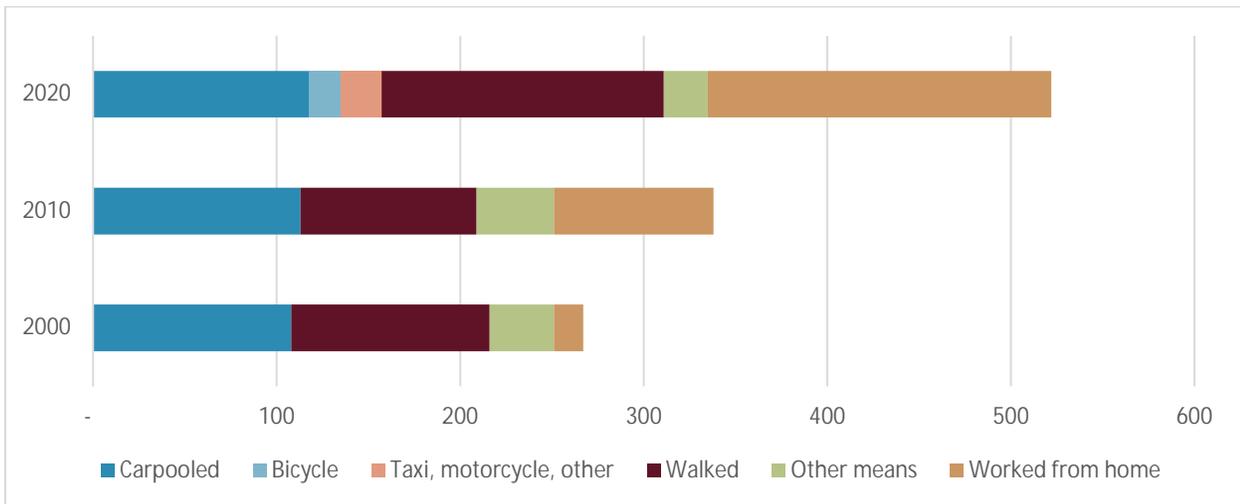
- Resident workforce and local employment (jobs) both declined from 2009 to 2019.
- Fewer resident workers (157) held local jobs (lived and worked) in Hollidaysburg in 2019.
- Both the resident workforce and local job holders are aging.
- Resident workers' educational attainment (highest level of education completed) declined from 2009 to 2019 (note: this conflicts with 2020 census data; GF is still exploring), while local job holders' educational attainment was steady.
- On average, resident workers had higher earnings than local job holders in 2019.
- Health Care and Social Assistance was among the top three industries of both resident and local job employment. Other top industries of employment for resident workers were retail trade, manufacturing, and educational services. Other top industries for local job holders were public administration and educational services.

Resident Workforce

1. Hollidaysburg's resident workforce (residents who worked) in 2019 totaled 2,494, a decline of 350 or 12.3 percent since 2009.
2. The number of residents living and working in Hollidaysburg in 2019 was 339. Only Altoona drew more resident workers (435) for employment than Hollidaysburg. The remaining 1,498 working residents were employed elsewhere, most (58.3%) within 10 miles of Hollidaysburg.
3. The majority of resident workers in 2019 were age 30 to 54 (54.6%). Since 2009, there were 4.1% more workers aged 55 and older, and fewer younger workers.
4. The racial diversity of the resident workforce increased from 1.5% in 2009 to 3.4% in 2019. There was nominal change in ethnic diversity among resident workers.
5. Resident workers' educational attainment (highest level of education completed) declined from 2009 to 2019.
6. The largest segment of the resident workforce in 2019 (43.2%) earned more than \$3,333 per month. Since 2009, there are more workers who earn more than \$3,333 per month, and fewer who earn less than that amount.

- The top 3 industries of employment for resident workers in 2019 were: Health Care and Social Assistance; Retail Trade; and Manufacturing (followed closely by Educational Services). The same industries led employment in 2009, though Manufacturing ranked above Retail Trade.
- Resident workers traveling to work by means other than driving alone increased from 267 in 2000 to 522 in 2020. The largest increase was in the number of residents who worked from home, which increased from 16 in 2000 to 87 in 2010 to 187 in 2020. The number of residents who walked to work declined from 108 in 2000 to 96 in 2010, then increased to 154 in 2020. Travel to work by bicycle or taxi, motorcycle, or other light vehicle appeared in small numbers in 2020.

Figure 4. Resident Worker's Means of Travel to Work (Except Drove Alone)



Source: 2000 Decennial Census; 2010 and 2020 ACS 5-Year Estimates

Local Employment

- Local jobs in Hollidaysburg in 2019 totaled 3,8946. Since 2009, local jobs declined by 171 positions.
- Of the 3,896 jobs based in Hollidaysburg in 2019, 399 jobs were held by borough residents. The remaining 2,537 jobs in Hollidaysburg were held by non-residents—most job holders (62.3%) lived within 10 miles of Hollidaysburg, including 698 from Altoona.
- The majority of local jobs in 2019 were held by persons aged 30 to 54 (52.7%). Since 2009, there were more workers 55 years and older, and fewer younger workers.
- The racial diversity of the resident workforce increased from 1.6% in 2009 to 2.6% in 2019. The number of workers of Hispanic ethnicity nearly doubled from 18 to 34.
- Workers' educational attainment (highest level of education completed) was stable from 2009 to 2019, with a slight increase in workers with a bachelor's degree or advanced degree.
- The largest segment of the local jobs workforce in 2019 (40.8%) earned \$1,251 to \$3,333 per month. Since 2009, there are 13.9% more workers who earn more than \$3,333 per month, and fewer earn less than that amount.
- The top 3 industries of local employment in Hollidaysburg in 2019 were: Public Administration, Health Care and Social Assistance; and Educational Services. The same industries led employment in the same order in 2009.

Table 3 Hollidaysburg Residents Who Work v. Local Jobs/Job Holders, 2009 and 2019

		Residents Who Work			Local Job Holders		
		2009	2019		2009	2019	
Total		2,844	2,494	æ	4,067	3,896	æ
Residence Location v. Work Location	Living and Employed in Hollidaysburg	17.4%	13.6%	æ	12.2%	8.7%	æ
	Living in Hollidaysburg, Employed Elsewhere	82.6%	86.4%	ä	-	-	
	Living Elsewhere, Employed in Hollidaysburg	-	-		87.8%	91.3%	ä
Worker Age	Age 29 or younger	22.2%	21.2%	æ	20.0%	18.7%	æ
	Age 30 to 54	57.5%	54.6%	æ	59.5%	52.7%	æ
	Age 55 or older	20.4%	24.2%	ä	20.5%	28.6%	ä
Worker Race & Ethnicity	White	98.5%	96.6%	æ	98.4%	97.4%	æ
	Black or African American	0.8%	1.2%	ä	0.9%	1.1%	ä
	American Indian or Alaska Native	0.2%	0.1%	æ	0.1%	0.1%	à
	Asian	0.2%	1.3%	ä	0.3%	0.5%	ä
	Native Hawaiian or Other Pacific Islander	0.0%	0.0%	à	0.0%	0.1%	ä
	Two or More Race Groups	0.2%	0.8%	ä	0.3%	0.9%	ä
	Not Hispanic or Latino	99.2%	99.1%	æ	99.6%	99.1%	æ
	Hispanic or Latino	0.8%	0.9%	ä	0.4%	0.9%	ä
Worker Educational Attainment	Less than high school	5.6%	6.9%	ä	6.3%	6.6%	ä
	High school or equivalent, no college	31.8%	27.5%	æ	29.1%	29.5%	ä
	Some college or Associate degree	23.1%	25.9%	ä	26.7%	25.1%	ä
	Bachelor's degree or advanced degree	17.3%	18.4%	ä	17.8%	20.0%	ä
	Data not available (workers aged 29 or younger)	22.2%	21.2%	æ	20.0%	18.7%	æ
Worker Earnings	\$1,250 per month or less	31.3%	23.1%	æ	34.3%	24.2%	æ
	\$1,251 to \$3,333 per month	39.7%	33.8%	æ	44.6%	40.8%	æ
	More than \$3,333 per month	29.0%	43.2%	ä	21.1%	35.0%	ä
NAICS Industry Sector	Agriculture, Forestry, Fishing and Hunting	0.4%	0.0%	æ	0.0%	0.0%	-
	Mining, Quarrying, and Oil and Gas Extraction	0.4%	0.2%	æ	0.0%	0.0%	-
	Utilities	1.0%	0.4%	æ	0.0%	0.0%	-
	Construction	3.9%	4.7%	ä	1.4%	2.7%	ä
	Manufacturing	11.2%	9.9%	æ	8.1%	13.0%	ä
	Wholesale Trade	3.7%	3.4%	æ	1.6%	1.7%	ä
	Retail Trade	10.9%	10.0%	æ	9.2%	5.3%	æ
	Transportation and Warehousing	4.9%	5.2%	ä	0.3%	0.3%	à
	Information	1.4%	1.8%	ä	0.3%	0.0%	æ
	Finance and Insurance	3.1%	2.0%	æ	4.4%	2.7%	æ
	Real Estate and Rental and Leasing	0.7%	0.8%	ä	1.1%	0.8%	æ
	Professional, Scientific, and Technical Services	4.1%	4.7%	ä	4.4%	4.7%	ä
	Management of Companies and Enterprises	0.8%	1.6%	ä	0.5%	0.5%	à
	Administration & Support, Waste Management and Remediation	3.8%	4.3%	ä	3.2%	2.3%	æ

	Residents Who Work			Local Job Holders		
	2009	2019		2009	2019	
Educational Services	10.3%	9.8%	æ	10.8%	13.5%	ä
Health Care and Social Assistance	19.7%	23.1%	ä	15.9%	18.9%	ä
Arts, Entertainment, and Recreation	0.9%	1.0%	ä	0.0%	0.1%	ä
Accommodation and Food Services	8.5%	7.4%	æ	5.0%	5.6%	ä
Other Services (excluding Public Administration)	4.5%	3.8%	æ	6.8%	7.0%	ä
Public Administration	5.8%	5.8%	à	27.0%	21.0%	æ

Source: On The Map

Housing

1. There were 3,030 housing units in Hollidaysburg in 2020.
2. Housing units increased by 30 units since 2010.
3. Among all housing units, the percentages of units built before 1939 and after 1990 both increased, presumably due to loss/demolition of units between 1940 and 1989.
4. Owner-occupied units increased in number.
5. Renter-occupied units (also reflects availability).
6. Vacancy declined, including for abandoned units (units vacant for reasons other than for sale, for rent, etc.)
7. The composition of housing stock is less varied in 2020 than in 2010 (presumably due to loss/demolition of units between 1940 and 1989).
8. Median home value was \$165,800, reflecting a real gain in value after adjusting for inflation.
9. Median gross rent was stable at about \$740 per month.
10. Monthly housing costs as a percentage of household income over the past 12 months increased only for households earning \$50,000 to \$74,999.

Table 4 Hollidaysburg Residents Who Work v. Local Jobs/Job Holders, 2009 and 2019

Housing Characteristics		Hollidaysburg			Blair County		
		2010	2020		2010	2020	
Housing Units		3,015	3,030	ä	56,276	51,647	æ
Age	% of units built before 1939	44.3%	45.0%	ä	34.0%	31.7%	æ
	% of units built since 1990	12.9%	16.5%	ä	14.4%	16.7%	ä
Tenure	Occupied housing units	92.9%	93.5%	ä	92.7%	90.7%	æ
	Owner-occupied units	54.5%	61.8%	ä	70.3%	78.0%	ä
	Renter-occupied units	45.5%	38.2%	æ	29.7%	22.0%	æ
	Average owner-occupied household size	2.36	2.13	æ	2.48	2.44	æ
	Average renter-occupied household size	1.76	1.60	æ	2.10	2.01	æ
Vacancy	% of units vacant	10.6%	6.5%	æ	7.3%	10.3%	ä
	% of vacant units seasonal	0.0%	0.0%	à	0.7%	1.0%	ä
	% of vacant units abandoned	3.5%	0.0%	æ	3.0%	6.6%	ä
Units in Structure	1, detached	57.9%	63.4%	ä	72.0%	71.4%	ä
	1, attached	7.4%	7.4%	à	4.2%	4.6%	ä

	2	11.3%	9.0%	æ	4.4%	3.9%	æ
	2 or 4	6.5%	10.2%	ä	3.3%	4.4%	ä
	5 to 9	7.1%	5.1%	æ	2.8%	2.6%	æ
	10 or more	9.9%	4.9%	æ	6.3%	6.1%	æ
	Mobile home or other housing	0.0%	0.0%	ä	6.9%	7.1%	ä
Cost	Median home value ¹	\$ 153,811	\$165,800	ä	\$ 115,604	\$ 128,200	ä
	Median gross rent ¹	\$ 741	\$ 743	ä	-	\$ 741	-
Monthly Housing Costs as a Percentage of Household Income in the past 12 Months	Less than \$20,000	18.2%	10.5%	æ	8.5%	12.7%	ä
	\$20,000 to \$34,999	11.4%	11.2%	æ	5.4%	6.7%	ä
	\$35,000 to \$49,999	3.1%	2.7%	æ	3.1%	3.1%	ä
	\$50,000 to \$74,999	0.9%	1.4%	ä	2.4%	1.0%	æ
	\$75,000 or more	0.3%	0.0%	æ	0.8%	0.6%	æ

¹ 2010 home/gross rent value adjusted to 2020 value in dollars

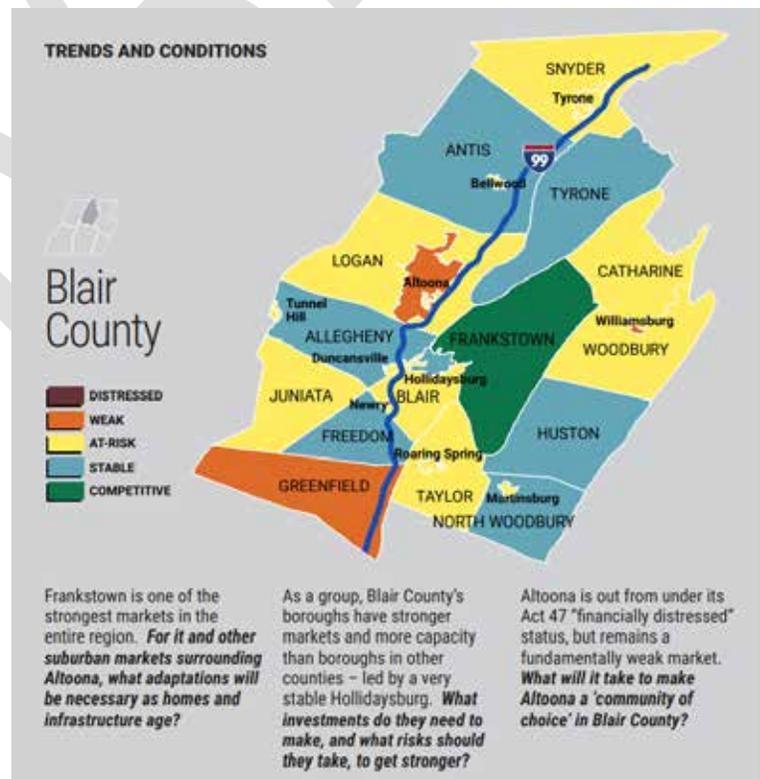
Sources: 2010 and 2020 ACS 5-Year Estimates

DRAFT

Recent County and Regional Planning

- Alleghenies Ahead, the regional comprehensive plan for the Southern Alleghenies region, including Blair County, was adopted in 2018.
- The regional plan was developed to address the common trends such as population and workforce loss, disinvestment in private real estate, and the lack of modern public infrastructure across the six counties.
- The plan identified regional priorities common to all six counties as well as priorities unique to each county.
- Top priorities in Blair County:
 - **Broadband and Cell Service.** Current service gaps hinder public safety and economic performance. Modern, reliable telecommunications infrastructure is necessary for public safety, specifically efficient emergency response, and to make Blair County more competitive (in terms of businesses, schools, tourism).
 - **Collaboration and Coordination.** Retirements, labor force shortages, and workforce loss result in a loss of knowledge, skills, experience, and expertise in local government, including community and economic development and local infrastructure and services.
 - **Agriculture.** *(summary statement pending but not relevant to Hollidaysburg)*
 - **Housing and Blight.** Blair County lacks a “full housing ladder”. More varied housing types and quality housing units are needed to aid in the recruitment of new workers and to meet the housing needs of lower income households. Blighted structures should be removed, and sites redeveloped, where appropriate.
 - **Public Health and Safety.** Blair County’s population has increasing needs for health care to serve an aging population and persons with drug addiction, better access to healthy food and increased physical activity, and access to jobs for those with disabilities.

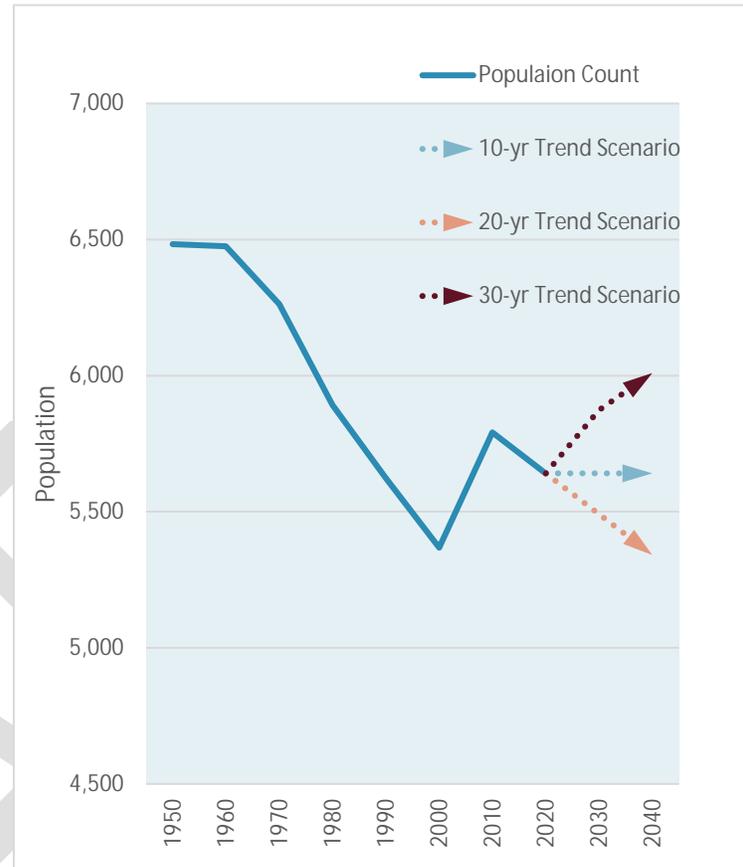
- The regional planning effort characterized Hollidaysburg as a stable market. This characterization was based on conditions at one point in time. The regional plan acknowledges that internal conditions and external forces change over time and posed the question, *What investments do they [Hollidaysburg and other boroughs] need to make [to remain stable], and what risks should they take to get stronger?*



Development Direction for 2035 and Beyond

- Hollidaysburg's historic development and prosperity from the 1770s to 1950 resulted from a combination of local action and investment and external forces and decisions.
- Which of three directions would represent prosperity for the Hollidaysburg community?
 - **Managed decline** of population, jobs, and building stock (a 20-yr trend scenario)
 - **Stabilization** of population and jobs counts; continued vacancy (a 10-year trend scenario)
 - **Recovery and Modest Growth** of population and jobs; increased occupancy of existing buildings and development of vacant land (a 30-year trend scenario)
- What community and economic indicators most critical to address/improve?
- What local actions and investments would be necessary or beneficial?

Figure 5. Hollidaysburg Population, 1950-2020, and Trend Scenarios



A Vision for Prosperity in 2035

Direction

- **Recovery and Modest Growth** of population and jobs; increased occupancy of existing buildings and development of vacant land

Development Focus

- **Tourism** as an additional economic engine—
 - Destinations and attractions that feature Hollidaysburg's role in Pennsylvania's transportation history, and in turn, fueled the community's physical development and rich architectural history
 - § Huntingdon, Cambria, and Indiana Turnpike
 - § PA Main Line Canal
 - § Portage Railroad
 - Tourism is a multi-faceted industry that can
 - § leverage older building stock, historic sites, outdoor public spaces, and other assets for heritage tourism
 - increasing demand for effective historic preservation and maintenance and the trades that provide maintenance and restoration services, as well as other construction that is compatible
 - § expand interpretive tours, activities and events that offer things-to-do for citizens and visitors
 - offering both free and for-fee experiences
 - § provide a hub of hospitality and essential services to land- and water-oriented recreation enthusiasts visiting the Hollidaysburg area, Blair County, and Southern Alleghenies region.
 - leading to new business and jobs in food and beverage, and lodging, as well as locally crafted merchandise
 - possibly supported by a centralized parking lot with safe pedestrian routes and a bike share program to move about the community
 - § offer a reason to visit, an experience to remember, a desire to return, and the potential for long-term investment.
 - supporting the need for in-town lodging options, ranging from a small hotel to managed short-term rentals
 - potentially leading to housing and business investment

Supporting Inputs and Infrastructure

- **Workforce of Employees and Entrepreneurs**
 - Young adults, young workers
 - Remote workers who can work from any location with reliable internet service
 - Retirees
- All of whom would require...
- **Housing**, preferably modernly equipped and appointed units; located in or near downtown; both mid- to long-term rentals and smaller unit options to enter the market
- **Leisure and Entertainment places/activities**, which might be found in the local tourism industry or other local business, or in public or non-profit sectors and spaces (education, faith, recreation/sports, etc.)
 - Downtown, including on the Diamond
 - Parks and gardens
- **Travel options**, including safe streets and intersections for walking and bicycling, as well as bus and drive/ride options.

2035 Targets:

- **No net population loss**: small increase in population, especially among young adults, young workers, children, and youth
- **No net jobs loss**: small increase in local jobs
- **Increased Commercial Occupancy**: reduced frequency and duration of vacancy, especially in downtown

Priorities for Community and Economic Development

1. Promote and participate in cooperative economic development & tourism.
2. Uphold strong built character and allow modern uses.
3. Expand housing choices.
4. Maintain, extend, and promote the pedestrian/bicycle network.
5. Modernize roadway and stormwater infrastructure.
6. Enhance public space with arts, history, and culture.

Invest in Economy & Tourism

Current Conditions

- Business
 - DATA all businesses, industries, employment, workers
 - DATA Downtown businesses – # of businesses, types of businesses
- The Diamond is a landmark space in the downtown. It should be the premier business location and venue for downtown events!
 - DATA - # of lots on square, existing uses
 - DATA – events
 - DATA – Allegheny Street is a local street (not PennDOT, confirm)
- Downtown Hollidaysburg businesses and events are not easily visible to US 22 or PA 36 pass-through traffic or easily found on the internet.
 - Results from US 22 located on Blair St.
 - Online marketing of downtown is lacking to convey location, parking locations, range of businesses – for non-borough residents.
 - § Borough and others do use Facebook
- There is no local chamber of commerce, providing leadership to or coordination among the business community; the Hollidaysburg Community Partnership organizes some downtown events to draw area residents to the downtown.
 - DATA HCP mission, events
- Several on-road and off-road trails pass through or near Hollidaysburg and could become the foundation for a secondary trail-based, tourism economy; this would require investments in coordinated hospitality, signage, and promotion.
 - DATA
 - § Lower Trail
 - § 6 to 10 Trail
 - § September 11 National Memorial Trail
- The Everett Railroad serves regional industry and draw tourists for scenic excursions; however, it is isolated from downtown businesses by the rail corridor and US 22 / Blair Street.
 - DATA freight activity
 - DATA scenic passenger activity
- Manage the amount of parking
 - borough is walkable and bikeable in size;
 - many # daily destinations to work, shop, learn, play within the borough
 - § DATA Means of commute – walk, bike, transit; work at home
 - § DATA Walk Score, Bike Score (compare to other/neighborhood muni)
 - something about topo
 - combine parking lots
 - reduce required parking
 - Recommend Parking Assessment to support economic development
 - § Inventory and analysis of parking availability, use/activity/behavior
 - § To ensure street parking is running over
 - § Where is shared parking allowed/occur

Community Partnership?

- Did work with the Borough; shared Main Str Manager; agreed to part ways ~4 yrs
- Comm Partnership continues
 - **Mission, vision, bylaws**
 - Board of 8; meets monthly; great ideas!
 - Sponsors events – County 175th anniversary trivia hunt in businesses; similar egg hunt; pub crawls; Family Fun Day – vendors, kid activities, entertainment
 - § Boro does Pumpkinfest and concert
 - § Info doesn't get out to residents, businesses, etc.
 - Community Liaison – was hired; person backed out
 - Marketing Director - next hire; working on job description; part-time/flex
 - § Outreach to business
 - § Support business
 - Has a Facebook page; working on a website

SWOT Assessment for 2035 Vision

Strengths

Weaknesses

Opportunities

Threats

Direction / Planned 2035 Conditions (Outcomes)

- t Expand/Integrate heritage and trail-based tourism, (i.e., attractions, hospitality services, etc.) into the local economy.
- t Leverage business at the nexus of historic character, growing trail networks, and small business

Action Plan

Community and Economic Development Objective

3: Promote and participate in cooperative economic development & tourism.

- Expand commercial zoning in high visibility locations; select locations that are walkable and convenient to centralized parking; require active uses with windows on the ground floor.
- Enhance the Diamond as a/the premier business location.
- Support efforts to market the business community as a whole and its economic opportunities; encourage consistent, customer-oriented business hours across the retail market.

Manage Land Use & Maintain Small Town Built Forms

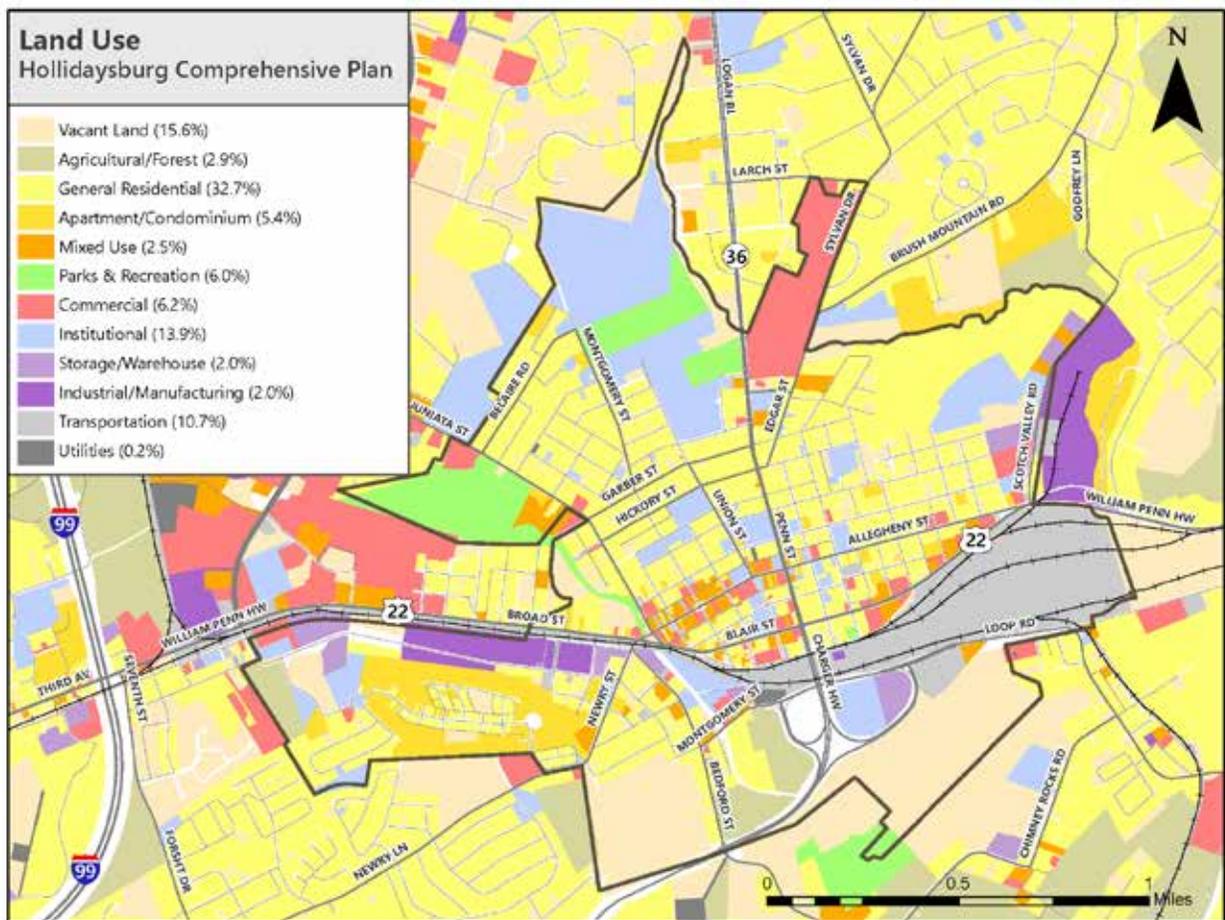
(opening/intro)

Current Conditions

- The visual character of Hollidaysburg – its built forms, scale, patterns, and styles – is directly tied to its development during the 19th century as a transportation and local government hub.
- The downtown’s urban form and visual character continue to form an attractive and walkable commercial center, but its economic vitality is reliant on county government operations and the spending power of nearby residential neighborhoods. As such, a moderate amount of professional office, service, and restaurant uses occupy ground floor spaces. Retail uses are limited – competition from suburban centers and internet shopping has diminished these to a few specialty offerings. Entertainment uses are limited to a few bars. Residential use of the upper floors of commercial buildings is very limited and presents a possible market opportunity.

Land Use Inventory

- Residential uses occupied 38.1 percent of the borough’s taxable land area.
- Non-public, commercial and industrial uses occupied 26.6 percent, including an in-town grocery store and in-town pharmacy.
- Vacant land was 15.6 percent.
- Public and institutional (generally tax exempt) uses occupied 20.1 percent.



Source: Blair County GIS

Tools in Use for Land Use Management

Zoning

BOROUGH of HOLLIDAYSBURG

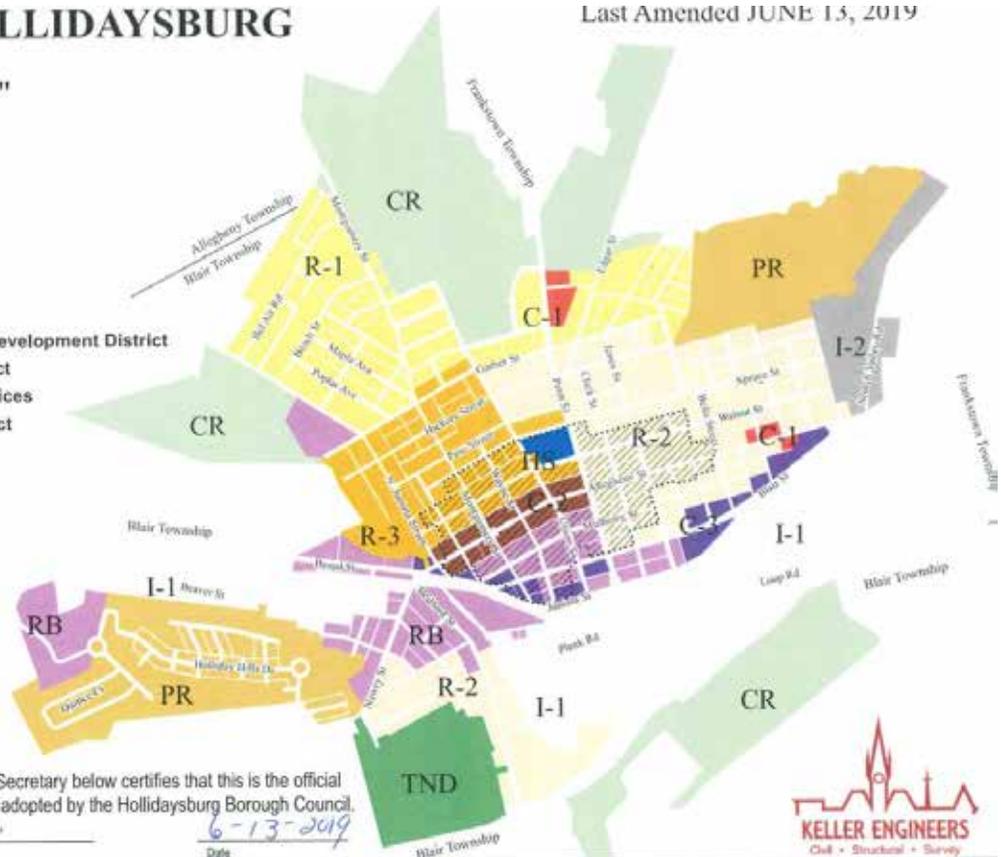
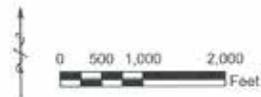
Blair County, Pennsylvania

"OFFICIAL ZONING MAP"

Last Amended JUNE 13, 2019

LEGEND

	CR Conservation Recreation
	R-1 Single Family Residential
	R-2 General Residential
	R-3 General Residential
	PR Planned Residential
	RB Residential/Business
	TND Traditional Neighborhood Development District
	HS Highland Hall Special District
	C-1 Professional/Business Services
	C-2 Community Business District
	C-3 Highway Commercial
	I-1 Limited Industrial
	I-2 General Industrial
	Historic District



The signature of the Hollidaysburg Borough Secretary below certifies that this is the official and true Hollidaysburg Borough Zoning Map adopted by the Hollidaysburg Borough Council.

Signature: *Patricia J. Aueron* Date: *6-13-2019*



Historic District

Historic district ordinance enacted in 1989. Primary purpose.

- o Does historic district constrain demolition? E.g. for a rebuild or parking lot?
Theoretically, YES. Demolition in part or whole requires a Certificate of Appropriateness – HARB reviews, makes recommendation to Council for approval or disapproval. (Z.O. 301.7) Council may go against recommendation.

Code Enforcement

- o Old buildings
 - § Borough gets dangerous structure complaints.
 - § 50% response to notices. Repeat notices are required.
- *Wooded parcel along North Montgomery St. is wet*
- *Beaver St. was built for oversized loads, to serve industrial uses, namely McClanahan Industries*
- Redevelopment of the US 22 / Blair Street corridor has been inconsistent with small town urban form. Challenging (expanded) intersection of US 22 and PA 36 vs viable use.
 - o DATA land use
 - o DATA zoning
 - o Photos
 - o *Comments*

§ *Inconsistent highway commercial zoning along US 22 on east side*

- *Blocks SE of Penn and Blair need re-zoning – landowners are retired and working class*
- *Old hotels in blocks SW of Penn and Blair Streets*
- *Extend downtown to S. Juniata St.*
- *Small parcel at end of Lily Ave. = 1 acre without PRD potential – too restrictive, change to residential*
 - PRD district was the old Melnick farm
- Recent Downtown Reuse and Redevelopment Activity
 - Green Church – concept: pub/brewery and vendor market; working on historical preservation (renovation) and exterior; new roof; interior work in 2023 and opening
 - Keller bought the property next to Green Church
 - Don Deliozier – US Hotel Tavern – upper floors have been converted unused to incubator offices/short term leases. Use was already permitted. <7sf requires no parking.
 - Allegheny – Fox’s Pizza Den bought old bank; liquor license. Spurred D’Ottavio’s for new activity.
- Downtown Reuse Opportunity
 - Upper floors in downtown
- Infill Development Opp
 - NW corner of Front and Allegheny Streets
 - NW corner of Penn and Blair Streets
 - NW and NE corners of Montgomery and Juniata Streets
- Redevelopment
 - US 22/Blair from Penn Street east to ___; long-term redevelopment
 - Sunoco Station at the SW corner of Penn and Allegheny Streets; long-term
- Greenfield development opportunities are few.
 - *Holiday Hills build-out is planned for more apartments – Jackson farm road extension lacks a sewer line extension*
 - *Stowell Farm - has wetlands and flood plain – past owner was Don Devores – will need less density than the maximum – density similar to Hollidaysburg is desired*
 - Farmette along Bel Aire Road
 - DATA Acres for each; estimate of units/density

SWOT Assessment for 2035 Vision

Strengths

Weaknesses

1. Maximum impervious surface coverage prohibits good community development, such as the YMCA expansion.
2. Nearly blighted properties along Walnut Street.
3. Lack of single floor living options in town.

4. Lack of knowledge and understanding of private development activity/challenges that occur between development approval to completed construction.

Opportunities



Threats

Policy Priorities to Achieve Desired 2035 Outcomes

- t Require active, visible uses in downtown. No blank walls, blocked windows, or surface parking lots.
- t Allow larger commercial uses along Blair Street, developed with an urban character that is distinctive from the historic downtown.
- t Designate locations for additional commercial uses in Gaysport.

Action Plan

Community and Economic Development Objective

1: Uphold small town urban character and allow modern uses.

t Downtown

- o Modern uses – shop/store, office/service, live/housing, live/work, eating and drinking, entertainment, civic and faith-based gathering; utilities, government/post office
- o Minimum building activation:
 - § a minimum of 40% of the ground floor front façade to consist of window and/or door openings;
 - § a minimum of 15% of the ground floor front façade to consist of window and/or door openings;
- o (parking)
 - § Awareness of existing parking options
 - § Expand parking options
 - shared use of county garage
 - congregate parking lot

- t Update zoning along the **Blair Street and Juniata Street corridors**; include character standards that are distinct from the historic district;

Blair Street

Limits

- o (east end is really auto-centric; focus on)
- o map

Uses

- o Similar to downtown plus Drive-thru, drive-up, vehicle servicing, and similar auto-oriented with accommodation for bicycle, pedestrian, and transit modes
- o by right, by condition, or by special exception to be determined during zoning update

Form / Character

- o Max building/impervious coverage: 70%
- o Minimal front setback, 0-10 (12) feet
- o Minimal side and rear setbacks, 0/None
- o Minimum principal building height, 2 stories; no false façade
- o Maximum principal building height, 3 stories or 35 feet
- o Maximum accessory building height: 16 feet
- o Minimum principal building activation
 - § a minimum of 40% of the ground floor front façade to consist of window and/or door openings;
 - § a minimum of 15% of the ground floor front façade to consist of window and/or door openings;
- o No on-lot parking in front yard (in side or rear yard only)

Juniata Street

Limits

- o (east end is really auto-centric; focus on)
- o map

Uses

- o Similar to downtown plus Drive-thru, drive-up, vehicle servicing, and similar auto-oriented with accommodation for bicycle, pedestrian, and transit modes

- o by right, by condition, or by special exception to be determined during zoning update

Form / Character

- o Max building/impervious coverage: #%
- o Minimal front setback, #-# feet
- o Minimal side and rear setbacks, # (10 ft)
- o Minimum principal building height, 2 stories; no false façade
- o Maximum principal building height, 3 stories or 35 feet
- o Maximum accessory building height: 16 feet
- o Minimum principal building activation (<downtown?)
 - § a minimum of 40% of the ground floor front façade to consist of window and/or door openings;
 - § a minimum of 15% of the ground floor front façade to consist of window and/or door openings;
- o No on-lot parking in front yard (in side or rear yard only)

t Evaluate zoning for **Bedford Street**.

- o Designate locations for additional (neighborhood?) commercial uses.

Limits

- o (where) / map

Uses

- o Similar to downtown
- o
- o by right, by condition, or by special exception to be determined during zoning update

Form / Character

- o Max building/impervious coverage: 70%
- o Minimal front setback, 0-10 (12) feet
- o Minimal side and rear setbacks, 0/None
- o Minimum principal building height, 2 stories; no false façade
- o Maximum principal building height, 3 stories or 35 feet
- o Maximum accessory building height: 16 feet
- o Minimum principal building activation (<downtown?)
- o No on-lot parking in front yard (within setback)

t Update zoning to allow for a reasonable amount of change without proof of hardship.

- o

t Maintain current Traditional Neighborhood Development zoning of the Stowell farm.

- o Modern housing units
- o Housing options
- o Stormwater

Housing & Neighborhoods

Current Conditions

- The housing market is very narrow - almost exclusively older, single family detached older homes that require significant rehabilitation and/or maintenance (cost), with higher rehab/maintenance costs for homes in the historic district.
 - DATA housing age
 - DATA ALICE
 - May exclude
- Short-term rentals are operating without regulation of neighborhood impacts.
 - DATA
- Expansion of senior living impacts neighborhoods; reduces activity.
 - DATA Presbyterian home, other home
- Calls from people who want to be part of the district – difficulty getting into the community – prob rentals in downtown or nearby (not trailer parks, not Altoona)

SWOT Assessment for 2035 Vision

Strengths

Weaknesses

Opportunities

Threats

Direction / Planned 2035 Conditions (Outcomes)

- t Protect the character of each neighborhood.
- t Require improvements and new construction to be similar in character (form and scale, at minimum) to existing neighborhoods.
- t Expand opportunities for new housing types, including modern rental units.

Action Plan

Community and Economic Development Objective

2: Expand housing choices.

- Update/Ensure zoning allows for varied housing types and sizes, including accessory units also known as “in-law suites.”
- Allow short-term rentals and manage their impacts on neighborhoods.
 - Manage with zoning – by location, amount, density
 - § As commercial use or residential use?
 - Manage with ordinance
 - § Require registration
 - § Require/allow for inspection
 - § Require local contact
 - § Max total annual rental (days)
 - § Max single rental duration (days)
 - § Max occupancy per beds (persons)
 - § Parking

Expand, Enhance and Promote Active, Non-Motorized Travel Circulation Walk-Bike-Bus-Street

Current Conditions

- Hollidaysburg has a walkable and bikeable size, a relatively logical block pattern, and numerous bicycle and pedestrian community destinations.
 - Connectivity**
 - DATA ped gaps,
 - DATA bike pinch points
 - Use**
 - DATA commute to work
 - DATA school walkers, bicyclists
 - Convenience**
 - DATA bike racks in downtown, other destinations
- Sidewalk/Bike conditions and speeding/safety, especially at street crossings, are concerns.
 - DATA ped conditions – surface condition, overhead condition
 - DATA **safety**/crashes, conflict areas
 - § Penn and Walnut
 - § Penn and (High? at school; more vehicular than non-motorized)
- Sidewalks/bike or other pedestrian connections to nearby destinations are opportunities to enhance walkability.
 - DATA bike plan (review)
- AMTRAN provides public transit access in the Borough and throughout the Altoona area.
 - DATA bus stops; 1/4 -mile destinations
 - DATA Do AMTRAN buses carry bikes?
- Everett Railroad has fall and holiday passenger excursion trains
- Physical conditions – sight distance
- Walkable in certain areas – esp west side of Penn for elementary; both sides
 - Areas without sidewalks – Juniata, Belaire, Library, around senior high (stte reimburses up to 2 miles) – lack of safe connection to Gaysport
 - Missed opp on US 22 intersection in Gaysport – to make it ped and bike friendly
 - Belaire is a next Borough target for sidewalks
- Traffic operations at Penn and Hart Sts

Walking

1. Pedestrians with strollers use North Juniata Street and need accommodations.
2. University of Pittsburgh completed a walking study for the borough.
3. The WalkWorks routes are well-used. Add other routes; consider routes near senior citizen hubs such as Highland Hall and the Presbyterian community in Gaysport.

Gaysport Route

WalkWorks
permahealth.com

- 1 Canal Basin Park
- 2 Presbyterian Village at Hollidaysburg
- 3 McLanahan Corporation
- 4 Rail Transportation

..... Distance 1.07 Miles

Gaysport Route

- 1 **Canal Basin Park**
The park is the location where the canal basin was exchanged between the Pennsylvania Mainline Canal and the Allegheny Portage Railroad. It includes a steam engine used to pull large and passengers up the incline, wooden wheel boats that the canal used, and the Foster House, which houses the park visitor center. A digital viewing bin of the park is available at <http://www.alleghenypermahealth.com/map>.
- 2 **Presbyterian Village at Hollidaysburg**
A long standing member of the community, the Presbyterian Village of Hollidaysburg, is a Continuing Care Retirement Community and is active in providing community services throughout the region. The community provides a full range of living opportunities and services to its residents and provides young and aging professionals looking opportunities in its facilities. It is, once again, undergoing an expansion project in 2016.
- 3 **McLanahan Corporation**
Founded in 1835, the McLanahan Corporation is the oldest continuously operating company in Blair County. It began as a small family supporting local agriculture. Through careful expansion, prudent investment decisions, and holding to core family values, it has become an international presence with locations on four continents.
- 4 **Rail Transportation**
Once the canal was coming to a close, the state turned its focus solely on transportation. The roads separating the Diamond area from Gaysport served the Pennsylvania Railroad as a repair facility for its rolling stock. The line here follows the old canal between Turewell and Pennington which was used to bypass the congestion in Abtown. No stops were made by a particular train.

Enhance your walk! See the Gaysport story map at <http://www.alleghenypermahealth.com/map>

Steps to a Healthier You

permahealth.com

Steps to a Healthier You

permahealth.com

Historic Hollidaysburg Route

WalkWorks
permahealth.com

- 1 The Diamond
- 2 Highland Hall
- 3 Hollidaysburg Historic District
- 4 Blair County Courthouse

..... Distance 1.64 Miles

Historic Hollidaysburg Route

- 1 **The Diamond**
The Diamond is the hub of the commercial center of the Borough of Hollidaysburg, focused on the intersection of Allegheny and Montgomery Streets. This historically quiet area is the host of many festivals, parades, and events throughout the year.
- 2 **Highland Hall**
Designed by architect Samuel Sloan, Highland Hall served as a parochial school for nearly a century before its conversion to county offices. It was constructed in 1898 by the Hollidaysburg Bible and Female Society Association to meet the rising educational needs of the community. It served as a 24-hour radio operator training facility for the Women's Army Corps during World War II, and has twisted a new use for nearly a quarter century. One of several "Moon Trees" grown from seeds taken into orbit with the Apollo missions is planted on the site.
- 3 **Hollidaysburg Historic District**
The Hollidaysburg Historic District was designated on the National Register of Historic Places in 1985, containing 457 structures reflecting the character of pre-1900 Hollidaysburg. The district contains a broad range of historic houses reflecting Hollidaysburg's early status as the economic center of the region. With the formation of Blair County in 1946 as Pennsylvania's 23rd county, it also became the political center.
- 4 **Blair County Courthouse**
The current courthouse was designed by David Geisler and dates to 1876. The original building is in Italian Gothic style and has been expanded twice since the original construction, once in 1880 which added and extended the original steps and again in 1990. It contains five courtrooms, a law library, the offices of each commissioner as well as the various law offices required by law. The clock tower has been a prominent feature of the Hollidaysburg skyline since 1877.

Enhance your walk! See the Hollidaysburg story map at <http://www.alleghenypermahealth.com/map>

Steps to a Healthier You

permahealth.com

Steps to a Healthier You

permahealth.com

4. The Penn St signal timings, especially at Allegheny Street, are not long enough for seniors and persons with disabilities to cross.
5. Add pedestrian push-buttons with countdown timers at the Walnut/Penn Street intersection and the Allegheny/Penn intersection.
6. Blair Street is hazardous to cross. Consider pedestrian signals.

Biking

1. Bicycle parking is needed in downtown, parks, and stores outside of downtown. It could be artistic or locally crafted.
2. Borough has a bike plan, prepared by a former official/staff.
3. Southern Alleghenies has done some bicycle planning, e.g., the Diamond Route.
4. There are bike signs in Holiday Hills. Is there an associated named route?



Trails

5. Lower Trail extension concept comes into Hollidaysburg along the creek/US 22 and pivots to PA 36 North.
6. YMCA owns a strip of land along Brush Run. An off-road trail begins at the yellow gate.
7. The trail system behind the high school could use a map, a trash/recycle receptacle, information kiosk, blazing of trails.
8. Check the 9-11 National Memorial Trail alignment.

Connector Bridge

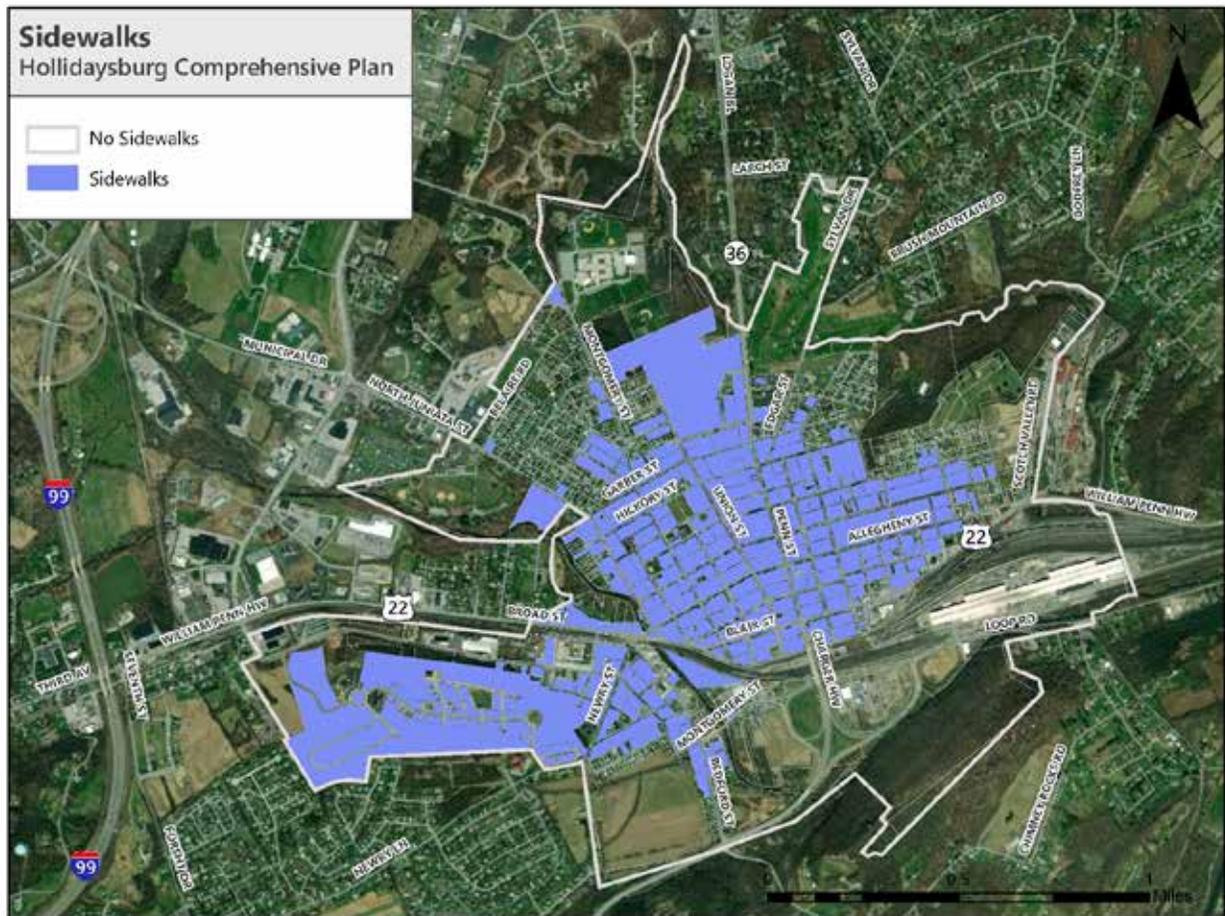
9. The bike-ped connector bridge is a good idea.
10. A bridge could provide emergency pedestrian (or motorized) evacuation route toward Legion Park and North Juniata Street for Fort Fetter residents.

Streets and Traffic Control

11. Street signs at Walnut, Hedge, and Hawthorne have gone cockeye because of the wind. (note the importance of short term maintenance)
12. The Hewitt/Penn Streets intersection is traffic heavy in the morning at the Middle School drop-off time frame. Crashes are also somewhat frequent. Would a roundabout fit and be feasible?
13. The intersection of Bel Aire Road at Montgomery Street, at the school, is difficult when school traffic is exiting.
14. Allegheny Street between Bella and Jones is difficult to drive when people park on both sides and busses are present.
15. Connect Pine Street or Spruce Street to Scotch Valley Road.

Parking

16. Garner public access to the county parking garage in off-peak hours.
17. Expand parking near the post office building.
18. Explore angle parking along Allegheny Street in downtown.



SWOT Assessment for 2035 Vision

Strengths

Weaknesses

Opportunities

Threats

Direction / Planned 2035 Conditions (Outcomes)

- t Add connections and improve safety and comfort conditions for walking, biking, and driving.
- t Encourage walking and biking to reduce the local demand for parking.
- t Maximize use of existing parking options.
- t Explore new parking arrangement, both shared use of parking sites and consolidation of individual parking areas.

- t Improve/Enhance gateways with welcome and wayfinding signage and bicycle-pedestrian facilities and safe crossings.

Action Plan

4: Maintain, extend, and promote the pedestrian/bicycle network

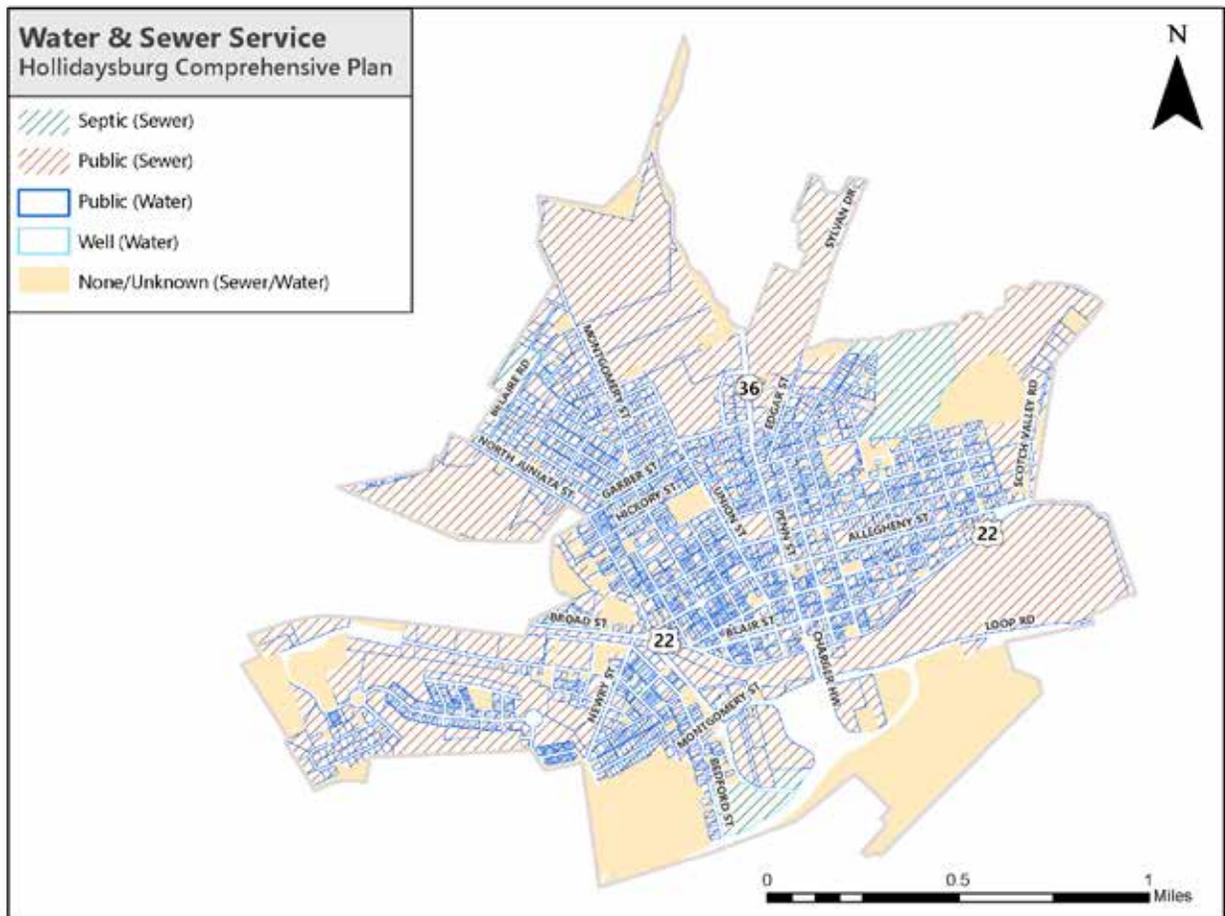
- Calm traffic in pedestrian areas and at crossings.
- Improve conditions along and across the September 11th National Memorial Trail route through Hollidaysburg (US Route 22).
- Complete the Canal Basin Park Gateway/Connector Bridge; explore feasibility of a new walk/bike bridge from Legion Park to Glimcher Drive with Blair Township.
- Add bike amenities, e.g., bike racks, bike repair stations, to public spaces.
- Continue support for the Lower Trail Extension to Hollidaysburg; begin planning for its route through Hollidaysburg.
- Produce and publish a map of walking and biking routes that connect public spaces; encourage community organization to use and integrate the map into their activities.

DRAFT

Maintain Infrastructure (plus stormwater improvement)

Current Conditions

- Safety
 - DATA safety/crashes
 - § Penn and Walnut
 - § Penn and (High? at school)
- Street and traffic conditions were not identified as priority issues.
 - However, a drainage issue at Allegheny and Walnut Streets. See Infrastructure/Water.
- Access, Connectivity
 - 2 rail crossings – both have challenges
 - § 1 on Penn – grade-separated, interchange to access Loop Road
 - § 1 on (Bedford) – at-grade; unconventional alignment
- **Electricity:** “First Energy Corporation is the primary electric provider in Blair County through its Penelec subsidiary. The Valley Rural Electric Cooperative, Inc., also provides electric services to portions of Blair County.” (page 16)
- **Sewer service:** Hollidaysburg Sewer Authority
- **Water:** community water system
- Public/community water services and sewer services were not identified as priority issues
- Stormwater that doesn't reach inlets efficiently creates safety hazards on streets and sidewalks.
- Flooding of the combined sewer and storm sewer system creates a health hazard. The Borough has been working to separate the systems for operational efficiency and health protection.
- Improve drainage (infrastructure and function) on Allegheny Street.
- Portions of Gaysport especially along Murphy St are inundated by storm water after rain events.
-



SWOT Assessment for 2035 Vision

Strengths

Weaknesses

Opportunities

Threats

Direction / Planned 2035 Conditions (Outcomes)

- t Sustain the functionality of underground water/sewer systems.
- t Continue to eliminate combined sewer systems.
- t Manage (minimize) new stormwater generation and water quality protection through development regulations and public education.

Action Plan

6: Modernize roadway and stormwater infrastructure.

- Improve/Enhance the Loop/Montgomery /Plank/Bedford corridor for better circulation between the north and south sides.
- Continue to reduce combined sewer systems and address flood-prone areas.

Maintain Community Facilities & Services; Enhance Recreation & Culture

Current Conditions

Health Centers

- UPMC Altoona, the Conemaugh Nason Medical Center in Roaring Springs, and the Tyrone Regional Health Network's hospital in Tyrone are three traditional hospitals in the county with departments of emergency medicine and a variety of inpatient and outpatient services. The James E. Van Zandt VA Medical Center serves a broad territory in central Pennsylvania.

- Hospital

Senior Centers

- Blair Senior Services Inc. provides services to senior citizens throughout the county and operates senior centers in Altoona, East Freedom, Tyrone, and Williamsburg.

Local Parks and Public Spaces

- Parks provide diverse facilities for children's play, sports, and musical performances.

- § DATA parks - acres, distribution; facilities and access/parking

- Nature works park to add facilities in Leed design – operated by Blair County Conservation District

- §

- § Park design – is it reflective of arts, history, culture?

- § The Diamond

- Recreation

- § DATA recreation programs/sports leagues

- Southern Alleghenies Greenways and Open Space Network Plan

- Tie the campus to the rest of the borough

- Waste management (trash and recycling)
 - Services

Safety

- Police Department
- Phoenixville Fire
- EMS
 - Blair County’s Department of Emergency Services oversees disaster preparedness training and planning, and maintains a current directory of volunteer fire protection and EMS services in the county.
 - Blair County’s Hazard Mitigation Plan (to be updated in 2018)

Welfare

- Public education (K-12) is provided to residents by the Hollidaysburg Area School District. The Greater Altoona Career and Technology Center provides vocational training.
- The Hollidaysburg Area School District reported that it is ranked as best SD in Blair County; this top ranking reflects the commitment of community.
- The Hollidaysburg Area School District campus is an asset for the community. Its outdoor facilities, e.g., fields and disc golf, and walking paths are available for public use when not used by for school programs.
 - Vo-tech/Career and Technology
 - Other Job/Skills training
- The Hollidaysburg Area Public Library is located adjacent to the school campus, which is convenient for students. It’s location is walkable for residents on the north side of town.

SWOT Assessment for 2035 Vision

Strengths

Weaknesses

Opportunities

Threats

X

- Public safety (law enforcement, community policing, fire protection, and emergency medical services) were not identified as priority issues.
- In addition, trash and recycling were not identified as priority issues.

Direction / Planned 2035 Conditions (Outcomes)

- t Assess residents’ recreational needs.
- t Modernize parks and facilities to meet current recreational needs

Action Plan

5: Enhance public space with arts, history, and culture.

- Enhance design and develop programming to increase visitation and appreciation for Chimney Rocks, newly listed on the National Register of Historic Places.

- Optimize use of community parks; modernize facilities to meet current recreational needs.
- Add public art/sculpture to public spaces.

Culture

Current Conditions

- Walking tours of historic sites and structures cultivate appreciation among residents and visitors.
 - Hollidaysburg is a faith-based community with varied and well-attended denominational churches.
 - We love our dogs! Where could we have a dog park?

 - Family needs from Borough/community facilities and services
 - Student care and things to do
 - Housing needs
19. We need a simple clear identity! Who are we? What do we want to be?
 20. First fruition project in western PA, natural and cultural heritage.
 - a. “Quaint and connected – with broadband for business and wif-fi hotspots for drop-in access.”
 21. Claim our identity and place along the PA heritage route.
 22. Coordinate (and cross-promote) community events in the Hollidaysburg area.
 23. Improve the Canal Basin stage area to reduce sun glare.
 24. Expand/enlarge the canal museum.
 25. Revisit the historic resource assessment of Gaysport.

SWOT Assessment for 2035 Vision

Strengths

Weaknesses

Opportunities

Threats

Direction / Planned 2035 Conditions (Outcomes)

Action Plan

Implementation

Community Leadership & Collaboration

Planning is essential for almost every successful venture. Consider retirement planning, saving for a child's education, etc. However, a plan that is not well developed and implemented, and does not effectively engage leadership, is not a formula for success.

A primary success factor for planning and plans is securing the active involvement of community leadership-- across all sectors ideally public and private, including business, non-profit, faith-based, and education, among any others present in the community. This helps to frame a better plan with broad based ownership—one that is built on the foundation of accountability and partnerships.

Leadership

Citizens are more likely to support a plan when they receive that its leaders endorse the effort. Further, this makes it more likely that citizens will hear the call of their leaders from the various sectors to participate in the plan's implementation. At minimum, principles such as those listed below, should be looked at on a regular basis as reminders of a healthy and strong approach to planning and plan implementation.

The following suggested principles can form a basic shared understanding (if not a formal written charter) among leaders involved in planning and plan implementation. The Borough can use this list as a starting point and improve upon it as they may choose to.

- **Communication** for understanding and learning the perspectives of all involved.
- **Transparency** of decision-making process, status, results, what's working, what is not, and the corrective courses of action to be taken.
- **Deliberation** and give-and-take in addressing issues, recognizing that consensus contributes to unity of effort and better results.
- **Gratitude** for the contributions of those involved and meaningful recognition that encourages further effort.
- **Encouragement** to continue to implement and press on even when some efforts are stalled or not yet producing desired results. (This aligns with the value of persistence.)
- **Problem-Solving** together as the heavy lift gets lighter when tackled as a team.
- **Accountability** to each other, the public, and the process, including periodic reporting of results achieved, upcoming activity, and calls for involvement.
- **Collaboration** to defy so many trends today that divide communities, this represents a choice to work together realizing that we share common goals.

Structure for Collaborative Implementation

Effective planning and particularly plan implementation is organized around getting key partners to the table and even growing the collaborative approach over time. There is a tendency today to work in siloes as isolated organizations. The effort to bring together a wide range of potential stakeholders to be aware of the plan and to promote its implementation together is what a famous general called force multiplier. That the addition of organizational resources of all kinds multiplies the success while reducing the burden on any one sector.

Ideally, community partners, such as those listed below, should be involved in developing a plan. But if not, there is still an opportunity to make them aware of the plan and to find ways for each to participate in or promote its implementation:

1. Hollidaysburg Area School District & Alumni Foundation (and similar organizations)
2. Hollidaysburg Area Community Partnership, <https://www.facebook.com/HollidaysburgCommunityPartnership/>, re-organized in 2021.
3. Blair Chamber of Commerce, <https://www.blairchamber.com/>, and its board of directors, committees, and leadership staff.
4. Altoona-Blair Community Development Corporation (ABCDC)
5. Explore Altoona (visitors bureau)
6. Sheetz Center for Entrepreneurial Excellence at Penn State Altoona, home to Penn State Altoona's entrepreneurship program and the Sheetz Fellows Program.
7. Private industry (for select intelligence and investments)
8. Faith-based Community
9. Civic organizations – American Legion, Rotary, and others
10. Private/Family Foundations
11. Recreational Organizations, Clubs, Leagues - Blair Bicycle Club, <https://www.blairbicycleclub.org/>

Suggested Actions

1. Hold a Hollidaysburg Leadership forum to increase awareness of the community plan, obtain ideas and input on its implementation and how the various organizations might promote and participate.
2. Educate community of commitments and responsibilities of Borough Council to encourage greater candidate participation to reduce so many uncontested ward races.
3. Invest in greater recognition and appreciation of community organizations that contribute to the quality of Hollidaysburg Life.
4. Reconsider Borough Newsletter to printed format and to be widely distributed and available.
5. Coordinate Borough Services, School District Resources, Community Organizations and Service Clubs to improve and maintain an attractive appearance and welcoming environment for visitors and customers to establish Hollidaysburg as an inviting destination point.
6. Nurture and fuel a Sense of Community Pride that will translate to property owners to make decisions to do their part to contribute to the overall inviting appearance and environment of Hollidaysburg.
7. Sustain discussions with Blair County Officials to minimize the negative impact of being the County Seat and maximize the positives of same.
8. Support the efforts of the community nonprofits to fulfill the service gap between private business and government to create even better living conditions in Hollidaysburg.

9. Review progress at the end of each calendar quarter and communicate it among stakeholders in as convenient and basic a means as possible. Recognize the efforts of those involved.

GF volunteers to facilitate a meeting to discuss the above, its importance, and practical ways to move it forward, using this structure and list as starting point. Further, GF to volunteers to facilitate a 3-month progress check and to offer advice and basic technical assistance as beneficial.

Implementation Program

~~10. Conduct Community Stakeholders Review & Discussion Sessions of Comprehensive Plan.~~

~~* Citizens~~

~~* Businesses~~

~~* School District & Nonprofit Organizations~~

~~* Churches, Clubs & Volunteer driven Agencies~~

~~11. Develop a Vision Statement promoting prosperity for the Borough, Businesses, and Citizens.~~

~~12. Open Final Comprehensive Plan & Implementation Program for Community Review.~~

13. Establish a Stakeholder Review Panel to receive reports and evaluate progress of Plan implementation.

Implementation Schedule

Priorities	Borough and Partners	Implementation			External Funding
		By 2026	By 2030	By 2035	
1: Uphold strong built character and allow modern uses.	Borough	Zoning Updates			PA DCED Municipal Assistance Program
2: Expand housing choices.					
3: Promote cooperative economic development & tourism.	Borough, Community Partnership	Downtown/Main Street Program			
4: Maintain, extend and promote the pedestrian/bicycle network.	Borough, PennDOT	Road Safety Audit			PennDOT District 9
	Borough, Community Partnership	Walk-Bike Campaign & Improvements			PennDOT Connects; PennDOT Multimodal Grant/PA DCED Multimodal Grant; US DOT Grant Programs
	Borough, Community Partnership	Support Regional Trail Connections			N/A
5: Enhance public space with arts, history, and culture.	Borough, Arts Council		Plan for Parks and Public Spaces		PA DCNR Community Conservation Partnership Program; (arts, heritage sources – tbd)
	Borough, Community Partnership		Improvement/Enhancement of Parks and Public Spaces		

6: Modernize roadway and stormwater infrastructure.	Borough, PennDOT		Plan for Loop/Montgomery /Plank/Bedford corridor improvements	PennDOT District 9; PennDOT Multimodal Grant/PA DCED Multimodal Grant; US DOT Grant Programs
	Borough		Comprehensive Stormwater Infrastructure Assessment (phase 1) and Strategy (phase 2)	EPA Municipal Grants