



HOLLIDAYSBURG 2035: PLANNING A LEGACY FOR GENERATIONS TO COME



DRAFT: OCTOBER, 2025

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William Kitt, Ward 5
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Blair Planning
Gannett Fleming, Inc.

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MLIS @c1typlann3r

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.

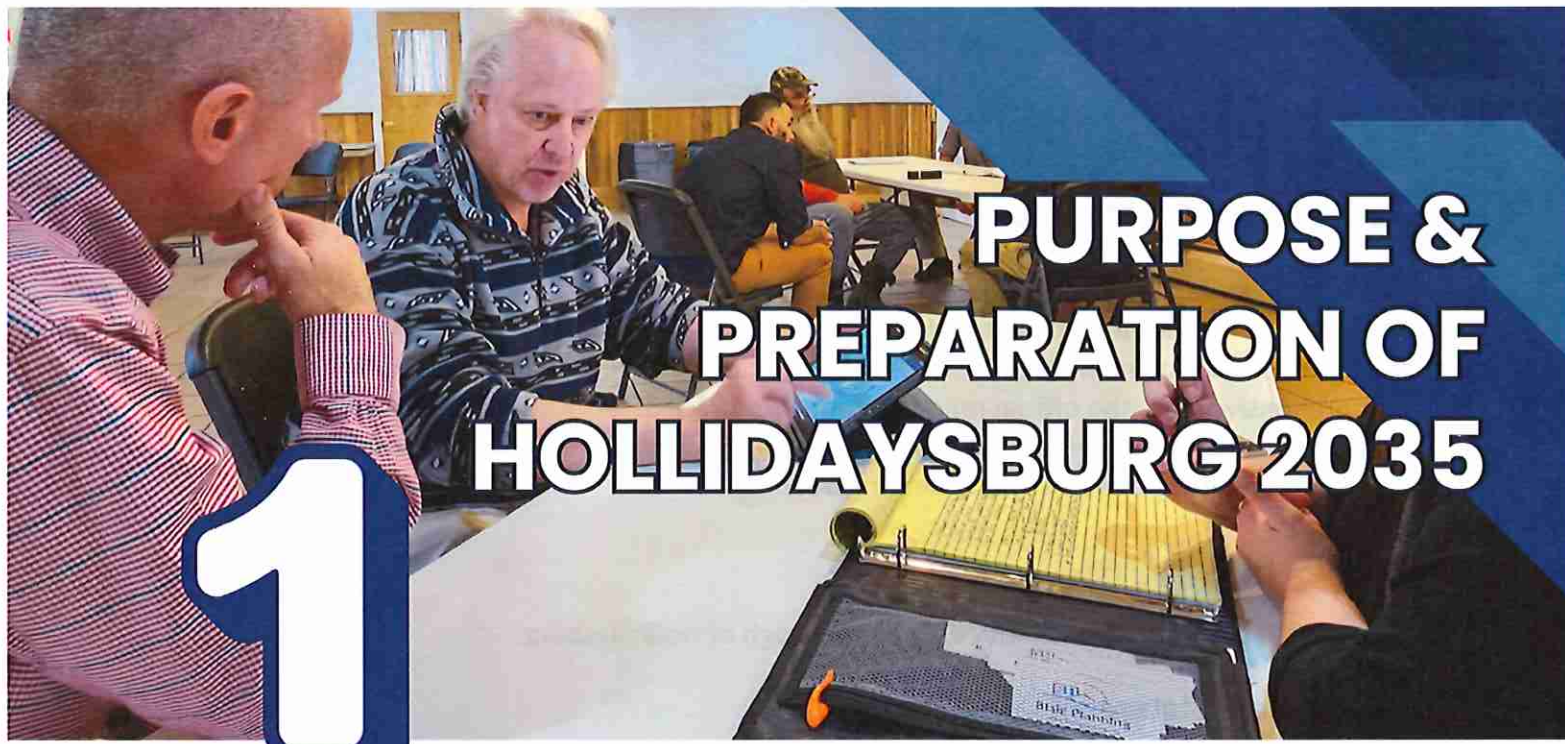
Funding

Preparation of this plan was funded by the Borough of Hollidaysburg.

Amendment Statement

Serving as the foundational framework for the Borough's future development, the Comprehensive Plan is a dynamic document. It will necessitate periodic revisions to incorporate evolving conditions, newly available information, or changing community requirements. Amendments to this plan shall follow the established process for local ordinance amendments according to the Pennsylvania Municipalities Planning Code.





PURPOSE & PREPARATION OF HOLLIDAYSBURG 2035

1

EXECUTIVE SUMMARY

PRIORITY OUTCOMES

PLAN PURPOSE

TECHNICAL PREPARATION

COUNCIL ENGAGEMENT

EMBEDDED PLANNING

EXECUTIVE SUMMARY

In response to a declining resident population, Hollidaysburg Borough is committed to preserving and enhancing the quality-of-life conditions that residents value most. This commitment is central to the Borough's planning efforts and is reflected in a set of guiding priorities aimed at sustaining a vibrant, livable community including:

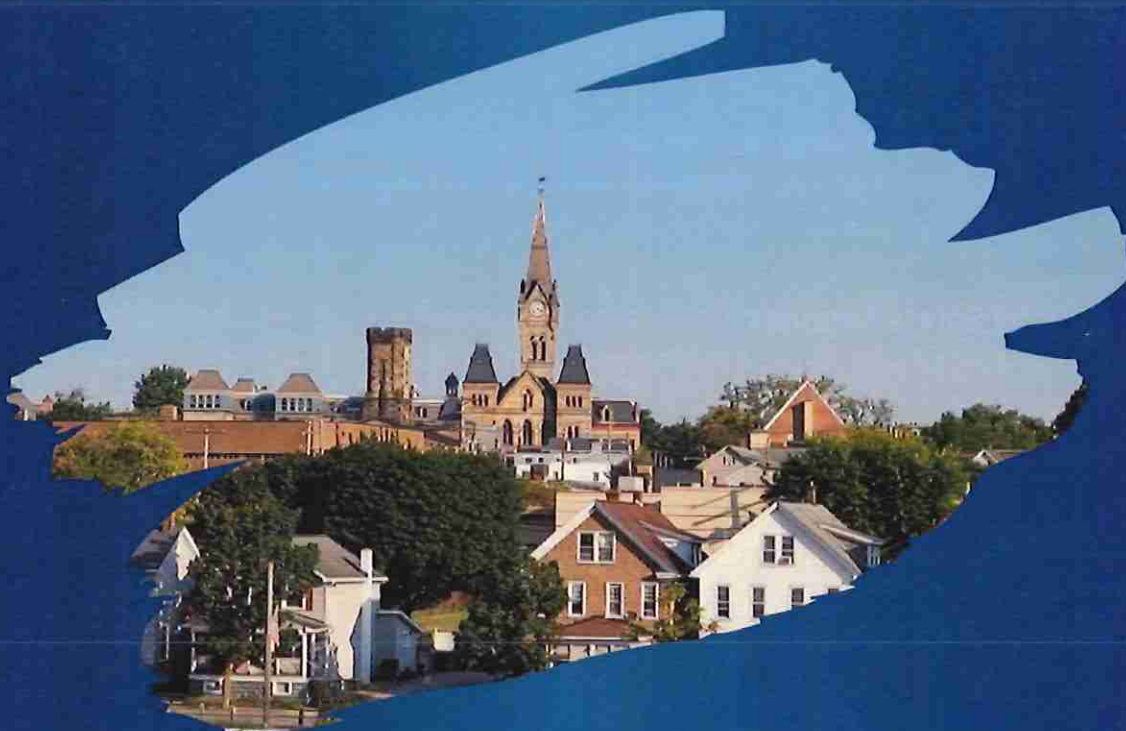
- **Thriving Local Businesses** - A mix of retail, dining, and service establishments that provide convenience, employment opportunities, and contribute to the local economy.
- **Architectural Conservation** - Protection and celebration of historic buildings and streetscapes that reflect Hollidaysburg's rich development history.
- **Well-Maintained Neighborhoods** - Where homes and properties are cared for, home-based businesses operate with minimal impact on neighbors, and new land uses are reviewed to ensure compatibility with surrounding areas.
- **Diverse Housing Options** - A variety of housing types, sizes, ages, and price points—supporting both short- and long-term residency—to meet the needs of a broad range of household types and income levels.
- **Attractive and Accessible Public Spaces** - Places where residents can gather for informal socializing or participate in organized activities and events.
- **Safe, Well-Connected Streets and Sidewalks** - Infrastructure that supports safe travel for pedestrians, cyclists, transit riders, and motorists, maintained in good condition and designed to connect people with local destinations and one another.
- **Reliable Water Infrastructure** - Systems that provide clean water, manage sewage, and control stormwater runoff—all maintained and regularly evaluated to ensure ongoing functionality and minimal disruption.
- **Strong Public Safety Services** - Including law enforcement, emergency response, and code enforcement to protect life, property, and quality of life.
- **Community Activities and Events** - A robust calendar of programs—ranging from sports and music to storytelling, volunteering, and lifelong learning—that fosters social interaction and community spirit.

CONTINUED

While residents express overall satisfaction with the Borough's material conditions, several recurring concerns and areas for improvement emerged:

- **Flooding and Stormwater Management** – A Borough-wide issue, particularly affecting the Gaysport neighborhood, with added concern regarding potential impacts from future development, such as the Stowell Farm property.
- **Demographic Imbalance in Housing** – A growing share of age-restricted housing (55+) amid declining numbers of children and youth, which has implications for community diversity and school district viability.
- **Outdated Zoning Regulations** – A need to modernize zoning codes to support economic development, diversify housing options, and shape future land use in a predictable, sustainable manner.
- **Development Impact Forecasting** – Improved tools and practices are needed to better predict the long-term public costs and impacts of proposed developments.
- **Improved Pedestrian and Bicycle Safety** – Borough-wide interest in safer walking and biking conditions, with specific attention to improvements at street, water, and rail crossings.

These key priority areas and concerns have directly informed the development of the Hollidaysburg 2035 plan, shaping its objectives and priorities for the coming decade.



HOLLIDAYSBURG 2035 PRIORITY OUTCOMES



1.

Support & Facilitate Local Economic Growth

Establish Hollidaysburg as a premier location to work, shop, and own businesses.



2.

Retain Small Town Character & Vitality

Strategically preserve Historic urban form of Downtown Hollidaysburg.



3.

Expand Housing Options

Diversify housing market with opportunities to fill "missing middle".



4.

Improve Borough Streets & Sidewalks

Ensure pedestrian, cyclist, and driver safety through proactive property & infrastructure maintenance.



5.

Improve Stormwater Management

Seek and develop responsive solutions to long-term flooding concerns.



6.

Integrate Economy, Recreation, & Culture

Align local efforts to promote tourism in the Borough.

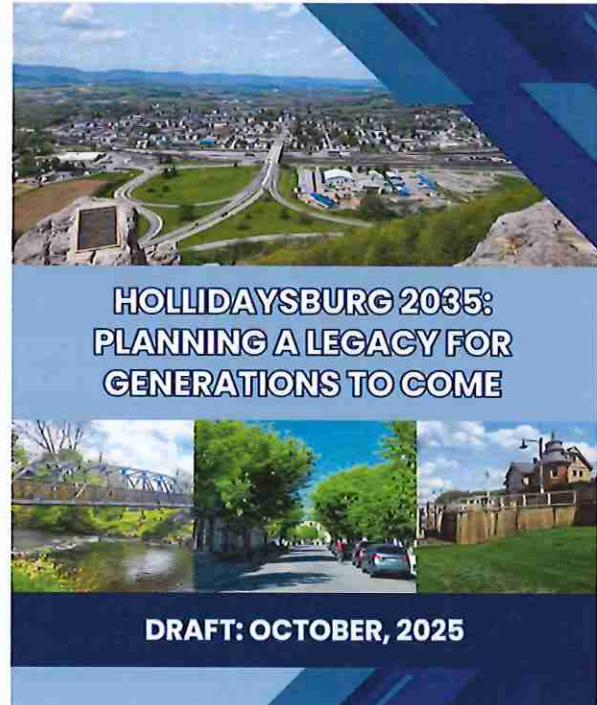


1. Purpose and Preparation of Hollidaysburg 2035

Plan Purpose

Hollidaysburg 2035: Planning a Legacy for Generations to Come is the Borough's 10-year comprehensive 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, as well as 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 the community and agreed upon the direction and scale of development and resource conservation for the foreseeable next 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 and methods to accomplish and serve this pattern. These tools include zoning, subdivision and land development regulations, capital improvements to transportation and infrastructure systems, and the re-envisioning of municipal programs and services. The plan's purpose in considering these topics is to ensure that decisions are both coordinated and complementary.

The Comprehensive Plan does not change municipal regulations, practices, or budget allocations; however, it may recommend changes in these areas to be put into effect through a separate planning process.

Municipal Use of Planning Tools

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

Figure 1 Municipal Planning Tools in Use in Hollidaysburg

Planning Tools	Date Enacted; Amended
Planning Commission	1974
Comprehensive Plan	1980
Official Map	-
Subdivision & Land Development Ordinance	1982; 2006
Capital Improvement Plan	Updated as part of Borough's Annual Budget
Zoning Ordinance	1947; 1989
Zoning Map	2019; 2021; 2024
Zoning Hearing Board	1947
Historic Architectural Review Board (HARB)	1989

Source: Borough of Hollidaysburg

Borough Council appointed a local Steering Committee to work with consultants to prepare the draft plan for Planning Commission and Borough Council consideration.

Steering Committee

The Steering Committee included representatives from Borough Council, the Planning Commission, the Historical Architectural Review Board, and Staff.

Walter Kalista, Borough Council Member
 Jeffrey Ketner, Borough Council Member
 Jane Sheffield, Planning Commission and Historical Architectural Review Board Vice Chair
 Andrew Haines, Historical Architectural Review Board Chairperson
 Patricia J. Duron, Borough Secretary
 Ethan Imhoff, Borough Manager
 Andrew Holodnik, Director of Community Development
 MacKenzie Caron, Regional Planner, Blair Planning

At its initial meeting with the consultant, the Steering 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.

During subsequent meetings, the Steering Committee reviewed and refined interim reports on existing conditions, planning priorities, goals and objectives, and recommendations.

Technical Preparation

The Steering Committee 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.

Borough Staff shared their findings with the Steering Committee and facilitated discussion to ensure that the draft plan accurately described existing and desired future conditions.

Community Engagement

Invited Stakeholder Discussions

Fourteen (14) community and regional stakeholder organizations were interviewed for their perspectives on community and economy generally and the planning priorities for Hollidaysburg 2035 specifically.

- AMTRAN
- Blair Alliance
- Blair Regional YMCA
- Discovery Blair County
- Everett Railroad
- Historic Hollidaysburg
- Hollidaysburg Area School District
- Hollidaysburg Arts Council
- Hollidaysburg Community Partnership
- Hollidaysburg Police Department
- Local developers and design consultants

Representatives of these organizations were asked to characterize their role in the community by their mission and activities. They were also asked to identify community needs and/or opportunities that should be considered in the Comprehensive Plan.

These interviews described local community and economic conditions and quality of life as fair to good. Suggested topics for community development included housing and stormwater. Suggested topics for economic development included downtown revitalization—related to both local economic activity and regional tourism.

Public Engagement

The Steering Committee engaged in discussions with residents, listening to common issues and concerns. Initial activities were conducted in Fall 2021.

Issues and Opportunities Drop-ins, October 2021.

Approximately 60 citizens shared their perspectives on living, working, and visiting Hollidaysburg with the Steering Committee 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.

Several stakeholder interviews were conducted concurrently. Common topics among the public and stakeholder discussions included the following:

- **Land Use & Zoning** – lack of economic vibrancy downtown—historic but inactive; land uses and development forms along US 22; future uses and buildout of Gaysport; outdated, restrictive zoning.
- **Housing & Neighborhoods** – aging housing stock is a cost burden; housing options are narrow.
- **Economy & Tourism** – the Diamond and historic architecture are assets; county



Image of Plan Outreach at the Hollidaysburg Public Library - October 2021



Image of Plan Outreach at Boro Coffee - November 2021

government heavily influences the business mix; perceived lack of downtown parking; opportunity to connect and serve a growing regional trails network and its users.

- **Travel & Circulation** – safety hazards to walking and biking; opportunity for bicycle and pedestrian connectors; available regional transit service.
- **Stormwater** - flooding hazards and impacts on specific streets; Gaysport and Allegheny Street flooding concerns.
- **History & Culture** – local development history is underappreciated; the school system and faith communities are hubs for families and seniors.

Direction and Priorities Drop-ins, November 2021.

The Steering Committee literally **embedded** themselves into citizens' everyday routes around town with a map of potential priorities (zoning, capital/physical, and programming improvement locations). From Thursday evening to Saturday morning, they politely engaged citizens at a variety of locations to hear from all walks of life—youth and seniors, downtowners, and nearby neighbors:

- Hollidaysburg Area Public Library, 1 Furnace Road
- Boro Coffee, 411 South Juniata Street
- Blair Regional YMCA, 1111 Hewit Street
- In front of the old "Green Church," at 400 Allegheny Street

The map displayed potential projects and outcomes for the year 2035 in response to the issues and opportunities noted above. Feedback from these events was positive and centered around the following general themes:

- **Strong Character; Modern Uses.** Active uses on the ground floor downtown. Establish a clear direction for commercial zoning along Blair Street and Juniata Street corridors. Concentrate business opportunities along a portion of Bedford Street.
- **Fully Connected; Safely Walkable.** Locations for improved north-south sidewalks, traffic calming and bicycle-pedestrian bridges. Support the Lower trail Extension to Hollidaysburg; work toward a preferred alignment and extension through the Borough.
- **Housing Choices.** Future Mixed-Use Development of the Stowell Farm with varied housing unit options, small to medium business space, and integrated stormwater management.
- **Modern Operations & Infrastructure.** Improve Loop Road as a gateway to southern Hollidaysburg and Gaysport. Conduct safety review and add signage along the 9/11 National Memorial Trail route.
- **Lively Public Spaces.** Physical improvements and additional programming to the Diamond. Connect Holliday Hills to town with a public staircase or structured, accessible path.

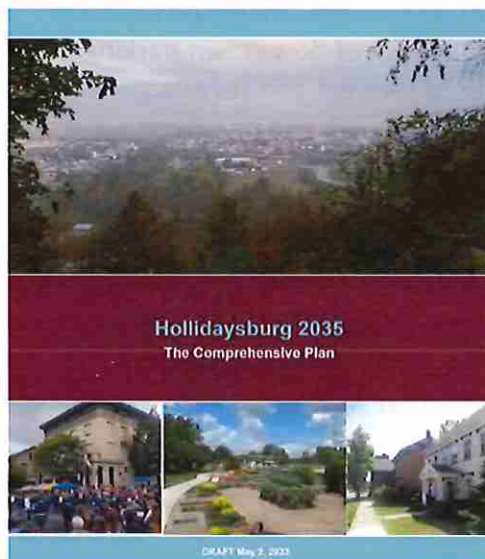


Image of First Draft Plan Submitted by Gannett Fleming - May 2023

Draft Plan Presentation & Initial Public Review.

In May of 2023, the Steering Committee presented the initial draft Hollidaysburg 2035 plan to the community and provided an opportunity for questions and comments that would help refine and clarify its intent. The project was temporarily put on hold in June of 2023 when the Director of Zoning, Planning, and Code Enforcement resigned, leaving the position vacant for two months until the Borough interviewed and hired a new director. In November of 2023, the Borough of Hollidaysburg began the 45-Day public review period of the drafted version. The Borough of Hollidaysburg advertised this publicly in the Altoona Mirror as well as at Borough Council meetings and on the Borough's website. The drafted version was available to the public both in print and digital versions allowing for easy access to review and provide feedback. The full SWOT

(Strengths, Weaknesses, Opportunities, Threats) Assessment can be found in **Appendix A**.

Surrounding municipal and government agencies were invited to review and comment on this plan draft including:

- Allegheny Township
- Blair Township
- Blair Planning
- Frankstown Township

- Hollidaysburg Area School District

Council Engagement

Upon conducting the plan's 45-Day public review, the Borough presented the initial draft version to Borough Council at the February 2024 Council meeting where Council decided to move forward with additional review and conduct a public hearing to decide on what to do with the initial draft version that was submitted for review.

On March 14, 2024, Borough Council heard testimony from Borough Staff, members of the Steering Committee, and the public on their opinions of the plan and their wishes for Council. Borough Council decided that evening that the Borough would not approve the May 2023 draft and requested that Borough Staff work with Blair Planning to further develop the draft to include more public feedback and to update the plan to provide more direction for the upcoming years.

Staff Updates. While the Director of Community Development continued to work with Blair Planning to formulate a plan for the draft, Council recommended that the future Borough Manager provide their insights on this plan. The Director of Community Development continued to provide Borough Council with updates as the Borough searched for and hired a new Borough Manager.

New Outlook. In July of 2024, Ethan Imhoff joined the Borough of Hollidaysburg as the new Borough Manager. One of his first priorities was to get the Comprehensive Plan back on track. He quickly acted on this by having meetings with Staff and Blair Planning to create a timeframe that would be practical to get this draft completed.

Borough Staff and Blair Planning agreed that there needed to be some needed updates due to changes that took place within the Borough post-pandemic and public opinion needed to be conducted again to ensure community concerns and opinions are not overlooked in the pursuit of this plan's completion.



Image of Comprehensive Plan Open House at Hollidaysburg Farmers Market - Summer 2024

Re-envisioning Planning from Within the Community

Borough Staff and Blair Planning met with members of the Steering Committee to focus on revising a better plan, a timeline, and finding time to meet with local residents, business owners, and property owners to collect feedback. Much like the previously held “Drop-Ins” the Borough partnered with local organizations and agencies to host the community for these public open houses.

Public Open Houses, September and October 2024.

Borough Staff, Steering Committee, Borough Council, and Blair Planning met with the public at three open houses encompassing the seven wards of the Borough:

- Hollidaysburg Area Public Library (Wards 2, 5, & 7)
- Borough of Hollidaysburg Municipal Building (Wards 1 & 4)
- Knights of Columbus Hall (Wards 3 & 6)



Image of Comprehensive Plan Open House, Knights of Columbus Hall - October 2024

These public open houses provided the opportunity for dozens of residents to come out and meet with Borough representatives and discuss their visions for the future of Hollidaysburg.

Public Opinion, Alternate Submittals

Borough Staff and the Steering Committee understood that there would be residents that would not be able to participate in the open houses but would still want to provide input. Borough Staff accepted both email and mailed comment submissions while open houses were being held. This provided additional opportunities for residents to take part in the planning process.

Through these public engagement sessions, the committee obtained 12 priorities and 76 action items for Borough Council to review for a draft revision.

Additional Council Engagement

During the winter of 2024, Borough Staff and Blair Planning conducted three additional workshops with Council members to go through items the public presented in order to narrow it down to five priorities and fifteen action items.

EMBEDDED PLANNING



A common theme that emerged from extensive community dialogue was the public's desire to be engaged, acknowledged, and involved in local matters. Residents expressed a need for Borough Staff to be more responsive to the diverse needs within the community. Considering this feedback, Borough Staff and Blair Planning recognized an opportunity to collaborate with Southern California-based consultant Jonathan Pacheco Bell, the urban planner and change-agent who created Embedded Planning Praxis. A new method and philosophy of practice, Embedded Planning is a praxis in which planning is done from within the community itself, not solely from an office, and planners work on-the-ground to understand people's needs, build trust and authentic relationships, participate in daily community life, increase community participation through street-level engagement, and ultimately advance equity through targeted and locally responsive planning initiatives. This approach encourages Borough Staff to step out from behind their desks and connect directly with the community they serve.

Beginning in Early 2025, Jonathan consulted directly with Staff and the Steering Committee to provide guidance and ensure that the revision and implementation of this plan posits members of the community not just as participants, but as leaders who are continuing to spearhead the plan's momentum. Embedded Planning serves as both an inspirational throughline and implementation goal for this comprehensive plan.

The Borough's Comprehensive Plan Steering Committee met virtually with Jonathan throughout the implementation planning process in order to ensure consistency with the praxis. The Steering Committee hosted various meetings and workshops in early 2025 to address revisions of the initial draft. Following these workshops, additional interviews were conducted with entities responsible for various aspects of implementation in this plan including the department of public works and emergency service departments.



HOLLIDAYSBURG PAST & PRESENT

2

POPULATION CHANGES

ECONOMIC CHANGES

HOUSING CHANGES

**IMPLICATIONS ON TARGETED
TRENDS FOR 2035**

**COUNTY & REGIONAL
PLANNING**

Hollidaysburg in Transition

Planning for a Changing Community

POPULATION CHANGES

Enrollment Decline:

Hollidaysburg Area School District lost more than 250 students over the past decade; further decline is projected & facility costs persist despite drops in enrollment.



Aging Population:

Improved amenities for elderly residents to "age in place" provides ample opportunities for senior living. This, however, can contribute to out-migration of a younger population.



Aging in Place is the ability for older adults to stay in their homes and communities as they age, maintaining independence and quality of life.



ECONOMY & EMPLOYMENT

Commuting to Work:

Only 9% of workers live and work in the Borough; 3,116 non-residents commute in, increasing traffic and intensification of infrastructure use.



Income and Wage Disparities:

49.8% of workers earn more than \$3,333/month which is useful for sustaining homeownership; however, lower-income groups declined by 7.8% Borough-wide, widening the income and wage gap of residents.



Aging Workforce:

The under-55 workforce shrank while the over-55 increased by 1.4%, signaling replacement concerns for long term workforce sustainability.



Remote Work Opportunities:

With the global rise in remote employment, the Borough boasts an increase in remote work opportunities, which requires consistent maintenance and improvements to infrastructure and utilities to ensure reliable connectivity.



HOUSING CHANGES

Rising Market Value:

Rising home values contrast with countywide trends toward decline, indicating demand.



Decrease in Vacant Units:

Fewer vacancies, but many remaining units are unfit for occupancy or owners are waiting for better market timing.



Need for Market Rate Development:

New units are crucial and should meet diverse lifestyle needs to prevent loss due to neglect.

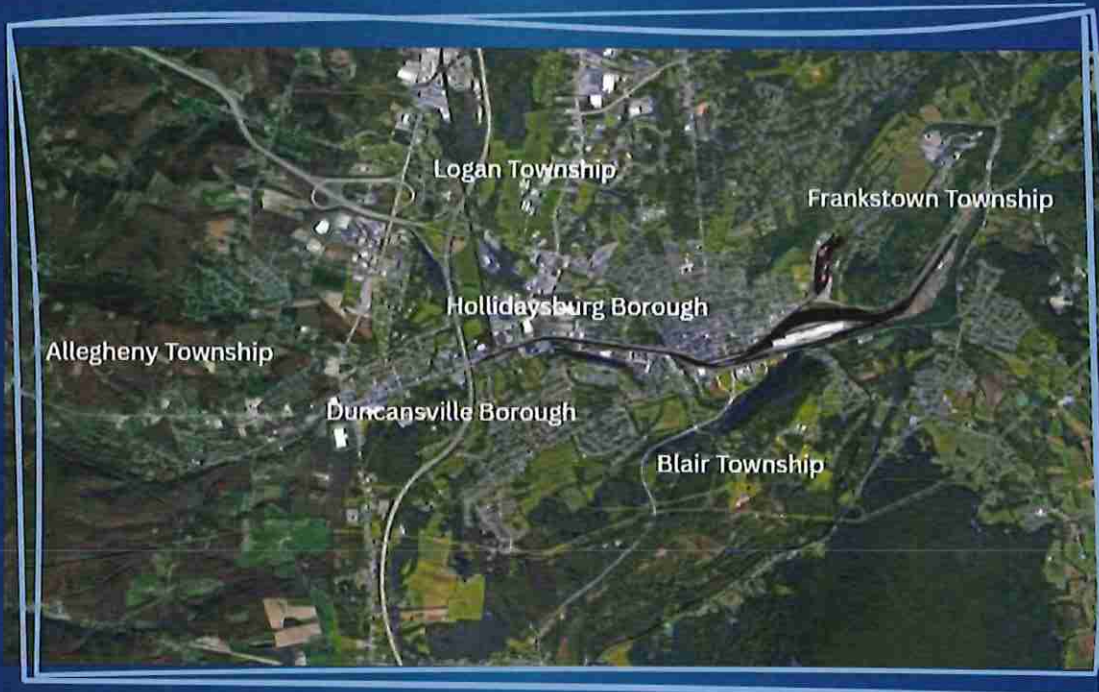


Opportunities to Diversify Housing Stock:

Dominance of older, detached homes doesn't suit today's smaller household sizes; alternatives are needed that consider these needs.



Figure 2 Shows Hollidaysburg in a regional context at three different scales.
source Google Earth, 2025



2. Hollidaysburg Past and Present

Hollidaysburg is situated at the heart of Blair County. It was settled in the foothills of the Allegheny Front in the flat area between Brush Mountain and Loop Mountain with surface water from the Beaverdam Branch which offered a suitable location for a town and tavern settlement to serve west-bound travelers, as shown in [Figure 2](#).

Given the Borough's location relative to its surroundings, it is imperative to consider Hollidaysburg and its functions as more than just what happens within the boundaries of the Borough itself, but everything in the peripheral communities that affect it as well, including its residents and workers, economy, and housing and how to sustain and expand it based on the needs of the region. To review the full analysis of Hollidaysburg's Historical Development Eras, please see [Appendix C](#).

Implications on Targeted Trends for 2035

Population and Household Changes

1. **Fewer children and youth, when not offset by growth elsewhere in the school district region, reduce demand for public and private school services;** regardless of enrollment, facilities still require maintenance. The Hollidaysburg Area School District reported that student enrollment has declined by 250 students over the past 10 years. The PA Department of Education projects further decline based on the slowing birthrate districtwide. Due to the operational and maintenance costs of school facilities, the school district welcomes and encourages residential growth.
2. **Declining racial and ethnic diversity can be perceived** as a lack of equity and intolerance—even if these conditions are untrue. Shifts among age cohorts and specifically the increase in the senior cohort suggests that recent out-migrating residents under 65 years were more diverse than in-migrating seniors.
3. **Given the increase in senior-age residents and the decrease in younger residents, higher rates of residents with a bachelor's degree or higher is likely a sign of well-educated seniors choosing Hollidaysburg for their retired senior living rather than an indicator of an increasingly educated workforce.**
4. **In light of smaller and single-person households, more households can imply an increased need for administrative services and public facilities and services.** Where the household increase is attributable to senior- or community-style living, these increased needs are often met by the housing provider.
5. **While household income increased and fewer residents lived in poverty by 2020, an estimated 1 in 3 households were still living on the edge of financial stability in 2018.** According to the 2020 ALICE Report for Blair County, 34 percent of Hollidaysburg households lived above the poverty line, earning too much to qualify for government assistance, and without a financial cushion for emergency expenses after household essentials (housing, childcare, food, transportation, health care, and a basic

smartphone plan). This is termed ALICE: Asset Limited, Income Constrained, Employed.

Economic Change and Indicators

1. **Less than 1 in 10 resident workers (328) held local jobs (lived and worked) in Hollidaysburg in 2022.** Only Altoona drew more resident workers (5,650) for employment than Hollidaysburg. The remaining 2,079 working residents were employed elsewhere. Likewise, 3,116 jobs in Hollidaysburg were held by non-residents. This inflow-outflow implies increased commuting time for resident workers (and vehicle costs for those who drive), increased traffic from those commuting into Hollidaysburg, and increased wear on local roads.
2. **Resident workers are, however, bringing larger paychecks back to Hollidaysburg.** The largest segment of the resident workers in 2022 (49.8%) earned more than \$3,333 per month. This was the largest of the three income categories, however both the other categories at a combined loss of 7.8%. While the larger paychecks may help with the cost of maintenance and upkeep of detached, single-family homes, the Borough still needs to watch the decrease in the other two categories.
3. **The local economy continues to not be attracting younger workers (under 55 years) to replace workers (over 55 years) upon retirement.** Statistically, we have seen a combined loss of 1% of workers under the age of 55 with a 1.4% increase in those over the age of 55.
4. **Resident works are showing increased employment in retail trade, finance and insurance, and Professional, Scientific, and Technical Services.** However, there continues to be a decline in educational attainment, causing them to be less attractive to new economic development.
5. **Resident workers increasingly travel to work by a means other than driving alone.** 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 in 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.

Housing Characteristics and Trends

1. **Rising housing values in the Borough, in contrast to falling county values, indicate positive market demand.**
2. **Vacant housing units are available but not move-in-ready.** After a notable decline in vacant housing units from 2010 to 2020, the remaining vacant units may not be suitable (i.e., up to code) for sale or for rent, or owners may be waiting for preferred market conditions.
3. **Older housing stock dominated by owner-occupied, detached single-family units that require regular maintenance does not offer compatible options for increasingly smaller, single-person, and or senior households.** Attracting new residents will require housing options that meet their needs and lifestyles.

4. **Housing unit expansion is needed to attract residents.** New housing unit construction, whether in existing neighborhoods or on greenfield sites, should fit both the market and Hollidaysburg's need to expand housing choice. New construction will almost always enhance housing choice by offering modern design and amenities. Some housing unit loss due to fire or similar disaster should be anticipated losses due to lack of maintenance or neglect should not be tolerated.
5. **The increased percentage of housing units built before 1939 reflects effective administration of the local historic district,** which requires permission to demolish a building in the district.

For complete census tract data, see **Appendix B.**

ALLEGHENIES AHEAD



Alleghenies Ahead, the regional Comprehensive Plan for the Southern Alleghenies region, including Blair County, was adopted in 2018. The plan was developed to address common trends such as population and workforce loss, disinvestment in 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. Agriculture is the region's single largest active land use and could play a significant role in developing a diverse local food economy. Conservation of agricultural land is critical for Blair County.

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 working-class 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 experiencing drug addiction, better access to healthy food and increased physical activity, and access to jobs for those with disabilities.



SUPPORT & FACILITATE LOCAL ECONOMIC GROWTH

3

PLAN GOALS



2035 PRIORITY OUTCOME

Chapter Organization

- Background
- Goals
- Targeted Trends for 2035
- Projects for Implementation

Broaden area workforce

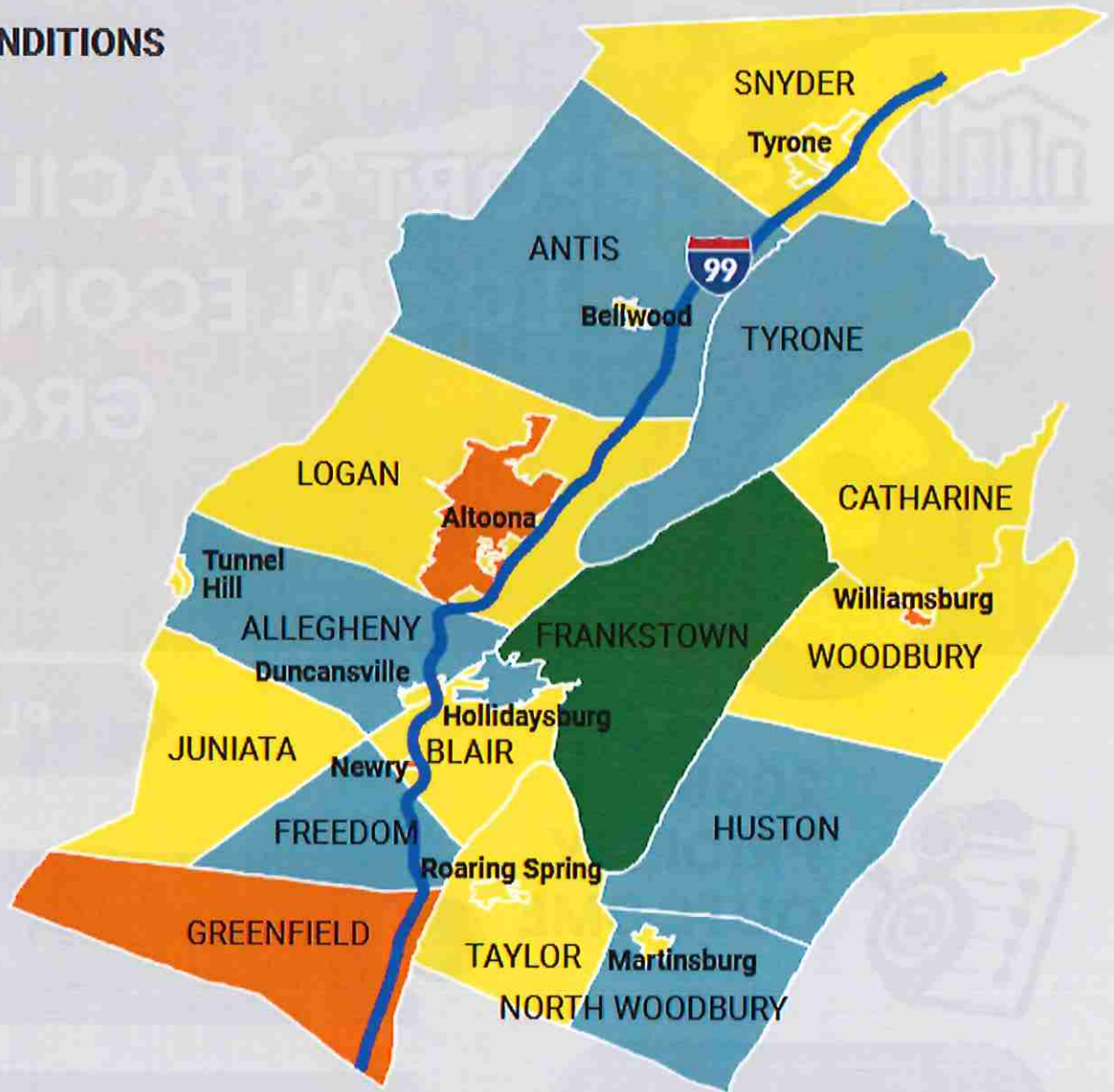
Expand commercial
space development

Emphasize leisure and
entertainment options

Diversify housing
opportunities

TRENDS AND CONDITIONS

Blair County



Frankstown is one of the strongest markets in the entire region. ***For it and other suburban markets surrounding Altoona, what adaptations will be necessary as homes and infrastructure age?***

As a group, Blair County's boroughs have stronger markets and more capacity than boroughs in other counties – led by a very stable Hollidaysburg. ***What investments do they need to make, and what risks should they take, to get stronger?***

Altoona is out from under its Act 47 "financially distressed" status, but remains a fundamentally weak market. ***What will it take to make Altoona a 'community of choice' in Blair County?***

Alleghenies Ahead identifies Hollidaysburg as a stable market, a characterization based on conditions at one point in time. The regional plan acknowledges that internal conditions and external forces change over time and poses the question – ***What investments do they [Hollidaysburg and other municipalities] need to make [to remain stable], and what risks should they take to grow stronger?***

3. Support and Facilitate Local Economic Growth

Background

Hollidaysburg's historic development, prosperity, and its more recent contractions result from a combination of local investment and external forces. Given the varied output and degree of development over the past 100+ years, a directional goal for future community and economic development could be based on any one of three following scenarios. Each scenario aligns with a mathematical projection based on:

1. **Managed decline** of population, jobs, and building stock. This aligns with a projection based on the 20-year (2000-2020) population trend. Managed decline is rarely a popular goal, however in some cases where local resources are limited and outside investment is unlikely, it is a realistic goal.
2. **Stabilization** of population and jobs counts; moderately improved occupancy (reduced vacancy) of existing building stock. This aligns with a projection based on a 10-year (2010-2020) population trend. As a goal, stabilization offers a vision of certainty even though strong local or external forces may be present.
3. **Modest Growth** of population and jobs; increased occupancy of existing buildings and development of vacant and underutilized land. This aligns with a projection based on a 30-year (1990-2020) population trend. Modest growth indicates a vision for action that makes local investment, spurs private action and investment, and leverages external conditions for local gain.

Because Hollidaysburg is widely considered to be an attractive, small town community with many amenities to live and raise a family, particularly for those employed in local and area industries, who work remotely, or who are retired, and because its heritage and regional location amid a growing trails network offer opportunity to strengthen the community's identity, this plan embraces a community and economic development goal for **modest growth**.

Community capacity is the interaction of human, organizational, and social capital existing within a given community that can be leveraged to solve collective problems and improve or maintain the well-being of a given community.⁵

Community capacity entails participation from residents and businesses, leadership, shared values, common understanding and priority of needs, skills, and resources, and effective organizational and communication structures to carry out actions and activities.⁶

The Borough of Hollidaysburg seeks to stabilize and maintain sustainable growth in its resident population, workforce, and its local economy. Curbing recent trends of population and job loss

is necessary to maintain community capacity to support public infrastructure and facilities, community services and programs, as well as the privately owned building stock that makes Hollidaysburg such a unique and attractive place to live, work, and visit. Modest growth in population and job counts would increase resources available to modernize and enhance the community in ways compatible with its historic character.

Facilitating Sustainable Growth

Hollidaysburg's current economy is largely reliant on county government operations and the spending power of county workers as patrons. Professional offices, service, and a few breakfast and lunchtime restaurants occupy ground floor spaces downtown. Retail plays a marginal role in the downtown area, where spaces are small and foot traffic is limited; specialty stores and

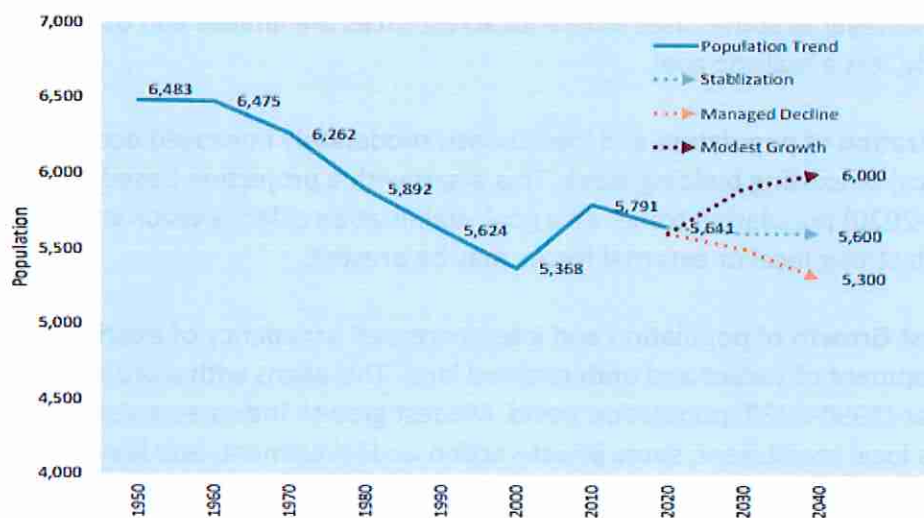


Figure 10 Hollidaysburg Development Goals Scenarios, 2020-2040 Source American Community Survey ACS 2020

personal services have survived competition from big-box and online stores. Retail has a stronger presence along US Route 22/Blair Street, where commercial properties are larger and visibility to consumer traffic is higher. Amusement and entertainment uses are very limited.

Until a few years ago, coordination and communication among businesses was limited. Each business seemed to flourish, or flop based on its own efforts. The Hollidaysburg Community Partnership took an interest in supporting businesses, especially retailers, by creating and promoting seasonal events to draw customers downtown. The efforts have been successful at generating buzz for the downtown area.

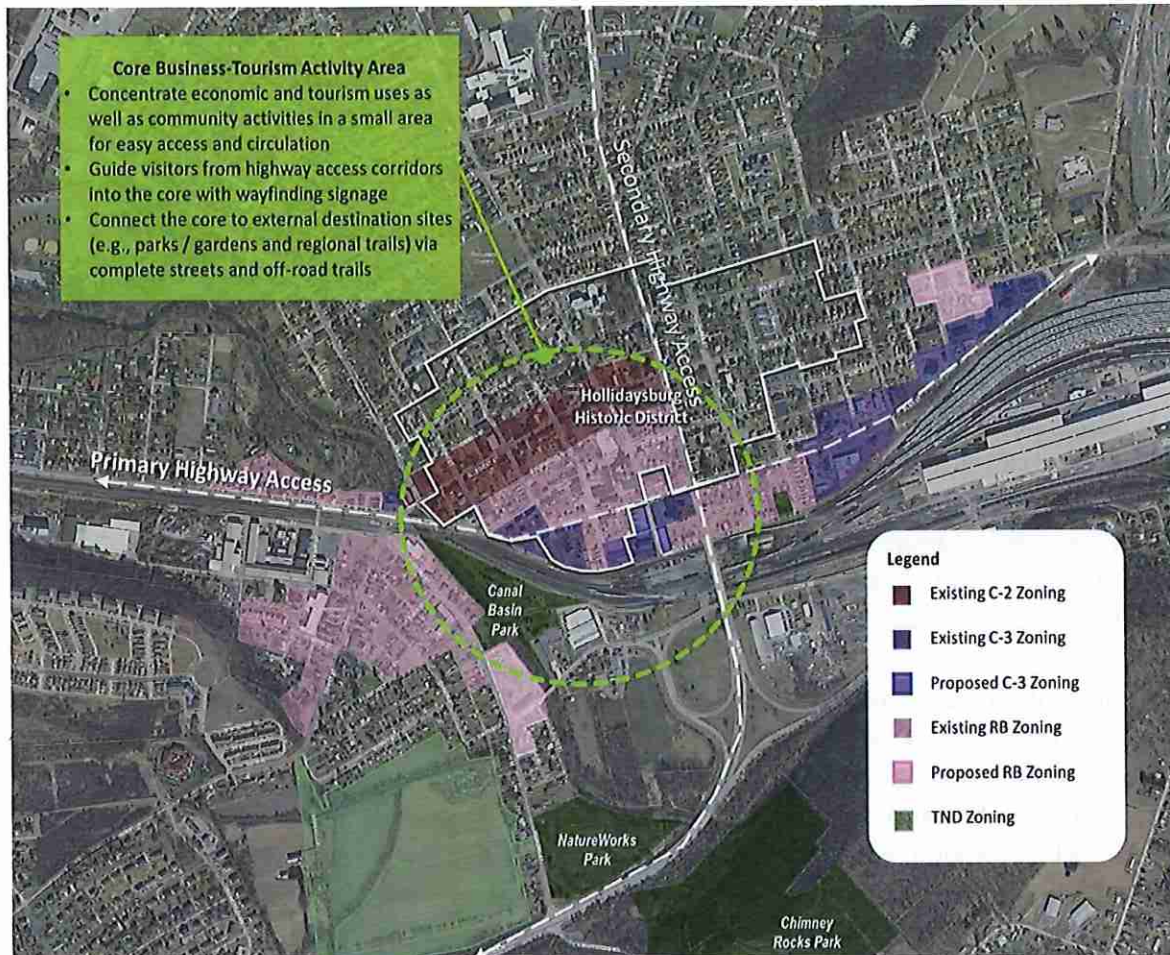


Figure 11 Core Business and Tourism Area Provided by Gannett Fleming

Hollidaysburg needs a combination of leadership and support to develop a sense of unity and mutually beneficial relationships among businesses in town to generate customer referrals and business-to-business services. This embedded role requires keen local knowledge and objectivity as well as on-the-ground commitment to identifying what is needed and missing in the local marketplace. This role would conduct activities that:

- Determine the potential for new or expanded businesses: explore what types of retail business are a good fit for Hollidaysburg's consumers and what business-to-business services are needed.
- Recruit new businesses to complement and diversify current retail and service offerings to residents, workers, visitors, and other businesses.
- Guide new businesses to concentrate activity and to make a good fit between the business' desired exterior appearance and its site location.
- Identify and market available buildings and spaces for sale, lease, or rent.
- Guide entrepreneurs to financial and other start-up resources.
- Coordinate efforts that benefit businesses, such as promotion of new business openings; parking and wayfinding signage; seasonal decoration of public spaces;

- and special events that draw customers to local businesses.
- Market products, services, and experiences available in Hollidaysburg to residents of Hollidaysburg and surrounding communities.

These activities have little benefit for a single business but can benefit multiple, if not all, businesses in the community when conducted in a fair and unbiased fashion. They are often associated with a local chamber of commerce, local economic development committee, or municipal Main Street Program—all of which involve partnership between the public and private sectors.

The National Main Street Program provides a model for this leadership and support and function. Its success in any community depends is dependent on many factors, including the participation, cooperation, and actions of local government and business owners to make meaningful changes. While the Borough previously participated in this program, these new opportunities for business leaders develop a fresh and more effective means of collaborating to sustain, expand, and diversify the local economy.

Additionally, with Blair County's extensive regional trail system, as seen in **Figure 12**, heritage and trail-based tourism provide opportunities for new businesses and jobs in the food and beverage industry, lodging, as well as locally crafted merchandise for visitors to remember and share their local experience with friends and family. Supported by well-marked parking, a bike share program, and a strong wayfinding signage system, residents and visitors can pedal or circulate on foot and see Hollidaysburg's past and present up close with little traffic impact on the community. A quality tourism experience could even lead to repeat visits and potential local investment in a residence, property, or new business.

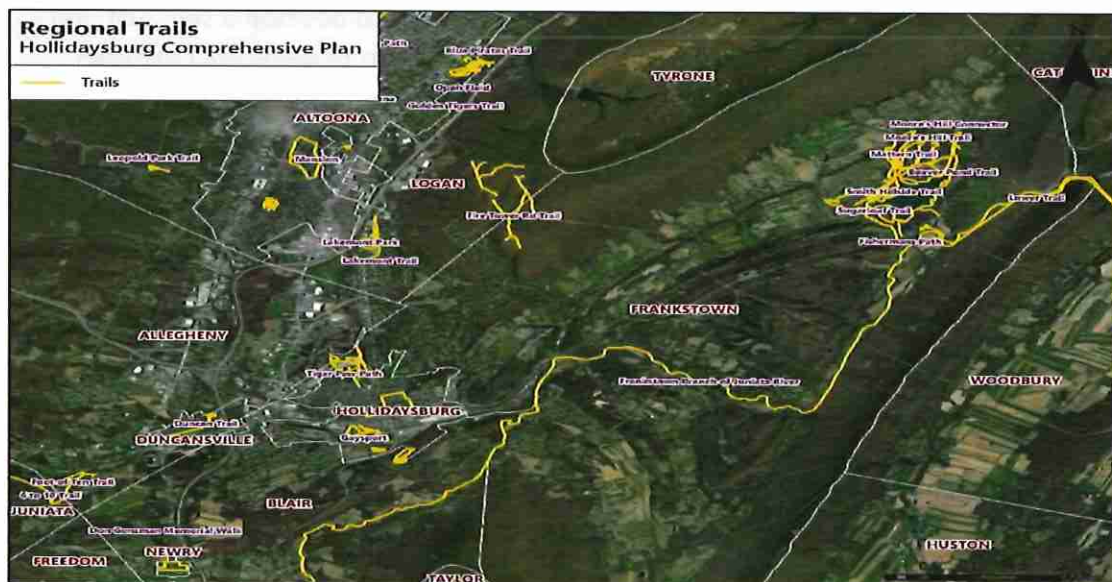


Figure 12 Regional Trails Map Provided by Blair County GIS

Goals

Pursuing these goals and priorities requires focused attention and key input. Some of these inputs are in place or emerging and maturing; others will need to be developed or acquired.

- **A larger workforce of employees and entrepreneurs.** These workers and business owners would include:
 - Young professionals to fill positions vacated by retirees.
 - Individuals interested in starting new businesses.
 - Remote workers who can work from any location with reliable internet service.
 - Retirees with knowledge, skills, and experience to share with clients and younger workers/business owners on a full- or part-time basis, or a passion to volunteer.
- **Available Commercial Space** of varied sizes, including mobile units like food trucks and creative infill solutions, both inside and outside the historic district.
- **Leisure and Entertainment Places and Activities**, with an emphasis on those that complement tourism assets. These might be found in restaurants, cafes, breweries, coffeehouses, etc.; retail arts and crafts maker spaces (pottery, painting, etc.); arcades and escape rooms; as well as in outdoor spaces. Any of these venues could be themed around aspects of Hollidaysburg's history or the natural and cultural environment of the Southern Alleghenies region.
- **Available Housing** that offers options in terms of tenure (owner or rental unit), type, architectural style, size, and cost, as well as location, from the core to the edge of the Borough. Both mid-to-long-term rentals and smaller, first-time owner unit options are needed for a younger workforce and prospective investors to enter the local housing market. With housing emerging as both a top priority and critical issue in the region, it is imperative to approach matters such as vacancy & blight, housing affordability & availability, and overall housing stock with haste and diligence.

Targeted Trends for 2035

Looking toward 2035, Hollidaysburg is planning for a future that supports new opportunities for work, housing, business, and recreation while building on the Borough's strong sense of community and small-town charm. The following trends reflect how the Borough will attract new talent, support entrepreneurship, expand housing choices, and enhance quality of life for everyone.

1. A Diverse and Growing Workforce

Hollidaysburg's future economy will be powered by a new generation of workers and entrepreneurs. That includes:

- **Young professionals** stepping into careers as older workers retire

- **New business owners and start-ups** looking for a welcoming community
- **Remote workers** drawn by reliable internet, lifestyle, and location
- **Retirees** who want to share their expertise or give back as volunteers

Together, these groups will help build a well-rounded, intergenerational workforce ready to grow local business and support a dynamic community.

2. Flexible Commercial Spaces for Local Business

To support this growing workforce and entrepreneurial spirit, Hollidaysburg will promote a **variety of commercial spaces**, from traditional storefronts to **creative infill solutions**, such as kiosks, small shops, or even **mobile units like food trucks**. These opportunities will be available **both inside and outside the Historic District**, helping to activate more areas of town with local business and activity.

3. More Places to Enjoy Life and Celebrate Local Culture

The future of Hollidaysburg includes more **leisure and entertainment options** that celebrate the region's unique history, environment, and creativity. This could include:

- **Restaurants, cafes, breweries, and coffeehouses**
- **Maker spaces** for arts, crafts, and hands-on experiences
- **Family-friendly entertainment** like arcades, escape rooms, and outdoor venues
- **Themed events or spaces** that tie into Hollidaysburg's story or the beauty of the Southern Alleghenies

These amenities will make Hollidaysburg even more enjoyable for residents and appealing for visitors.

4. A Wider Range of Housing Options

As more people look to live and work in Hollidaysburg, there is a growing need for **diverse housing choices**. That includes:

- **Affordable rentals and smaller homes** for young professionals
- **Options for first-time buyers** to put down roots
- **Infill development** and renovations that address vacant or blighted properties
- **A mix of architectural styles and locations**, from the downtown core to the edges of the Borough

The Borough is committed to addressing housing affordability, improving the overall quality of its housing stock, and making it easier for new residents to join the community.

By planning for these trends today, Hollidaysburg is working to create a future where people of all ages and backgrounds can thrive whether they're starting a business, buying their first home, working remotely, or simply enjoying all the community has to offer.

Additional population, resident workforce, and local job-holder characteristics can be used to measure finer demographic and socio-economic trends. These additional measures may include the following:

- **No increase in median age; a decline in median age over the longer term.**

- Slowing decline of residents who have attained a high school diploma or some higher education if skilled trades and other non-academic jobs are desired.
- No decline in families with children under 18 years; an increase in the same over the longer term.
- No decline in residents living and working in Hollidaysburg; an increase of the same over time.
- Continued decline in lowest tier worker earnings and continued increase in highest tier worker earnings; it is assumed that tier values may be adjusted to reflect market conditions.

For this expanded list of measures, the direction of the trend is more important than the actual count or percentage at any future point in time. See **Table 5**.

Table 5. Community and Economic Trend Targets
Population Characteristics

		2010	2020	Recent Trend 2010- 2020	2030	2035+
Individuals	Total	5,791	5,675	↘	→	↗
Age	Median Age	46.00	50.00	↗	→	↘
Educational Attainment, adults 25 years and older	H.S. diploma, some college, or associates degree	65.1%	55.0%	↘	→	→
	Bachelor's degree or higher	25.9%	41.7%	↗	→	→
Household Type and Size	Family with own children under 18 years	21.2%	21.0%	↘	→	↗
Population Characteristics						
Residence Location v. Work Location	Living and employed in Hollidaysburg	12.2%	8.7%	↘	→	↗
	\$1,250 per month or less	34.3%	24.2%	↘	↘	↘
Work Earnings	\$1,251 to \$3,333/month	44.6%	40.8%	-	-	-
	More than \$3,333/month	21.1%	35.0%	↗	↗	↗

Source: 2010 and 2020 ACS 5- Year Estimates; Gannett Fleming

Projects for Implementation

1. Develop a Visitors Guide for the Borough

Hollidaysburg offers wonderful attractions for residents and visitors from across the region and state. Each year, tourists visit popular spots like Chimney Rocks Park and the Everett Railroad. To help visitors explore the local area, the Department of Community Development will work with Borough Staff, Blair Planning, and other groups, local businesses, and community organizations. Together, they will create and keep updated a Visitors Guide. These partnerships will help cover the costs of making the guide available online and in print.

2. Establish a New and Growing Business Model

The Borough of Hollidaysburg expands each year as new businesses arrive. To continue this growth, the Community Development Department will meet with local business owners to discuss what works well, what needs to be improved, and how the Borough can help facilitate growth. The Borough will also work with property owners and realtors to find empty buildings and find new businesses to move into them. The goal of this project is to encourage businesses to come here, fill empty spaces, make current businesses stronger, and offer better services for residents and visitors.

3. Encourage Community Support of Events & Businesses

Hollidaysburg Borough has so much to offer residents and visitors, from diverse local businesses, beautiful parks, to a wonderful farmers market. But with so much going on, it can be tricky to know about everything. This is especially true if you're new to town. It is crucial for the Borough to continue to initiate and participate in local and regional economic development and tourism discussions.

4. Publish Community Welcome Book

To help new residents and highlight all the wonderful things in the Borough, the Department of Community Development and the Department of Community Events will create a Welcome Book. New property owners will receive a physical copy in the mail while digital copies will be available for those who already live in the Borough or are renting.

5. Conduct a Retail and Hospitality Market Study

This will help identify retail spending leakages and gaps in hospitality and entertainment services in order to anticipate economic trends in the Borough.

6. 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.

7. Market The Diamond as Hollidaysburg's Premier Business and Entertainment Location

Supported by regular, monthly activities and events downtown organized by the community, local businesses and agencies, as well as the Borough.

8. Improve Public Parking

In response to noticeable changes in parking demand, many residents expressed interest in implementing parking management strategies. Suggestions included conducting a comprehensive assessment of parking demand and availability, identifying new approaches to managing public parking downtown, exploring after-hours use of private lots and garages, and considering shared or combined parking facilities. Residents also recommended evaluating policies to limit surface parking as a primary use within the C2 district, restricting it instead to accessory uses.

Enhancements to parking infrastructure and management were also viewed as important to supporting the local economy.

9. Provide secure, well-lit parking lots/facilities for motorized vehicles and bicycles.

The Borough has experienced a growing number of individuals commuting by bicycle and e-bike. This trend highlights the need for well-lit, secure, and conveniently located parking facilities to accommodate these modes of transportation.

10. Emphasize Local Need for Skilled Trade Workers.

To provide skilled property and historic building maintenance and rehabilitation. Explore potential partnerships with the school district and regional vocational institutions.

11. Promote Shop Small, Shop Local, Shop Hollidaysburg.

The Borough is home to a variety of unique shops, local restaurants, and resident-owned businesses that provide visitors with an experience unlike any other. These establishments serve as the backbone of our community, contributing to Hollidaysburg's character and quality of life while also attracting visitors to the area. Supporting local businesses not only strengthens community connections but also plays a vital role in fostering economic growth and development.

12. Update Water Authority Services.

The Water Authority has initiated essential updates to enhance its infrastructure. The Stonehedge Project will introduce new fill lines, upgraded water pumps, and a new sixty-foot (60') storage tank. Additionally, the Authority plans to upgrade the existing six-inch (6") main along Bella Street, extending from Allegheny Street to Jones Street, and will connect the two mains along Bel Aire Road using an eight-inch (8") main. These improvements are designed to ensure the continuous delivery of high-quality water service to the residents.

13. Refresh Communication and Strengthen Staff and Residents Relations.

Through this process, the Borough has recognized the strong commitment of residents to Hollidaysburg, its events, and the various elements that contribute to making this community an excellent place to live and work. The Borough Manager acknowledges that with changing times, the methods by which residents receive information must also evolve.

While the Borough has a strong social media presence, we have heard that many residents are unfamiliar with the Town Crier. The Borough has heard from many residents that they would like to see the Crier mailed again, as many are unaware of its existence or how to access it. With that, the Borough Manager and Staff would like to take this opportunity to update the Town Crier and the materials shared throughout the quarterly editions.

To enhance our communication with residents, it's important to refresh the Borough website with regularity. While our site has received accolades, there are still opportunities to modernize and simplify the information presented, ensuring a more user-friendly experience for everyone.



RETAIN SMALL TOWN CHARACTER & VITALITY

4

PLAN GOALS



2035 PRIORITY OUTCOME

Chapter Organization

- Background
- Goals
- Targeted Trends for 2035
- Projects for Implementation

Preserve unique small-town character

Evaluate and update local ordinances

Strengthen community services

Develop long-term redevelopment strategies

4. Retain Small Town Character and Vitality

Background

Hollidaysburg's development patterns and built forms were established when most local travel occurred on foot and local transportation of goods occurred by horse and wagon.

Throughout most of this period, lot subdivisions and developments were small, dense, and most daily destinations were within walking distance of home.

The Hollidaysburg Historic District, officially established in 1989, protects buildings that formed the core of commercial and civic activity in the Borough's past along with some of its oldest and grandest residences.

Recommendations for public infrastructure made in other sections of this plan aim to converge new development, increased activity, and new and enhanced connections in a concentrated area, namely the core of Hollidaysburg, the area loosely bounded by Allegheny Street, Penn Street, the Loop Road/Montgomery Street/Plank Road corridor, and Bedford Street.



400 Blair Street serves as a prime example of mixed use living and working space.



Building facades mostly align with one another along downtown blocks

However, permitted uses and parking requirements downtown, as well as all buildings and land outside the district, are subject to the Borough's other development codes. These codes often reflect single-use and automobile-centric design conventions of the late Twentieth Century. Over time, as older structures are repurposed or replaced, the spatial patterns and visual character of the community can be adversely impacted.

For an established community like

Hollidaysburg, zoning and other codes should sustain neighborhoods by ensuring existing buildings can be reused, grown, or adapted for compatible modern uses, while also requiring new development to be complementarily designed.

Goals

Pursuing these goals and priorities requires focused attention and key input. Some of these inputs are in place or emerging and maturing; others will need to be developed or acquired.

- **Preserve unique small-town character** that defines Hollidaysburg for residents and visitors. Hollidaysburg has cultivated a distinctive community character, enriched by a variety of neighborhoods. Despite growth and change over the years, the Borough has retained the core values that define its small-town identity. By preserving these characteristics, we ensure that future generations can enjoy the same qualities we value today.
- **Evaluate and update** local ordinances to remain responsive to the evolving community needs. As Hollidaysburg grows and adapts to the needs of its residents and property owners, the Borough recognizes the importance of ensuring that ordinances remain current and relevant. Through thoughtful updates and forward-looking planning, the Borough can remain responsive to the community's evolving needs.
- **Strengthen community services** to ensure responsiveness and effectiveness. Hollidaysburg's unique neighborhoods, which embody its small-town charm, are central to making the Borough a desirable place to live, work, and visit. To preserve these values, it is essential to uphold consistent standards through compliance with local ordinances. By strengthening ordinances and enhancing the Department of Community Development, the Borough can ensure greater responsiveness to community needs and effectiveness in addressing them.
- **Develop strategies and prepare** for long-term complex redevelopment projects. As we look to the future, it is important to consider properties originally built for specific purposes—such as shopping plazas, correctional facilities, and malls—and plan for their eventual reuse once those functions are no longer needed. Proactive planning will help ensure these sites continue to provide value to residents and visitors, while preventing vacancies and deterioration.

Targeted Trends for 2035

As we look ahead to 2035, Hollidaysburg remains committed to preserving the small-town character that makes our community special while also preparing for future needs and opportunities. The following planning trends highlight how the Borough will grow thoughtfully, improve services, and ensure that our neighborhoods remain vibrant, livable, and welcoming for generations to come.

1. Embedding Community Identity

Hollidaysburg's unique identity is shaped by its historic architecture, close-knit neighborhoods, and walkable streets. Moving forward, new development and zoning changes will focus on preserving this character so that future generations experience the same hometown feel we know and love today.

2. Updating Local Rules to Meet Today's Needs

As our community changes, so must the rules that guide growth and development. The Borough is committed to reviewing and updating its zoning, property maintenance, and land development ordinances to stay relevant, fair, and responsive to residents and property owners.

3. Planning Ahead for Major Redevelopment

Some of Hollidaysburg's large sites—like the Blair County Prison—may become available for new uses in the future. Rather than waiting for buildings to sit vacant, the Borough is taking proactive steps now to plan for how these spaces can be reused in ways that benefit the whole community.

4. Strengthening Community Development Services

To better serve residents and support new initiatives, the Borough will expand the Department of Community Development. A larger, more engaged staff means faster response times, better code enforcement, and stronger connections between local government and the people we serve.

5. Preserving Historic Inventory

Historic preservation is not just about saving old buildings—it's about honoring our heritage while creating opportunities for economic growth. Efforts like modernizing the Historic District process and studying the Gaysport neighborhood will help preserve our past while making room for the future.

6. Encouraging Small-Scale, Walkable Development

New zoning updates will make it easier for small businesses, mixed-use buildings, and neighborhood-friendly developments to thrive, especially downtown and along key streets like Blair Street. This supports a walkable, "park-once" environment that brings life and activity to our commercial areas.

7. Tackling Blight and Keeping Neighborhoods Strong

Clean, safe neighborhoods are a top priority. The Borough will establish a Blight Committee to help identify and address problem properties as well as update ordinances to better maintain our housing stock and public spaces.

Projects for Implementation

1. Maintain an Updated Zoning Code

Zoning codes are an important tool for planning our community, guiding how land is used, and the effect of the land use on our quality of life. Keeping Borough Codes updated is important in anticipating community needs.

Updating the zoning regulations requires careful consideration, collaboration, and keen

insight into daily community life. The Department of Community Development will research consultant firms, hold community discussions, and develop a zoning update to the Code of Ordinances.

2. Create a Plan for the Deteriorating Blair County Prison

As Blair County begins planning for a new prison facility, the Borough sees the need to develop a plan for the current prison building as it will eventually be vacant.

Planning for old prisons can be challenging as they present difficulties related to renovation or adaptive reuse. With a historic structure such as the Blair County Prison, it is imperative to anticipate the future use of the building and site post-vacancy. To create a plan for the future use of the existing Blair County Prison, the Borough will work with the County Commissioners, the Historic Architectural Review Board (HARB), and the Historic Preservation Committee (HPC).

3. Expand the Community Development and Code Enforcement Department

With the desire to embed planners and code enforcement officials into the fabric of the community and its day-to-day functions, it becomes necessary for the Borough to expand in forming a diverse Community Development Department.

In order to keep Hollidaysburg a prime place to live, work, and play, focus on community development enables strong plan implementation and ensures residents' needs are met. What used to be possible in a department of two Staff members now anticipates the needs that come with expanded policies and initiatives.

The Director of Community Development will work with the Borough Manager to prepare a budget to expand staffing opportunities and create a training program that will prepare new Staff to embed themselves into the community.

4. Strengthen the Historic District

The Historic District is a hub for commercial activity, offers charming homes, and takes you back in time to when Hollidaysburg had horses on the roads and boats in the canal. The architecture of the Historic District provides residents and guests a taste of everything from ornate Italianate to Greek Revival.

As the Historic District prepares to celebrate their 40th year of being a State designated historical district, the Borough also sees the importance of modernizing the processes in which the Borough, the Historic Architectural Review Board (HARB), the Historic Preservation Committee (HPC), and residents collaborate. In doing so, the Borough and the HARB/HPC will develop a streamlined process for applicants as well as provide updated reference material and schedule training opportunities for those in or attracted to the Historic District.

The Director of Community Development will collaborate with the Historic Architecture

Review Board (HARB), the Historic Preservation Commission (HPC), and the Pennsylvania Historical and Museum Commission to conduct a thorough study of property values within the Historic District. This initiative aims to update the design guidelines established by the Borough. These enhancements will equip the HARB, HPC, and community residents with the necessary resources to maintain the Historic District in alignment with the Secretary of the Interior Standards.

5. Establish a Blight Committee

The establishment of a Blight Committee is deemed essential to ensure the continued maintenance of a clean and safe environment within the Borough of Hollidaysburg. The Borough Manager will be responsible for overseeing the formation of this committee. The Committee will consist of the Borough Director of Community Development, one member of the Borough Council, one member of the Planning Commission, one member of the Blair County Redevelopment Authority, and two members from the public. This Committee will serve as an advisory body to the Borough Council, offering recommendations on addressing blighted properties and ensuring the safety and investment protection of residents.

6. Review and Update the Property Maintenance Ordinance

Upon the establishment of a Blight Committee, a comprehensive review of the Property Maintenance Ordinance will also be conducted. This review is essential to ensure the Borough's regulations effectively address current community needs. The Director of Community Development will oversee this project, collaborating directly with the Borough Manager and the Blight Committee to formulate recommendations for Borough Council.

7. Review and Update the Subdivision and Land Development Ordinance

To ensure the ongoing relevance of local ordinances, the Director of Community Development will collaborate with the Borough Planning Commission, Borough Engineer, and Blair Planning to review the current SALDO and prepare recommendations for Borough Council regarding updates deemed essential to foster the Borough's continued growth.

8. Revise the Borough Zoning Ordinance and map to reflect the changes (A-G) identified in Figure 14 and described below.

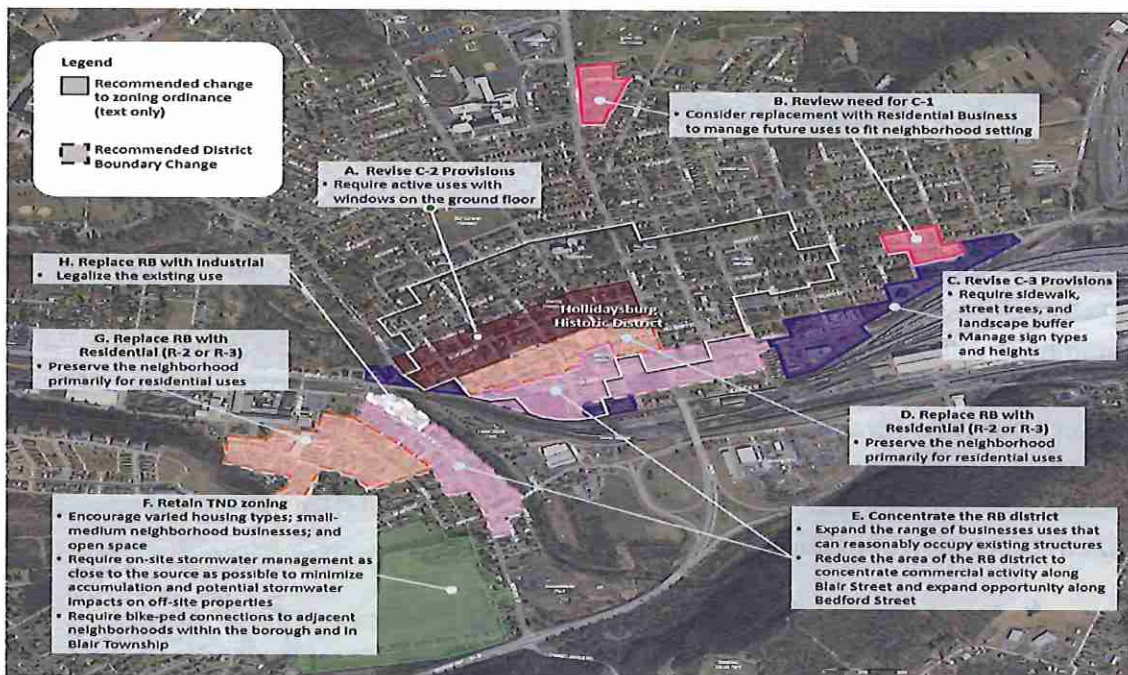
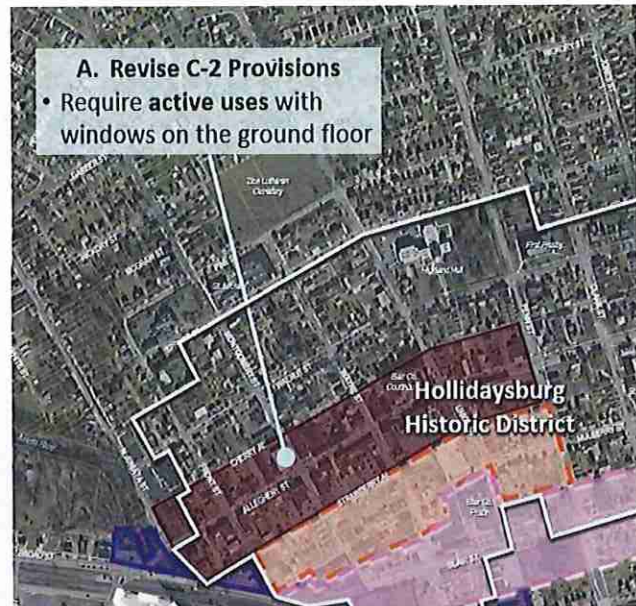


Figure 14 Proposed Zoning Changes Provided by Gannett Fleming

- A. Revise the C-2 Community Commercial District provisions to expand economic opportunity and support vibrant use and social activity in downtown.
- Allow a wider range of modern uses typical of small town main streets: makers spaces and workshops for repair and light manufacturing, breweries and tasting rooms, crafts, and small-scale entertainment and amusement establishments (not including excluding gambling uses). Consider allowing apartment uses as a by-right use on upper floors.
 - Allow use combinations, i.e. multiple principal uses, on a single lot.
 - Require active uses on the ground floor.

- Require a minimum level of building activation through door and window openings in the front façade such as a minimum of 40% of the ground floor front façade to consist of window and/or door openings and a minimum of 15% of the upper floor front façade to consist of window and/or door openings.
- Conduct an updated parking study and implement its zoning recommendations – potential policies include maximum parking amounts, reduced minimums that reflect downtown’s park-once nature, reductions for mixed uses with off-set peak demand times, exemptions for older buildings, the ability to count nearby on-street and public spaces towards required parking, and reductions for shared private parking agreements.



Source Gannett Fleming

B. Consider replacing the C-1 Professional/Business Services District with Residential Business.

Only seven parcels in clusters along Allegheny Street and Penn Street are assigned to the C-1 district. Both clusters abut residential neighborhoods on three sides. Replacing C-1 with RB Residential Business would eliminate one of 12 zoning districts, simplifying zoning ordinance administration, and allow management of future re-use/redevelopment in scale with neighboring properties.



Source Gannett Fleming

- C. Revise provisions of the C-3 Highway Commercial District along Blair Street to strengthen small-town, walkable “main street” forms.** The Highway Commercial District is the place to allow drive-thru, drive-up, vehicle-servicing, and other auto-oriented uses, however vehicular access

should not dominate the site design, and as a major gateway, this district should appear attractive and welcoming. The district's access and dimensional standards should physically define the public right-of-way and safely accommodate bicycle and pedestrians. Suggested provisions include:

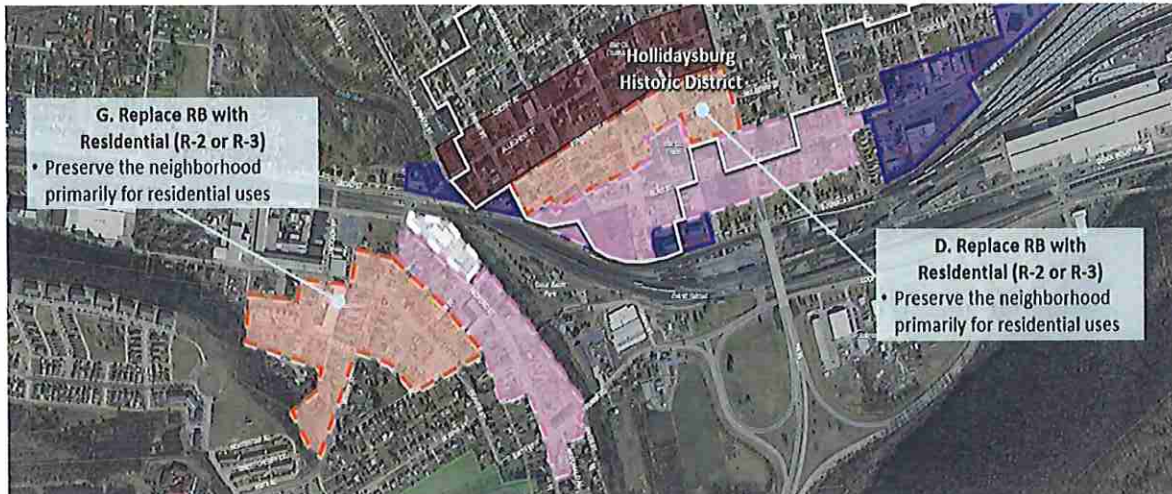
- i. Mandatory sidewalk construction with street trees every 30 feet.
- ii. A maximum driveway width of 24 feet and a maximum of two driveways (accesses) per site.
- iii. A 5-foot deep landscaped buffer between the sidewalk and parking lots.
- iv. Prohibit new pylon signs, allow ground-based monument signs to a maximum height of 4 feet.
- v. Additional controls of wall signs and structure-based branding.



Source Gannett Fleming

D. and G.

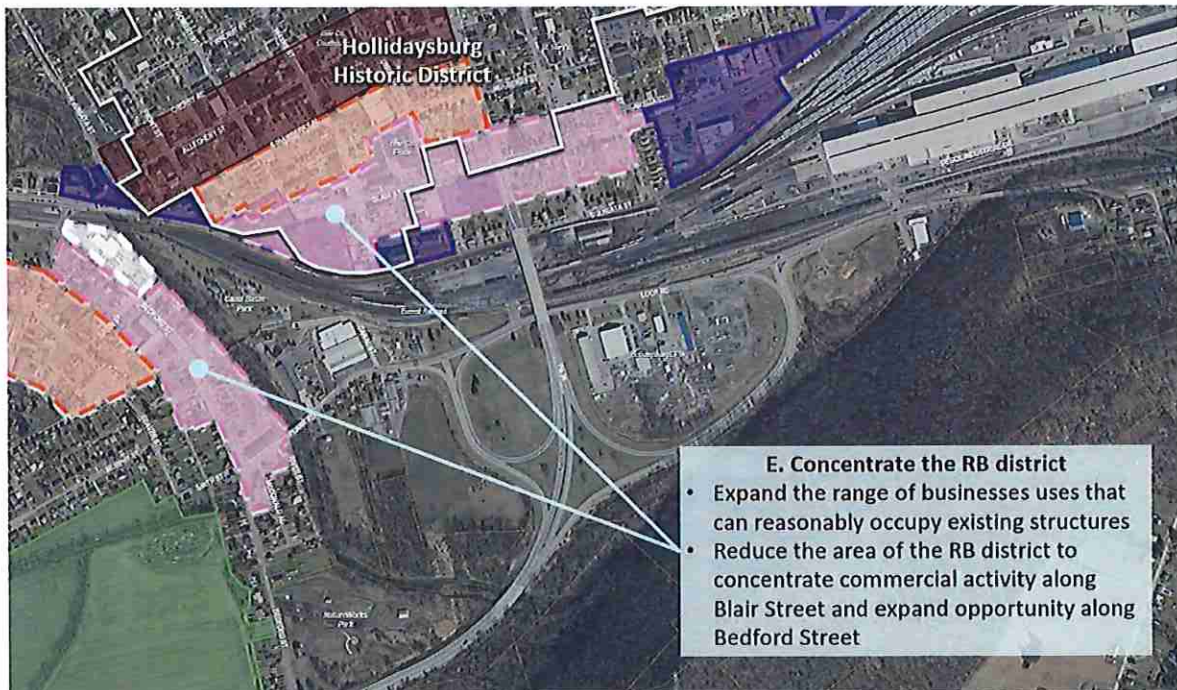
Replace Residential Business (RB) with a residential district (R-2 or R-3) to preserve the Mulberry Street neighborhood and the Gaysport neighborhood primarily for residential uses, and concentrate commercial activity in the RB district. The residential district designation should reflect the as-built area and bulk dimensions of the neighborhood.



Source Gannett Fleming

E. Revise the boundary of the Residential Business (RB) District and allow a greater variety of commercial uses within RB.

The Residential Business (RB) district is the Borough's neighborhood-scale mixed use district and works well for existing traditional buildings that front main corridors such as the blocks of Blair Street between Jones Street and Juniata Street. As drawn now, the district has an overly expansive geography, grabbing residential blocks along Mulberry



Source Gannett Fleming

Street and Juniata Street and in Gaysport. Remapping the RB district to cover only those lots facing Blair Street between Jones Street and Juniata Street, and Bedford Street in Gaysport will allow existing traditional buildings to find economic uses, while discouraging their demolition in favor of C-3 auto-centric uses. Residential lots facing

Mulberry Street and Juniata Street, and in Gaysport should be remapped as R-3 or another Residential district to protect them from intrusive commercial uses. At the same time, RB should allow a larger variety of neighborhood-scale commercial uses, including uses already there such as pizza parlors, hair salons, take-out restaurants, and small retailers. Maximum size requirements might be considered to keep uses within a neighborhood-friendly scale. Placement and bulk requirements should reinforce traditional scales, with no or low front setbacks, 3-4 story height limits, parking in rear, and minimized parking requirements as discussed for the C-2 district.

- F. **Replace the Residential Business (RB) with residential (R-2 or R-3).** See letter “D. and G.” on page 51 for description and graphic.
- G. **Replace the Residential Business (RB) with Industrial (I-1)** to legalize the industrial use at 426 Bedford Street. The property abuts the I-1 district across Newry Street.

9. Update the historic resource assessment of Gaysport. The current assessment was conducted in the mid- 1980s. A new assessment would document current uses and building conditions and would provide an opportunity for consideration of a Gaysport historic district (separate from the Hollidaysburg Historic District) and alternative approaches to historic character conservation.



EXPAND HOUSING OPTIONS

5

PLAN GOALS



2035 PRIORITY OUTCOME

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Incorporate housing variety

Preserve existing property values

Entertain new housing markets

5. Expand Housing Options

Background

Housing options influence a community's existing and future population. The age, type, condition, and value of housing stock can influence how well a community is able to retain existing residents and attract (or discourage) new ones. Because a community's population is diverse and dynamic in terms of age, household type and income, and tenure preference (for homeownership or rental options), its housing stock must adapt to meet the needs of present and anticipated future residents—from single individuals to multi-generational families, including home-based entrepreneurs and remote workers.



Holliday Hills offers modern housing units at a density similar to older neighborhoods but with integrated open spaces.



A portion of the 400 block of Penn Street was redeveloped as four modern rowhomes—two owner-occupied and two rentals.



The Presbyterian Village and Lutheran Home at Hollidaysburg offer a continuum of housing options across their campuses from apartments and detached homes

Goals

- **Adapting to the variety of housing options** that Hollidaysburg offers new and perspective property owners. Housing options in Hollidaysburg have evolved since the Borough was founded and will continue to change over time. By evaluating current

offerings, tracking these shifts, and monitoring community needs, the Borough can plan effectively to provide a diverse range of housing opportunities for all.

- **Preserving property values** is something every property owner wants. Over the past two decades, property values in Hollidaysburg have demonstrated consistent growth, positioning the Borough as an attractive location for prospective property owners. By proactively managing and responding to factors that influence property values, the Borough can help safeguard and strengthen the long-term stability of residents' investments.
- **Entertain new housing markets** that would offer housing options to new types of residents. Hollidaysburg provides a vibrant downtown with opportunities to live, work, and enjoy stunning views of the corridor and Chimney Rocks. By reinvesting in vacant apartments and creating housing options that reflect market demand, location, and amenities, the Borough can enhance downtown as a thriving place to call home.

Targeted Trends for 2035

As Hollidaysburg looks to the future, housing will continue to play a vital role in shaping the Borough's identity, growth, and livability. By understanding changing needs and market demands, the Borough is planning for a community where residents, new and lifelong, can find homes that fit their lifestyles, budgets, and aspirations.

1. More Housing Choices for a Changing Community

Hollidaysburg's housing stock has evolved over the years, from historic homes to apartments, townhouses, and more. Looking ahead, the Borough will continue to adapt by offering a **wider range of housing options** that meet the needs of:

- First-time buyers
- Downsizing seniors
- Young professionals
- Families
- Renters and future homeowners alike

By tracking housing trends and listening to the community, Hollidaysburg can remain a place where people at every stage of life can find a home.

2. Protecting and Strengthening Property Values

A well-maintained neighborhood benefits everyone. Property values in Hollidaysburg have grown steadily over the past 20 years, and the Borough is committed to **preserving and enhancing that investment**. Through thoughtful planning, code enforcement, and reinvestment in neighborhoods, the Borough will continue to promote stability, attractiveness, and long-term value for property owners.

3. Downtown Living and New Market Opportunities

Downtown Hollidaysburg offers something special: walkability, charm, scenic views, and a unique sense of place. As demand grows for urban-style living, the Borough will explore opportunities to **revitalize vacant upper-floor apartments**, support mixed-use development, and **create housing that appeals to new markets** like young professionals, retirees, and remote workers.

Whether it's a renovated apartment above a shop or a modern unit with a view of Chimney Rocks, downtown Hollidaysburg is poised to become an even more attractive place to live, work, and enjoy life.

Through these housing-focused trends, Hollidaysburg is preparing for a future that is welcoming, sustainable, and full of opportunity, ensuring that everyone who wants to call the Borough home can find a place that fits.

Projects for Implementation

1. Update the zoning ordinance to allow for accessory dwelling units, also known as in-law suites, in residential districts. These types of units may be located within the principal structure, e.g. a basement, or in a converted garage or other outbuilding. They are often designed as studio-style or 1-bedroom units and made available for rent. As small dwelling units, they can offer affordable housing options for small households on a short- or long-term basis and provide income or additional space for primary residents.

2. Update the zoning ordinance to permit short-term rentals and manage their impacts on neighborhoods.

- a. Define the short-term rental use and require a zoning permit for its operation.
- b. Manage the location of short-term rentals by limiting the use to specified existing districts or a new overlay district.
- c. Limit the quantity and/or density of short-term rental unit permits in total or within a specified area; the area can be defined as one block, one district, or the entire Borough (all applicable districts).
- d. Manage impacts on neighborhoods with supplementary regulations.
 - i. Require registration
 - ii. Require/allow for inspection
 - iii. Require 24-hour local contact
 - iv. Define maximum total annual rental (days) and maximum single rental duration (days)
 - v. Define maximum occupancy (persons)
 - vi. Define maximum parking capacity
 - vii. Require screening of trash and recycling
 - viii. Restrict "party houses"

3. Prepare historic home maintenance guidelines as a resource for new owners.

The guidelines would address the unique maintenance needs of historic structure and materials, including tips for assessing conditions, making repairs, and selecting historically appropriate replacement materials and qualified contractors.

4. Strengthen property maintenance code enforcement.

Property enforcement activity should ensure that adequate maintenance protects the integrity of structures and the health and safety of occupants and visitors through a basic level of lot maintenance. Additionally, any code provisions that are subject to broad interpretation and cause ambiguity in enforcement decisions should be revised for clarity.

5. Develop Market-Rate Housing

The housing market in Hollidaysburg exhibits sustained growth and strong property value retention. Residential properties for sale or rent within the Borough are in high demand, resulting in rapid absorption rates. Given the limited availability of developable land, there is a clear imperative to revitalize existing structures and adapt the housing market to contemporary needs.

To address this, the Borough Manager and Director of Community Development will collaborate with real estate professionals and property owners to establish a comprehensive market-rate housing program. Market-rate housing refers to residential units that are rented or sold at prices determined by prevailing market conditions, without government subsidy. Pricing for these properties is based solely on supply and demand, reflecting what renters and buyers are willing to pay. Market-rate properties encompass a wide range of dwelling types, from apartments to single-family homes.



IMPROVE BOROUGH STREETS & SIDEWALKS

6

PLAN GOALS



2035 PRIORITY OUTCOME

Chapter Organization

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- Projects for Implementation

Expand transportation options

Provide safe parking and access for cyclists and pedestrians

Enhance Borough parking infrastructure

Promote tourism and recreation

6. Improve Streets and Sidewalks

Background

Getting around in Hollidaysburg is easy. The street network north of the railroad comprises north-south and east-west streets with occasional diagonals, offering multiple driving routes to and from almost any destination. South of the railroad, Bedford Street and Industrial Drive provide the organizing spine for a few gridded streets. Most of the street network is accompanied by pedestrian facilities, providing dedicated space for those who choose or need to reach work, shopping, service, or social destinations within town without a vehicle.

The street and sidewalk pattern changes very little over time. Regular maintenance of surface conditions, traffic control equipment and signage keep the system operating in a state of good repair. However, ensuring the infrastructure and facilities best serve the community's mobility needs and encourage walkable access requires ongoing efforts. Even long-time residents' travel needs and preferences evolve with age and changing abilities, necessitating periodic assessment and responsive improvements.



Brick Sidewalks like this along Mulberry Street give character to the neighborhood; however, they require additional maintenance to keep the surface condition even and safe.



High Visibility crosswalks downtown draw motorists' attention to pedestrians



Signals along Penn Street include pedestrian crossing signals.

Goals

- **Expand transportation options** for residents and visitors who walk and bike to local destinations. Hollidaysburg offers safe and convenient opportunities to navigate the Borough. However, by further enhancing connectivity between neighborhoods and destinations, the Borough can strengthen mobility and allow the community to more fully enjoy all that it has to offer.
- **Provide safe spaces** for bicyclists and scooters to park at essential retail and service locations as well as local parks. Over the past decade, the Borough has experienced an increase in residents using bicycles, scooters, and other alternative modes of transportation. Providing safe and accessible areas for parking and community access enhances quality of life for both residents and visitors while also increasing our economic development.
- **Enhance parking options in the Borough** to make visiting friends, attending events, and shopping more convenient and welcoming. During public discussions, parking emerged as the community's top concern. By assessing current parking conditions, modernizing meter systems, and exploring opportunities to create safe, accessible, and user-friendly parking for residents and visitors, the Borough can strengthen tourism, support the local economy, and improve overall livability.
- **Promote tourism and recreation** by added signage to welcome visitors to the Borough and to special attractions. Hollidaysburg is home to five gateways that welcome visitors into the Borough, each leading to unique local attractions. By making it easier for guests to navigate and discover these destinations, we create experiences that inspire them to return and share Hollidaysburg with others.

Targeted Trends for 2035

As Hollidaysburg grows, so does the need for transportation solutions that are safe, convenient, and welcoming for everyone whether you're walking to a local café, riding a bike to a park, or visiting downtown for an event. By planning with people in mind, the Borough is committed to expanding mobility options and improving the overall experience for both residents and visitors.

1. More Ways to Get Around Without a Car

Walking and biking are already popular ways to explore Hollidaysburg, and the Borough plans to build on this success by **expanding and improving pedestrian and bicycle connections** between neighborhoods, parks, downtown, and key destinations. These upgrades will make it easier and safer for people of all ages to enjoy a car-free lifestyle, even if just for a few trips a week.

2. Supporting Bicycles, Scooters, and New Modes of Travel

As more people choose **bikes, scooters, and other alternative transportation**, Hollidaysburg is stepping up to support them. That means **more safe and visible parking areas** near shops,

restaurants, parks, and public spaces, encouraging environmentally friendly travel while boosting local businesses and community activity.

3. Better Parking for a More Welcoming Borough

Parking has been one of the most common concerns raised by residents, and the Borough is listening. Future plans include:

- **Assessing and improving existing parking areas**
- **Modernizing meter systems**
- **Exploring new parking options** that are safe, accessible, and user-friendly

Whether you're meeting friends downtown, attending a festival, or running errands, **convenient parking** will help make every visit more enjoyable.

4. Making It Easier to Explore Hollidaysburg

With five gateways leading into town, Hollidaysburg is perfectly positioned to **welcome visitors from all directions**. The Borough will enhance this experience with **clear signage** and **wayfinding tools** to help guests discover historic landmarks, parks, shopping, and hidden gems. By making our attractions easier to find, we boost tourism and support local pride.

Through these transportation trends, Hollidaysburg is building a future that's **more accessible, sustainable, and inviting** - a place where getting around is part of the joy of living or visiting here.

Projects for Implementation

1. **Assess safety needs and identify opportunities for traffic calming and pedestrian improvements.**
The Borough offers many opportunities for walking and biking; however, several areas present opportunities for improvement. Residents expressed concerns regarding traffic safety, including the need for traffic calming measures, enhanced pedestrian crossing warnings, and improved signal timing along major corridors such as US Route 22/Blair Street and State Route 36/Penn Street. Additionally, residents highlighted the importance of improving access and creating a continuous route for the September 11th National Memorial Trail and the Loop/Montgomery/Plank Road corridor to strengthen connections to the Everett Railroad and Canal Basin Park.
2. **Evaluate traffic and safety along areas that experience large amounts of foot traffic.**
Many residents expressed concerns regarding pedestrian safety, particularly for children walking or biking to and from school. Portions of Bel Aire Road and North Montgomery Street lack adequate pedestrian accommodations, creating unsafe conditions, especially during peak school hours when traffic from cars and buses is heaviest. Residents also highlighted the 'Runners Loop,' which connects Scotch Valley Road, Allegheny Street, Penn Street, and Edgar Street with areas of Frankstown Township.
3. **Prioritize all intersections that require ADA-compliant improvements; pursue funding to complete improvements.**

The Borough is committed to ensuring that all residents and visitors, regardless of ability, can fully enjoy the community's amenities and scenic views. To promote accessibility and inclusivity, the Borough recognizes the importance of enhancing ADA-compliant ramps and sidewalk connections. By upgrading older ramps and curbing, the Borough can provide a safer, more accessible environment that allows everyone to experience all that the community has to offer.

4. Add bike amenities, e.g., bike racks and bike repair stations, to public space and encourage private businesses, individually or jointly, to provide the same.

Given the growing adoption of bicycles, particularly e-bikes, the Borough identifies a potential need for bicycle parking to facilitate bicycle commuting. Such facilities would provide cyclists with a secure location for parking and locking their bikes, thereby promoting alternative transportation methods into Hollidaysburg. The Borough Manager, in collaboration with the Director of Public Works and the Chief of Police, would determine suitable locations for these stations and establish measures to ensure their maintenance and security.

6. Pursue funding for the Canal Basin Park Gateway/Connector Bridge.

The Route 22 corridor has historically created a divisive barrier between the Borough of Hollidaysburg and the Gaysport community. To enhance connectivity and mitigate this division, the proposed Pedestrian Connector Bridge will offer a safer and more direct route for accessing downtown services, linking Gaysport and Canal Basin Park directly with the Community Business District. This infrastructure improvement will eliminate the need for Gaysport residents to drive and seek parking when engaging with downtown businesses and events, thereby promoting local patronage. The Borough Manager, in collaboration with the Director of Public Works, will lead stakeholder engagement to ensure the successful realization of this project, which is anticipated to serve as a vital catalyst for mutual benefits across both communities.

5. Produce and publish a map of walking and biking routes that connect public spaces. The Borough offers numerous walkable and bike-friendly areas; however, these amenities are not always well known to those unfamiliar with the community. Developing a comprehensive map would not only promote the health and well-being of residents and visitors but also support local economic development.

6. Improve arrival and wayfinding signage at gateways. Current PennDOT signage focuses on routes to communities. Local signage is needed to lead visitors to their destinations.

7. Explore the feasibility of a new bridge from Legion Park to Glimcher Drive with Blair Township. This bridge would provide a more direct route for residents east of North Juniata Street to reach grocery and other retail destinations on the south side of the Beaverdam Branch. It would also provide an evacuation path to North Juniata Street for Fort Fetter residents during times of flooding.

8. Conduct a comprehensive parking study in the Borough in order to provide the Borough Manager and department heads with valuable insights into current parking challenges and potential solutions.

9. Updated parking meters would enhance the convenience of parking management and payment for patrons of local businesses, while also providing the Borough with

equipment that offers improved maintainability compared to current systems.

10. Enhance Overall Walkability & Bike-ability

The Borough offers scenic beauty throughout, from downtown Allegheny Street to Holliday Hills Drive. Its sidewalk system is extensively utilized by residents for exercise, commuting, and accessing local businesses. However, despite the presence of numerous appealing pedestrian areas, many sections are characterized by sidewalks in disrepair or a complete absence of such infrastructure.

The Director of Community Development will collaborate with Borough Council to continue the Sidewalk Rehabilitation Grant. Its continuation enables the Borough to incentivize property owners to maintain, repair, and replace damaged sidewalks.

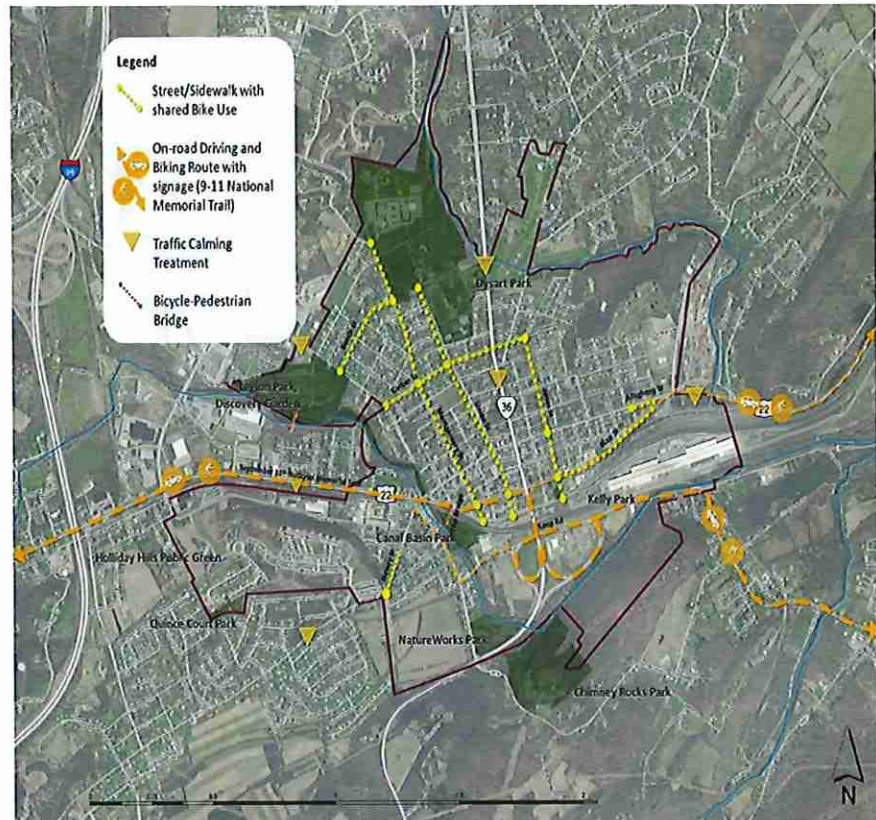


Image shows locations for street and sidewalks to be audited to identify network needs, studied to evaluate alternatives that may better serve all travelers and transportation needs, and improved, where alternatives are feasible and fundable.



7

IMPROVE STORMWATER MANAGEMENT

PLAN GOALS



2035 PRIORITY OUTCOME

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Mitigate existing stormwater concerns

Manage new stormwater generation through regulations and education

Improve and maintain stormwater infrastructure

7. Improve Stormwater Management

Background

Land use and development significantly impact the way stormwater flows across the ground. Instead of rain and snowmelt infiltrating into the soil to recharge groundwater, the construction of hard surfaces (or impervious area) such as sidewalks, roads, and buildings increases the amount of water that flows *over* the land's surface.

Stormwater infrastructure, like pipes and swales, collect and concentrate overland flows and accelerate the velocity of runoff. As the rate and volume of stormwater runoff increases, it can overwhelm storm sewers, flooding streets and private property, eroding stream channels and disrupting riparian habitats.

The Federal Emergency Management Agency (FEMA) identifies and updates flood hazard areas to alert citizens to the risk of flooding in communities and to aid local governments in regulating development to reduce the risk to life and property.

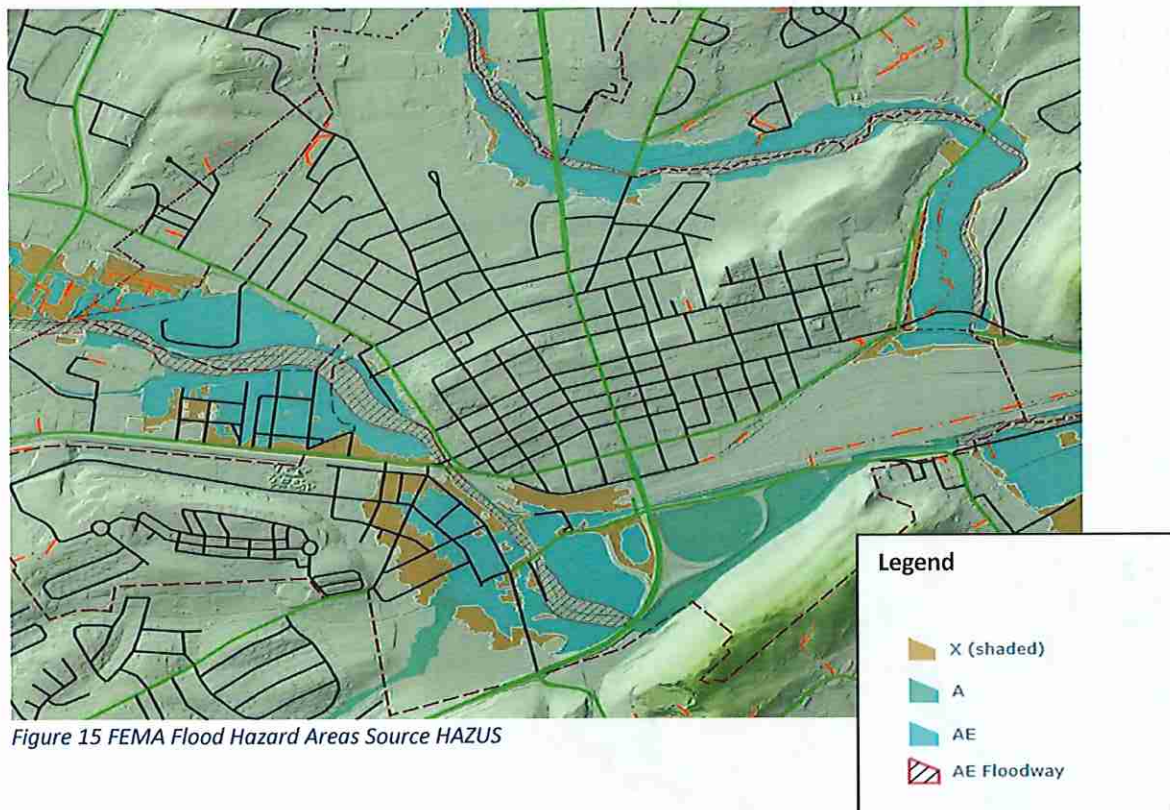


Figure 15 shows flood hazard zones—floodways (AE Floodway), which are areas with a 1% change of annual flooding (A and AE), and areas with a 0.2%-1% chance of annual flooding (X). These areas are identified along the Beaverdam Branch and Brush Run.

In addition to changing the volume and rate of runoff, residential, commercial and

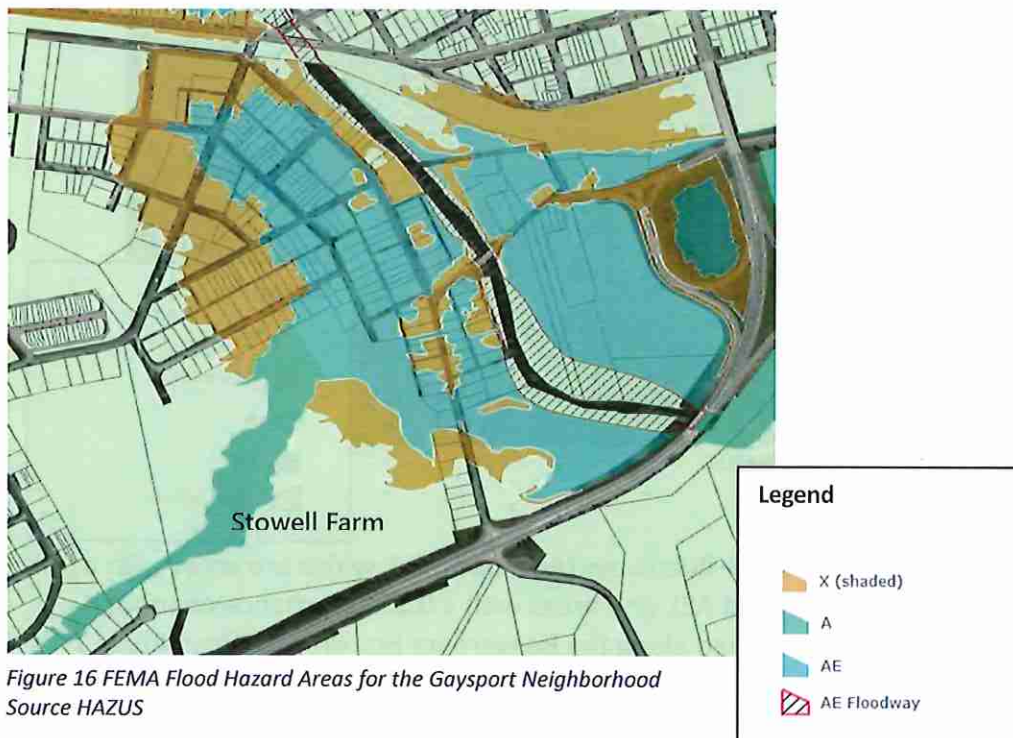
industrial land uses each have the potential to contaminate stormwater with debris, sediment, and chemicals. The result is stormwater carrying pollutants into local streams.

As Hollidaysburg was developed, a combined sewer system was constructed to serve development in the Borough. The benefit of the combined sewer system is that it conveys wastewater and stormwater to the treatment plant. However, during wet weather, stormwater can overflow the combined sewer and send untreated sewage into local streams.

Like all infrastructure, the system requires regular maintenance and eventually needs replacement as the efficiency of the system declines, materials break down, and new system requirements are established by regulatory authorities. Replacement can entail the separation of the stormwater collection system for surface management, e.g., through ponds that hold the stormwater for infiltration, pollutant removal, and moderated flow rates, prior to discharge to waterways.

Hollidaysburg has begun the process of separating the combined sewer system into one system for domestic and industrial wastewater and one for stormwater. Separated systems increase operational efficiency and health protection. Due to the combined system's design, the system must be separated into sub-sections. The sub-section serving the Gaysport neighborhood has not yet been upgraded and still exists as a combined sewer.

In addition to the hazards of combined sewer backups and overflows, the low-lying



neighborhood is also burdened by overland or surface stormwater from upland development – some of which is located outside the Borough. Residents have expressed concern that future development of the Stowell Farm property could exacerbate flood hazards in the neighborhood, shown in **Figure 16**, though the Borough’s current stormwater management regulations minimize increases in volume and rate.

The Borough acknowledges the complicated drainage issue and is working with its engineers and Blair County to identify a feasible solution.

In addition to the steady yet slow progress of sewer separation to reduce flooding and the street and sidewalk concerns described in the prior section, the need to upgrade or modernize Borough and community systems, facilities, and services should be carefully assessed by Borough departments and Borough Council.



The Stowell Farm Property appears relatively flat when viewed from Bedford Street toward the west. However, a southward view from Stowell Lane shows that the property is higher in elevation at its southern edge, at the toe of Chimney Rocks Ridge, and drains northward toward Murphy Street.

Goals

- **Mitigate stormwater issues** by expanding on replacement of combined sewer/stormwater sub-sections with separate systems. By doing so, the sewer plant and their lines are not inundated with stormwater which causes additional issues for residents with potential flooding.
- **New stormwater generation managed through development regulations and public education.** Historically, Hollidaysburg has experienced flooding in several areas where development occurred within the floodplain. Through the implementation of modern stormwater management facilities and policies, the Borough can help prevent and mitigate flooding in these vulnerable areas.
- **Strengthen and maintain stormwater infrastructure.**

Targeted Trends for 2035

As weather patterns change and the community grows, managing stormwater effectively has become more important than ever. Flooding, backups, and infrastructure strain not only cause property damage but also affect the health and safety of our neighborhoods. Hollidaysburg is planning ahead to ensure our stormwater systems are strong, sustainable, and able to meet future demands.

1. Upgrading and Separating Aging Systems

To reduce flooding risks and protect our sewer systems, the Borough will continue to **replace outdated combined sewer/stormwater lines with modern, separate systems**. This change helps prevent the sewer system from becoming overwhelmed during heavy rain, which can lead to backups in homes and businesses.

2. Smarter Development, Better Drainage

New development brings new surfaces that generate runoff and managing that runoff responsibly is a top priority. Through **updated stormwater regulations** and thoughtful planning, the Borough will make sure that future projects **don't contribute to flooding** or strain the existing system. Public education efforts will also help property owners understand how they can help manage runoff and protect their neighborhoods.

3. Investing in Infrastructure

A reliable stormwater system is key to keeping our streets, yards, and basements dry. Hollidaysburg is committed to **maintaining and strengthening stormwater infrastructure** across the Borough, ensuring pipes, inlets, and drains are up to the task of protecting the community during heavy rainfall.

By taking these proactive steps, Hollidaysburg is building a future that's **better prepared for storms, safer for residents, and more resilient** for years to come.

Projects for Implementation

1. Provide Stormwater Relief in Gaysport

Addressing the ongoing flooding concerns in the Gaysport community remains a priority and commitment for the Borough. The Borough Manager and Staff, through strategic partnerships with landowners, community engagement, and the utilization of local, state, and federal grants, are developing a Stormwater Catch Basin. This system is designed to collect excess water, thereby preventing overflow and inundation of properties situated along the "mini-ditch" and the Beaverdam Branch of the Juniata River.

2. Update stormwater management regulations.

Current Borough regulations reflect PA DEP's 2005 Model Ordinance; an updated 2022 Model Ordinance that addresses prohibited discharges, connections and disturbances and post-construction maintenance, is available.

3. Generate a list and map of problem drainage and/or flooding locations; prioritize the locations for assessment and improvement, as needed.

4. Identify locations where combined sewer separation for flood mitigation projects can provide significant, perhaps multiple, benefits. Coordinate construction timelines with other utilities that operate in the right-of-way to streamline neighborhood disruption

5. Work regionally to protect water quality, reduce water pollutants, and to satisfy the water quality requirements of the Clean Water Act. This may include implementation of regional/watershed-based flood mitigation projects.

6. Provide Stormwater Improvements along Allegheny Street

The Borough of Hollidaysburg is currently seeking funding for a two-phase storm water system that will correct a decades old problem on the east side of the Borough, where infrastructure to collect stormwater runoff is considerably lacking. Because this area of Hollidaysburg was constructed prior to modern standards for the conveyance of stormwater, most of the project area does not have storm sewer. When it rains, the streets are inundated with storm water that causes significant and costly problems for residents, businesses and utility companies. This issue affects Allegheny Street (which is the main residential street on the east side of Hollidaysburg) as well as Walnut, Spring, Lindsay, Condrion and Blair Streets. The project is fully designed by the Borough's consulting engineer, Stiffler McGraw, and stands ready for bidding and construction as funds are received.

During periods of rainfall, water runs unimpeded down the previously mentioned side streets where it collects along Allegheny Street. When the water ponds, it creates dangerous conditions for the thousands of cars that travel down Allegheny Street each day. In the warmer months, large puddles of water create traffic hazards, as does icing in the colder months. The water ponds in residential yards and flows further down to commercial businesses along Blair Street. To solve this problem, the Borough of Hollidaysburg proposed and designed a two-phase project to install approximately 1,300 linear feet of storm sewer lines on the east side of Hollidaysburg, with Allegheny Street being the nexus of the project. The project includes new storm water drains and inlets throughout the project area.





INTEGRATE ECONOMY, RECREATION, & CULTURE

8

PLAN GOALS



2035 PRIORITY OUTCOME

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Upgrade park spaces with focus on accessibility

Evaluate area recreation needs

Ensure emergency services meet highest area standards

8. Integrate Economy, Recreation & Culture

Community recreation provides opportunities for social interaction, shared experiences, and personal development through programs and events. It brings people together around common interests such as sports, music, arts and crafts, history, and storytelling, and offers opportunities to serve as civic volunteers and future leaders. A variety of spaces and facilities are needed to support self-directed recreational activities and organized programs and events for groups, large and small.

Parks are a point of immense civic pride in Hollidaysburg. Residents and community leaders view Canal Basin Park as the center of community recreation and culture and recognize the Hollidaysburg YMCA for its sports and indoor programming. Recreational trails are increasing across the Southern Alleghenies region and becoming a tourism attraction, drawing regional residents and visitors from afar to view scenic mountains and historic sites in all seasons.

Local parks and proximity to regional trails position Hollidaysburg as an emerging hub for recreational tourism, from which to venture out into the region for trail hikes and historic site visits and to return for food, lodging, shopping, and local experiences.



Plaques such as the one in Canal Basin Park (pictured above) interpret site history and help the reader imagine the site's former appearance and function.

Goals

- **Upgrades for inclusive accessible parkland and recreation space and equipment.** With over 5,500 residents and numerous visitors, Hollidaysburg serves individuals with diverse abilities, backgrounds, and needs. Ensuring that parks and recreational areas are inclusive and accessible means providing spaces that accommodate people of all ages and abilities—whether through accessible playground equipment, barrier-free pathways, or adaptable programming. By fostering environments where everyone can participate fully in community life, the Borough not only enhances quality of life but also promotes equity, strengthens social connections, and builds a more welcoming and resilient community
- **Evaluate community's needs for parks and recreational space.** As neighborhoods change and mature, their demand for parks, recreational areas, and facility upgrades continues to evolve. Families may seek playgrounds and youth-oriented spaces, while older residents may value walking paths, passive

recreation areas, and accessible facilities. By anticipating and responding to these changing needs, the Borough can ensure that its parks and recreational assets remain relevant, inclusive, and well-used. Investing in these resources not only enhances quality of life for residents but also strengthens community vitality, fosters social connection, and promotes long-term health and well-being.

- **Ensure that emergency services continue to meet the highest standards of safety, efficiency, and community care.** As each division of emergency services continues to advance in skills, training, and technology, they must also contend with the realities of aging facilities, vehicles, and equipment. These resources are critical to maintaining effective response times, ensuring public safety, and protecting both residents and visitors in times of need. The Borough recognizes these evolving challenges and is committed to providing the necessary investment and support—whether through infrastructure upgrades, modernized equipment, or collaborative planning—to ensure that emergency services remain responsive, reliable, and prepared for the future.

Targeted Trends for 2035

As Hollidaysburg plans for the future, the Borough is focused on creating a community that's welcoming, active, and safe for everyone. Parks, recreation, and emergency services are key to this vision, and the Borough is taking steps to ensure these services meet the evolving needs of residents and visitors alike.

1. Inclusive Parks and Accessible Recreation for All

Hollidaysburg is committed to ensuring that everyone regardless of age or ability can enjoy our parks and public spaces. That means:

- **Upgrading playground equipment** to include accessible options
- **Improving trails and walkways** for mobility aids and strollers
- **Creating programs** that serve residents of all backgrounds and needs

By investing in inclusive parkland, the Borough strengthens community bonds, promotes health, and creates spaces where everyone can participate and feel welcome.

2. Adapting to Changing Recreation Needs

As neighborhoods grow and demographics shift, so do the ways people use parks and open space. Some families may want more youth-centered play areas, while older adults may prefer peaceful walking paths and gathering spots. By **evaluating how residents use recreational spaces**, Hollidaysburg will ensure that future upgrades reflect real community needs and provide long-term value for residents of all ages.

3. Future-Ready Emergency Services

Hollidaysburg is proud of its highly skilled police, fire, and EMS teams, but recognizes that aging facilities and equipment can impact response times and service quality. To maintain the highest standards of safety and care, the Borough will:

- **Upgrade emergency service infrastructure and vehicles**
- **Invest in modern equipment and training**
- **Collaborate across departments to stay prepared for future challenges**

These efforts will ensure that emergency services remain responsive, efficient, and ready to protect the community no matter what lies ahead. By focusing on inclusivity, safety, and community well-being, Hollidaysburg is planning for a future where **parks are welcoming, services are strong, and every resident feels supported and connected.**

Projects for Implementation

- 1. Expand promotion of available programming at parks and other public spaces.**
 - a. Continuing use of social media Facebook to broadcast announcements about upcoming programs and events.
 - b. Coordinate and cross-promote community events in the Hollidaysburg area.
 - c. Encourage community members to engage with and lead neighborhood park programming initiatives.
- 2. Evaluate residents' recreational needs for neighborhood parkland and facilities in unserved neighborhoods and for recreational programs Borough-wide through embedded planning initiatives.** Residents' recreational activity and event interests, as well as options to meet programming needs, should be explored with community partners.
- 3. Based on the completed evaluation above, modernize and expand parkland and recreational facilities and develop regular programming to meet current recreational needs.** Projects may include:
 - a. Programming to increase visitation and appreciation for Chimney Rocks, newly listed on the National Register of Historic Places.
 - b. Historic preservation of "ghost signs," as well as upkeep of existing signage.
 - c. Expansion of the Canal Museum.
 - d. Structural or landscape improvement the Canal Basin stage area to reduce sun glare.
 - e. Addition of a public park or garden at the east side of Holliday Hills with a vista overlooking the town.
 - f. Enhance the Diamond as a public plaza with public art and integrated cultural features.
 - g. Add greenspace to the intersection of Penn and Blair Streets as a southern gateway treatment to the community.

4. **Conduct a feasibility study for off-road trail connections between local parks.**
Canal Basin Park to Legion Memorial Park along the Beaverdam Branch; Canal Basin Park to NatureWorks Park along the Beaverdam Branch; Canal Basin Park to the Everett Railroad (by trail or sidewalk). Following site plan approval for future development at the Stowell Farm property, a connection from NatureWorks park to open space in the new development to Newry Street to a new public space at Holliday Hills.

5. **Improve Corridor Signage**

The Borough of Hollidaysburg is accessible via four primary entry points: Blair Street from Frankstown Township, Newry Street from Blair Township, Broad Street from Blair Township, and Penn Street from Frankstown Township. Currently, only two welcome signs are present at these entry points. To enhance visitor recognition and ensure a uniform aesthetic, Borough Staff recommends the installation of four consistent signs at each point of entry. These signs would serve to welcome individuals into the Borough while simultaneously highlighting its historic designation and natural beauty.

6. **Rehabilitate and Renovate Public Parks**

The Borough of Hollidaysburg offers numerous parks, providing residents with access to beautiful gardens, natural landscapes, and tranquil settings as well as recreation opportunities. With the ongoing evolution of the park system, the necessity for continuous updates and improvements is paramount. Over the next decade, the Director of Public Works is committed to prioritizing the maintenance and upkeep of these vital community assets. For a full inventory of Hollidaysburg Borough parks, see **Appendix D**.

Emergency Services Projects

Residents of the Borough can have confidence in the safety of their community, thanks to the presence of well-trained and dedicated police, fire, and EMS departments. Hollidaysburg Borough is served by the Hollidaysburg Borough Police Department, the Phoenix Volunteer Fire Department, and the Hollidaysburg American Legion Ambulance Services. As the infrastructure, including buildings, vehicles, and equipment, continues to age, both the Borough and the respective department chiefs are proactively planning for necessary upgrade projects to ensure the continued safety and efficiency of these vital services.

Hollidaysburg Police Department - The Police Chief, in collaboration with the Mayor and Officers, is formulating plans for an upgrade to the locker room facilities. This initiative aims to enhance storage capacity, add more shower facilities, and establish separate locker rooms for both males and

females.

The Police Department is committed to identifying opportunities for safeguarding vehicles, ensuring they remain protected from adverse weather conditions. This initiative would facilitate improved maintenance of the vehicles and enable a more rapid response during inclement weather.

Fire and Emergency Medical Services - Fire and ambulance services are provided by independent non-profit organizations, the Phoenix Volunteer Fire Department and the Hollidaysburg American Legion Ambulance Service. Both organizations work closely with the Borough, and the Borough has a dedicated millage that supports the Phoenix Volunteer Fire Department. Both the PVFD and HALAS have priority capital projects that are beyond the budgeting capabilities of either organization yet are very important to their respective missions and continued operations.

Phoenix Volunteer Fire Department - The Phoenix Volunteer Fire Department has a need for updated vehicles, particularly tanker trucks that are used to service residential and commercial buildings throughout the Borough, and neighboring municipalities. The fire department's current vehicle inventory consists of tankers that are in some instances decades old, which puts a severe strain on the fire department's maintenance budget. The fire department also has facility upgrade needs, most notably the need for updated meeting spaces, changing areas, and a new roof.

Hollidaysburg American Legion Ambulance Services - The Hollidaysburg American Legion Ambulance Company faces similar constraints. Its current vehicle fleet consists of ambulances that are high mileage and cost the organization a significant amount to maintain. The budget of the HALAS in recent years has not been able to support the modernization of its vehicle fleet, which results in vehicles that are often out of operation, and calls that must be answered by neighboring ambulance companies. While its base facilities are relatively newer, the HALAS needs significant funding over the next decade to keep its vehicle fleet operational.

Creation of the ISO Committee

ISO ratings are critical for any community, particularly those committed to fostering an optimal environment for residents and businesses. These ratings typically result in reduced insurance premiums for homeowners, as they signify a community's dedication to comprehensive fire safety and preparedness. To

ensure the continued maintenance and potential enhancement of our ISO rating, the formation of a dedicated ISO Committee has been proposed. The Borough Manager will be responsible for establishing this committee, which will comprise two representatives from the fire department, two public members, and the Borough Fire Marshal.



9

IMPLEMENTATION

**COMMUNITY
COLLABORATION**

**SUGGESTED
IMPLEMENTATION SUPPORT**

QUARTERLY REPORTING

NEXT STEPS

9. Implementation

Community Collaboration

Planning is essential for virtually any successful venture. Consider retirement planning, saving for a child's education, even planning the itinerary for a family vacation. Each aspect must be taken into careful consideration in order to avoid unexpected difficulties. In the same way, a Comprehensive Plan that is not well developed and implemented, and does not effectively engage leadership, is not a formula for success.

A key performance indicator for planning and plan-making is securing active participation of community leadership across all sectors, including business, non-profit, faith-based, and education, among others present in the community. This commitment to embeddedness in planning is crucial in framing a broad base of ownership — one that is built on the foundation of accountability and mutual partnerships.

Leadership

Community members are more likely to support a plan when they see that its leaders not just endorse the effort but take on an active role in its development and implementation. Further, this makes it more likely that citizens will feel empowered to engage in the plan's implementation as well as spearhead these initiatives themselves with the support of Borough government. 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:

- **Intention** of movement to ensure decisions and actions are aligned with values, goals, and desired outcomes set forward by this plan.
- **Communication** for the understanding of and learning from the perspectives of all involved.
- **Transparency** of decision-making process, status, results, what is working, what is not, and the corrective courses of action to be taken.
- **Deliberation** in addressing issues, recognizing that consensus contributes to unity of effort and better results.
- **Gratitude** for the contributions of those involved and meaningful recognition encourages further effort.
- **Empowerment** to continue moving forward with implementation even when some efforts are stalled or not yet producing desired results.
- **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.
- **Embeddedness** to engage deeply with residents to comprehend their needs, foster trust, and cultivate genuine relationships.

Effective planning and particularly plan implementation requires the buy-in of key community partners and stakeholders while maintaining balance and representation of community members. There is a tendency today to work in silos as isolated organizations; however, these efforts to bring together a wide range of stakeholders to be aware of the plan and to promote its implementation together is a force multiplier in which the addition of organizational resources of all kinds multiplies success while reducing the burden on any one sector.

Community partners, such as those listed below, should be involved in developing a plan. Hollidaysburg will find opportunities to make them aware of the plan and ways for each to participate in or promote its implementation:

1. Hollidaysburg Area School District & Alumni Foundation
2. Hollidaysburg Area Community Partnership, re-organized in 2021
3. Historic Hollidaysburg, Inc.
4. Blair Chamber of Commerce and its board of directors, committees, and leadership Staff.
5. The Blair Alliance
6. Discover Blair County
7. Sheetz Center for Entrepreneurial Excellence at Penn State Altoona, home to Penn State Altoona's entrepreneurship program and the Sheetz Fellows Program.
8. Private industry
9. Faith-based Community
10. Civic organizations – American Legion, Rotary, and others
11. Private/Family Foundations
12. Recreational Organizations, Clubs, Leagues
13. Community-based organizations, such as mutual aid groups, neighborhood watch, etc.

Suggested Implementation Support Activities

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 the community of commitments and responsibilities of Borough Council to encourage greater candidate participation to reduce amount of 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 the same.
8. Support the efforts of the community nonprofits to fill 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.
10. Establish a Stakeholder Review Panel to receive reports and evaluate progress of Plan implementation.
11. Formalize role of Embedded Planner to keep the plan's implementation at the foreground of Borough responsibilities.
12. Establish an Emergency Services Committee.

Quarterly Reporting

Borough Staff acknowledge the significance of monitoring and tracking the progress of the following items. The implementation program will be overseen by the Department of Community Development, which will produce quarterly reports. These reports will be submitted to the Borough Manager and Borough Council. Following their presentation, the reports will be made publicly available according to the established schedule:

Quarter One: January 1st – March 31st

Report to be provided at the April Council Meeting

Quarter Two: April 1st – June 30th

Report to be provided at the July Council Meeting

Quarter Three: July 1st - September 30th

Report to be provided at the October Council Meeting

Quarter Four: October 1st – December 31st

Report to be provided at the January Council Meeting

Next Steps

Planning for the Future

Planning is a fundamental resource of the community. Comprehensive Plans are used to listen to the community, identify key issues, and most importantly define a vision for the future. While creating the 2035 Comprehensive Plan, the Committee identified the need to continue the process and ensure that the Comprehensive Plan and Process continue to bring successful growth to the Borough of Hollidaysburg and its residents.

Therefore, the Comprehensive Plan Steering Committee has designated 2032 to be the beginning process for the 2045 Comprehensive Plan. The intention of the Committee is that the plan will be approved in 2035 at the end of this current plan.

Future Comprehensive Plans should be continuous for a ten-year period.

Steering Committee shall have representation from all Borough entities at the time of planning:

- Blight Committee Representative
- Borough Council Representative
- Borough Director of Community Development
- Borough Manager
- Historical Architectural Review Board/Historic Preservation Committee (HARB/HPC) Representative
- Planning Commission Representative
- Sewer Authority Representative
- Shade Tree Commission Representative
- Water Authority Representative
- Zoning Hearing Board Representative

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@c1typlann3r.blog. <https://c1typlann3r.blog/embeddedplanning/>

SWOT Analysis for Priority Outcomes

SWOT Assessment on Local Economic Growth

Strengths

1. Data for *jobs by industry* show that Hollidaysburg's local economy is buoyed by the county government, its workers and patrons, and the services that can be furnished in the moments before, during, and after the county workday.
2. Hollidaysburg's heritage, recreation, and retail assets—historic structures, boutique businesses, and Canal Basin Park—are concentrated in its core.
3. In the absence of a local chamber of commerce, the Hollidaysburg Community Partnership organizes events to draw area residents to local businesses.

Weaknesses

1. While concentrated in the core, most heritage, recreation, and retail assets are not visible to US 22 or PA 36 thru-travelers or easily found on the internet.
2. Online marketing of downtown to convey the range of businesses, business hours, transit access and parking locations to residents and regional visitors is lacking.
3. Businesses in Hollidaysburg's core tend to favor the courthouse workday; operating hours don't often extend into the evenings to accommodate average patrons who may not work in the Borough during the day.
4. The Everett Railroad serves regional industry and draws tourists for scenic excursions; however, it is isolated from downtown businesses by the rail corridor and US 22 / Blair Street.

Opportunities

1. The Diamond is a historic landmark located in downtown Hollidaysburg and should be the premier business location and venue for downtown events.
2. The Borough has a large pool of unique small businesses. There should be coordinated efforts made to shop and support local businesses and expand commerce.
3. Events and opportunities in the Borough offer the possibility of joint partnerships to promote tourism and economic development.

Threats

1. Corporate and online retail conglomerates pose a threat to businesses and storefronts in the traditional main street corridors. Ensuring economic viability and sustainability along these corridors is imperative to the Borough's long-term success.

SWOT Assessment on Character & Vitality

Strengths

1. The downtown's urban form and visual character continue to form an attractive and walkable commercial center that houses a variety of uses.
 - a. There has been recent reuse and redevelopment activity in and around the downtown core.
 - b. The old Green Church, built for a Methodist congregation in 1882, is undergoing renovation/rehabilitation for use as a brewery and vendor market.
 - c. The US Hotel Tavern has converted upper floors to incubator offices/short term leases. As a small commercial space under 7,000 square feet, it requires no additional parking.
 - d. The Citizens Bank building was purchased on the southeast corner of the Diamond and plans are for a future change of use and remodel into a restaurant.
 - e. The Brenner Insurance Building, once an office space, has been converted into a retail space offering new books and other fine products.

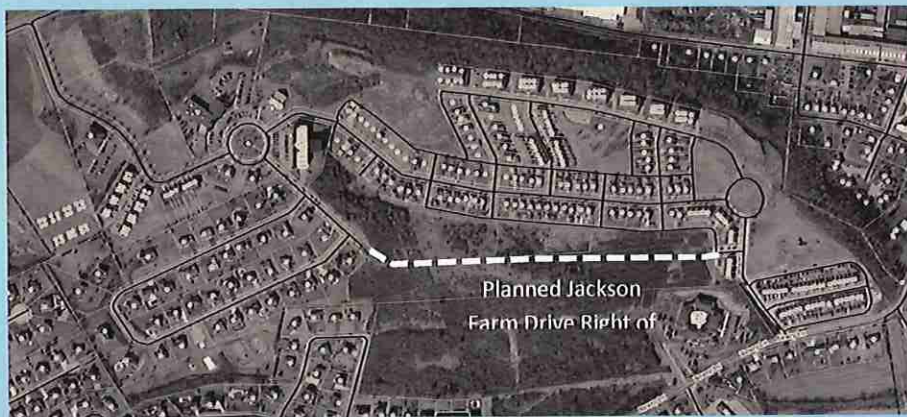
Weaknesses

1. Parking regulations downtown can obstruct maximizing usage of older structures, particularly those that lack on-site parking. These regulations inadvertently promote demolition to create space for new parking and hinder landowners from sharing parking with other uses.
2. The Planned Residential District (PR) in the northeast portion of the Borough once housed a farm tract at the foot of Lilly Avenue, which has seen two large parcels subdivided from it. A small undeveloped parcel at the end of Lilly Avenue is less than 1 acre in size and cannot alone be developed under PRD. The owner would benefit from a zoning change to the adjacent residential district or a lot consolidation.
3. Citizens complain of a lack of transparency from private developers about challenges that occur between development approval to completed construction.

Opportunities

1. **Upper Floor Reuse in Downtown.** Some downtown buildings are clearly occupied on all floors (indicated by open windows on nice days, curtains or blinds that vary in position, etc.). However, a large number are not occupied; boarded or painted windows, broken glass, and air conditioners that never hum or drip condensation are tell-tale signs. Encouraging residential, office, or other common upper floor uses in these spaces is a relatively easy win that adds vitality, “eyes on the street” safety, and new housing typologies to downtown.
2. Commercial zoning along US Route 22 has produced development inconsistent with walkable small town urban form. This is particularly true of the C3 Zoning District.

3.



Jackson Farm Drive was envisioned to extend to Blossom Drive in the master plan for Holliday Hills; however, a sewer line to serve the planned residential properties has not



The former Stowell Farm Property, the largest remaining private property in the Borough, was subdivided. This property was rezoned from Traditional Neighborhood Development (TND) to Conservation Recreation (CR). A small portion was sold to the Borough for the future stormwater management system plan. The



The 7-acre farmette on Bel Aire Road remained in family ownership after its sale in 2021. If development were proposed, uses would need to comply with the R-1 zoning, which allows

4. Infill

Development/Redevelopment of Vacant Properties. In a generally built-out Borough, there remain a few properties without structures or apparent use. Often, these sites sit

within blocks of otherwise consistent structures, indicating that they were likely occupied by similar uses and forms at some point. These sites present straightforward opportunities for infill development and uses that add activity to the block and real estate value to the Borough tax roll, so their continued vacancy likely reflect either market challenges or regulatory hurdles. Vacant corner properties are the most important to address because of their visibility.

5. **Longer-Term Redevelopment.** Until the market for denser mixed-use development is proven, existing auto-centric buildings and uses that are making money will likely stay in place. However, developing a vision for long-term redevelopment can provide an impetus for meaningful site design modifications. Furthermore, development regulations that ensure new construction is built in compatible patterns should be in place and ready for application, if the site conditions and/or economic conditions for full-scale redevelopment are accessible.
6. **Greenfield development opportunities are few.** Sites for larger development within the Borough are limited. The largest: 1) the Holiday Hills planned residential community; (the lack of an approved sewer line extension inhibits final approval); 2) the Stowell Farm, recently rezoned from TND to CR to reflect the Gaysport community's unwavering commitment to addressing area stormwater management concerns; and 3) the farmette along Bel Aire Road, in the R-1 district.

Threats

1. **Buildings as signage.**

Retail uses can easily become overrun with on-site signage— auto-centric pylon signs, window signs, and even structural features such as canopies that include brand logos, colors, and patterns. Signage of all types within and outside of the historic district should be carefully managed for compatible character.

2. **Property Neglect and Blight.**

Neglected properties can become a hazard if conditions pose a threat to public health and safety. A lack of maintenance can also impact property values—both the subject property and the neighborhood.



Code enforcement is the proper tool to address a stalled home improvement project and neglected property maintenance.

Property codes need to be clearly defined and well-publicized to avoid complaints about subjective aesthetic preferences for property design and maintenance.

Enforcement should be consistently and evenly applied through on-the-ground and community-led initiatives. The 2025 establishment of a Blight

Committee for the Borough will aid in addressing ongoing property maintenance

issues.

SWOT Assessment on Housing

Strengths

1. Hollidaysburg offers a mix of older homes as well as modern homes. Historic homes attract residents (and occasional visitors) who appreciate distinctive architectural styles while modern homes provide housing options with fewer short-term maintenance needs.
2. Seniors can age in their home community at one of the local senior living facilities, however, expansion of these facilities has reportedly reduced vibrancy in neighborhoods.
3. The generally small residential lots in the Borough are more easily maintained than larger suburban lots.

Weaknesses

1. Hollidaysburg's housing supply is largely single family detached homes (63.4 percent in 2020). Over the past 10 years as Holliday Hills was constructed, the supply trended farther toward detached homes (an increase of more than 5 percent).
2. Hollidaysburg's many older and historic structures can bring costly maintenance, requiring ongoing investment.
3. Most residential structures are two or more stories; there are few homes built for one-story living. This impacts housing options for seniors and people with disabilities.
4. Long-term rental units declined 45.5 percent to 38.2 percent, narrowing housing options for prospective residents who cannot or choose not to invest in the housing market. This is concerning because rentals are an important housing option for young professionals in the local workforce.
5. Short-term rentals are operating without regulation that negates neighborhood impacts. Frequent occupant turnover, lack of trash removal and excessive trash piles, and vehicles that exceed available parking spaces create nuisances for neighbors.

Opportunities

1. The Hollidaysburg Area School District has a reputation for being one of the best school districts in the county. Increasing housing options for families could enable Hollidaysburg to increase its tax base and population, helping sustain the school system.
2. Middle housing has been identified regionally as a crucial need; exploring potential opportunities to integrate diverse types of housing including accessory dwelling units (ADUs) and infill housing could address this shortage.

Threats

1. Unmaintained properties give a poor first impression of the community and its residents. When unaddressed, poor maintenance can lead to blight that requires far more intensive and costly rehabilitation. Property maintenance codes are established and administered to protect human health and safety and should be adequately and fairly administered. They should not be interpreted as aesthetic preferences.
2. Predatory or unethical development practices can be used by developers to target and exploit vulnerable communities and property owners, often displacing residents and driving up costs, thus destabilizing the market in the process. It is important to remain vigilant in the review of new developments in the Borough to ensure that they are consistent with the goals and priorities established in this plan.

SWOT Assessment of Streets and Sidewalks

Strengths

1. Pedestrian infrastructure includes sidewalks, crosswalks, pedestrian signage and signals, as well as amenities such as street trees and street furniture.
2. There are two WalkWorks routes in Hollidaysburg — one in the historic district and one in Gaysport. Each provides a measured route for individuals' exercise performance goals. Both feature local landmarks and are reportedly well-used.

Gaysport Route  WalkWorks PENNSYLVANIA Department of Transportation 1 Canal Basin Park 2 Presbyterian Village at Hollidaysburg 3 McLaren Corporation 4 Rail Transportation Distance 1.07 Miles Steps to a Healthier You www.walkworks.com	Gaysport Route 1 Canal Basin Park The park is at the location where the canal boats were exchanged, between the Pennsylvania Mainline Canal and the Allegheny Portage Railroad. It includes a steam engine used to pull cargo and passengers up the incline, sectional canal boats from the canal era, and the Reiser House, which doubles as the park visitor center. A 60 min walking tour of the park is available at http://www.alleghenyportage.com/gaysport-map 2 Presbyterian Village at Hollidaysburg Along standing member of the community, the Presbyterian Village at 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 training opportunities in its facilities. It is, once again, undergoing an expansion project in 2018. 3 McLaren Corporation Founded in 1935, the McLaren Corporation is the oldest continually operating company in Blair County. It began as a small foundry 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 railroad was coming to a close, the state turned its focus on rail transportation. The yards 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 Tunnahill and Peterburg and was used to bypass the exception in Abtown if no stops were needed by a particular train. Enhance your walk! See the Gaysport story map at: http://www.alleghenyportage.com/gaysport-map Steps to a Healthier You www.walkworks.com
Historic Hollidaysburg Route  WalkWorks PENNSYLVANIA Department of Transportation 1 The Diamond 2 Highland Hall 3 Hollidaysburg Historic District 4 Blair County Courthouse Distance 1.64 Miles Steps to a Healthier You www.walkworks.com	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 commissioned in 1868 by the Hollidaysburg Male and Female Seminary Association as one of the best looking educational models 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 hosted a new use for nearly a quarter century. One of several "Moon Trees" grown from seeds taken into orbit with the Apollo mission is planted on the site. 3 Hollidaysburg Historic District The Hollidaysburg Historic District was nominated to 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 Victorian houses reflecting Hollidaysburg's early status as the economic center of the region. With the formation of Blair County in 1845 as Pennsylvania's 59th county, it also became the political center. 4 Blair County Courthouse The current courthouse was designed by David Goudol and dates to 1875. The original building is in Modern Gothic style and has been expanded twice since the original construction, once in 1905 (which replaced and extended the original style) and again in 1955. It contains five courtyards, 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 1977. Enhance your walk! See the Hollidaysburg story map at: http://www.alleghenyportage.com/hollidaysburg-map Steps to a Healthier You www.walkworks.com

Source Blair Planning

3. Additionally, walking tours of historic sites and structures organized by Historic Hollidaysburg, Inc. cultivate appreciation of the Borough's rich neighborhood history, among residents and visitors.

4. AMTRAN provides public transit access in the Borough and throughout the Altoona area Monday through Saturday. There is no service on Sundays and major holidays. Route 8, the Hollidaysburg loop, includes regional stops at the Logan Valley Mall, the UPMC Logan Medical Center, the Hollidaysburg Veterans Home, and Walmart. Additional routes can be accessed from the Logan Valley Mall and Walmart. Fixed route buses have 2 bike racks per bus.

Weaknesses

1. There are safety concerns for and among pedestrians and bicyclists, especially at street crossings. Speeding is a concern on Blair and Penn Streets. Speeding is believed to contribute to crashes and near-misses at the Penn and Hart Street intersection. Blair Street's horizontal alignment reduces visibility of pedestrians, especially on the west side of town. Penn Street's vertical alignment between Garber Street and Walnut Street limits visibility. Additionally, while there are



Turning from Hart Street onto Penn Street northbound entails crossing two lanes of southbound traffic that have traveled nearly one mile since the last signalized intersection at Mountain Avenue

pedestrian crossing signals at Penn Street, the signal timings, especially at Allegheny Street, are reportedly not long enough for seniors and people with disabilities to cross.

2. Some streets lack sidewalks, which discourages active travel or forces pedestrians to choose between walking on private property or in the street. These gap locations tend to be located toward the Borough's borders: north of Garber Street, east of Pine Street, and south of Franklin Street. The Borough is working to install sidewalks in these locations. Bel Aire Road is a priority location for new pedestrian amenities, and residents also noted that North Juniata Street, used by pedestrians pushing strollers to reach Legion Memorial Park, lacks sidewalks in some blocks.
3. ADA-compliant improvements have been made at many major intersections but have not been completed throughout the Borough's extensive street and sidewalk network.
4. Maintenance of sidewalk surface conditions and clearance (both horizontal and vertical) is inconsistent. The width of the sidewalk should be level and clear of obstructions and debris at the ground surface and to a height of seven feet to

allow adequate, safe passage.

5. There are only two street connections over or around the rail yard: Newry Street and Penn Street. The Newry Street intersection with US Route 22 was improved in 2021 and now includes ADA-compliant sidewalks and crosswalks. Bicycles travel through the intersection in the travel lane.
6. The Penn Street bridge provides a sidewalk on the west (southbound) side. However, the staircase at the south end of the bridge leads to the road shoulder on the south side of Loop Road, approximately 1,000 feet from the nearest sidewalk on the north sides of Canal Street and Montgomery Street. Furthermore, there is no crosswalk. While the Loop Road/Montgomery Street/Plank Road corridor is a corridor currently occupied by larger-scale commercial activities, this corridor provides access to the Everett Railroad company, a freight and occasional passenger transportation operator in the historic canal bed.

Opportunities

1. The September 11th National Memorial Trail, a route of roadways and off-road trails as a space of remembrance to the events of that day in 2001, has been designated through Hollidaysburg between Shanksville, PA and New York City. Road conditions have not been evaluated, nor known needs addressed, for increased vehicle and/or bicycle travel along the route. Signage of the National Memorial Trail route and wayfinding signage to nearby hospitality services and other local attractions will also be important improvements to consider.
2. A road diet on Penn Street could allow for dedicated bicycle lanes and enhance street-crossing safety for pedestrians. A road diet maintains the width of the right-of-way and re-distributes the travel lanes for all local modes, such as vehicular, bicycle, and pedestrian. By providing dedicated travel spaces for all users, travel behaviors are more predictable, safety increases, and crashes decrease. For example, a road diet in Carlisle, PA was completed in August 2011. A project description is available at <https://planningpa.org/wp-content/uploads/M5.-The-Carlisle-Road-Diet.pdf>. The Federal Highway Administration's webpage on road diets, including a link to its Road Diet Information Guide with examples from the upper Midwest, California, Florida, Georgia, and Washington, is available at <https://highways.dot.gov/safety/other/road-diets>.
 - a) Additional bridges could provide efficient access over barriers in the community. New connections—for bicycles and pedestrians only, or for emergency motorized access—could enhance access between Hollidaysburg's downtown and Canal Basin Park over the railyard and between Fort Fetter and North Juniata Street over the Beaverdam Branch.



Rendering of Hypothetical Road Diet - Reduces 4 travel lanes to 2 travel lands, plus a center turning lane and designated bicycle lanes - Provided by Gannett Fleming

SWOT Assessment on Stormwater Management

Strengths

1. The Borough has begun the process of separating the drainage system for wastewater and for stormwater.
2. The Borough has adopted stormwater management regulations that require new development to manage stormwater on the property where it is generated, using and preserving the existing natural drainage systems, encouraging natural infiltration of rainfall on-site, and ensuring adequate maintenance of all permanent stormwater management structures. These regulations will apply to any future development, including at the Stowell Farm property.
3. The Borough has received grant funding to undergo a stormwater management project to address flooding in the Gaysport neighborhood.

Weaknesses

1. Complex drainage issues exist in the Gaysport neighborhood, especially impacting properties along Murphy Street.
2. Isolated locations are impacted by ponding stormwater that doesn't reach inlets efficiently, which creates safety hazards on streets and sidewalks, such as the intersection of Allegheny and Walnut Streets.

Opportunities

1. The Gaysport stormwater project will create opportunities for the Borough to learn and develop responsive planning outcomes that suit the developing stormwater needs of the neighborhood.
2. Given the level of momentum and community interest specifically surrounding issues pertaining to stormwater management and flooding, there exists significant opportunity for the Borough to incorporate education on the modernization of stormwater infrastructure into public outreach and implementation.

Threats

1. Climate change is expected to increase the frequency and intensity of large storm events, further exacerbating drainage issues. It is imperative for the Borough to anticipate these changes by continuing to seek out projects that mitigate and prevent future risks and hazards associated with climate change.
2. Haphazard development without careful attention to stormwater patterns, especially in higher-elevation areas surrounding the Borough, can intensify existing flood concerns and contribute to future risks and hazards associated with climate change. Intentional planning is a priority in addressing long-term resilience needs.

SWOT Assessment on Economy, Recreation, and Culture

Strengths

1. Hollidaysburg residents have access to almost 100 acres of public or public-use parkland. The Borough owns nearly 30 acres of parkland across five parks (and an additional 26 acres of steeply sloped hillside on Chimney Rock Ridge). Community partners own another 66 acres of recreational land at Dysart Park, Legion Memorial Park, and NatureWorks Park.
2. Borough parks are clearly identified, and rules and regulations are posted.
3. Residents who live south of Allegheny Street are well served by parks. Most can reach a public park or garden within a ¼ mile walk or bike ride using Borough streets, alleys, and sidewalks. See **Figure 17** Intersection safety audits and ADA-compliance should be prioritized in these park service areas.

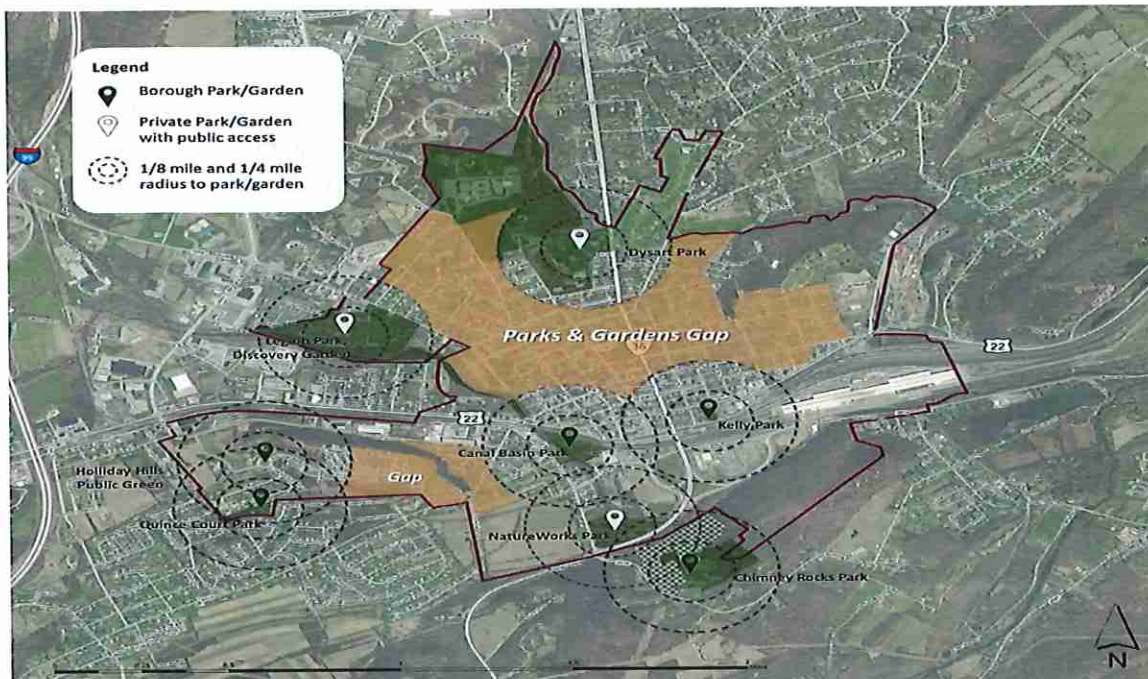


Figure 17 Park Access Assessment Provided by Gannett Fleming

4. Canal Basin Park, Chimney Rocks Park, and NatureWorks Park each have a walking trail. The school district campus also has walking paths connecting its various facilities and leading to off-site trails. See [Figure 18](#).

Weaknesses

1. Park maintenance, specifically of signposts, appears to be lacking. Peeling paint was observed on signposts at Canal Basin Park and at the Discovery Garden. While this may reflect a seasonal gap in public works or volunteer resources and the signs themselves were in good condition, the physical condition of the posts conveyed a lack of attention and care.
2. Residents who live north of Allegheny Street lack convenient access to public parks and gardens in their neighborhoods. Residents in the central and eastern portions of Holliday Hills also have a longer but still dedicated route to Quince Court Park and the Public Garden on the western side of Holliday Hills.
3. Many residents, especially those with young children, expressed a need for more activities and “things to do” for families. Current park programming is limited to summer concerts in Canal Basin Park and holiday activities, primarily downtown, sponsored by the Borough and/or community organizations.

Opportunities

1. In addition to vacant corner properties mentioned in Housing, there are at least three corner properties that underutilize the street frontage and lack structures or vegetation to define public right-of-way from private use. Two examples

include the northwest corner of Front and Allegheny Streets and the northeast corner of Montgomery and Juniata Streets.

2. The historic center of Hollidaysburg is the intersection of Allegheny and Montgomery Streets. Known as the Diamond, the intersection becomes a public plaza during community festivals and parades. The celebratory mood of these cultural festivities could be expressed year-round through public art. Sculptures on the sidewalk, decorative pavers as the high visibility surface for pedestrian crossings, or pavement murals in lieu of the "no parking" stripes would liven the space and could tell stories of the past and present.
3. Restaurants, gift shops, and train excursions are among the local businesses and services for which coordinated marketing and promotion could help to extend visitor stays by a few hours or an extra day, resulting in more external dollars being spent in Hollidaysburg. At minimum, promotion would entail the location of various establishments and perhaps a simple map or diagram indicating the simplest travel routes.
4. The Lower Trail is a 16.5-mile multi-use, off-road trail between Alexandria, Huntingdon County and Canoe Creek State Park in Blair County along the Frankstown Branch of the Juniata River. Rails to Trails of Central Pennsylvania owns and manages the trail. Together with the Blair County residents, the organization has envisioned an extension of the trail from the state park to Hollidaysburg along the Frankstown Branch and then pivoting away from the waterway to go north along PA 36 toward Altoona. The extension concept has not progressed due to landowner opposition between the state park and Hollidaysburg. If the trail extension concept is advanced in the future, the Borough should participate in the planning of the alignment to leverage the direct connection to a popular regional trail. Regardless of a future connection, the Lower Trail is still accessible via a 10-minute drive to the trailhead at the state park.
5. Throughout the historic district, there are numerous fading identifiers of past businesses. Their locations and business stories could be researched and presented as a self-guided or narrated walking tour.

Low-Moderate Income Summary Data (LMISD) for Hollidaysburg Borough

Low	565
Low-Moderate (LOWMOD)	1870
Low, Moderate, and Middle Income (LMMI)	2795
Potential for Low, Moderate, and Middle Income (LOWMODUNIV)	5460
Percentage of Low and Moderate income (LOWMOD_PCT)	34.20%
Margin of Error for the Low- Moderate Income Percentage (MOE_LOWMODPCT)	+/- 10.80%

https://experience.arcgis.com/experience/279eca0222754f8a954bbf8cf995a1a3#data_s=id%3AdataSource_2-LMISD_layers_6936%3A15001

Hollidaysburg Historical Development Eras

Western expansion, and the transportation system supporting it, fueled Hollidaysburg's early growth and development as an industrial center. Maturing government, regional trolley service to jobs in Altoona, and annexation of Gaysport grew the town into the mid-1900s.

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

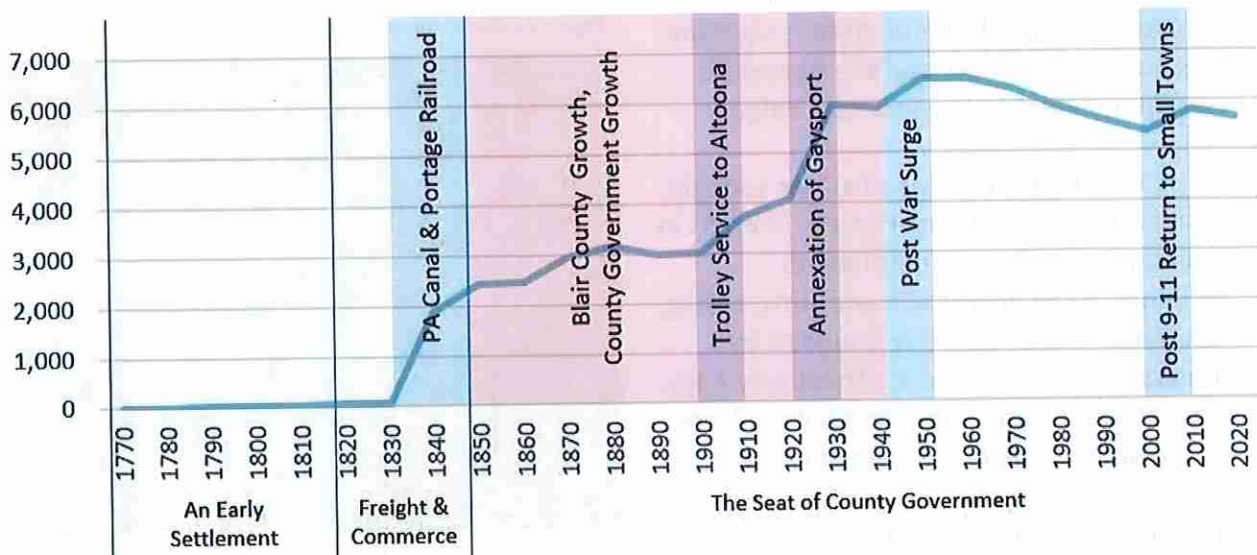


Figure 3 Hollidaysburg's Growth and Development Factors

Seat of Blair County Government and Commercial Center, 1846 to 1940

- 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.

National Trends Buoy Local Stagnation and Decline, 1950 to 2020

Following a post WWII surge in the 1950s, Hollidaysburg's population declined through 2000 due to a variety of factors. As women's participation in the work force increased, the average family size grew smaller. Build-out of easily developable lands, i.e., relatively flat lots, was reached. Larger lots were available in nearby townships to fulfill the American dream with modern homes and to meet growing demand for auto-centric business.

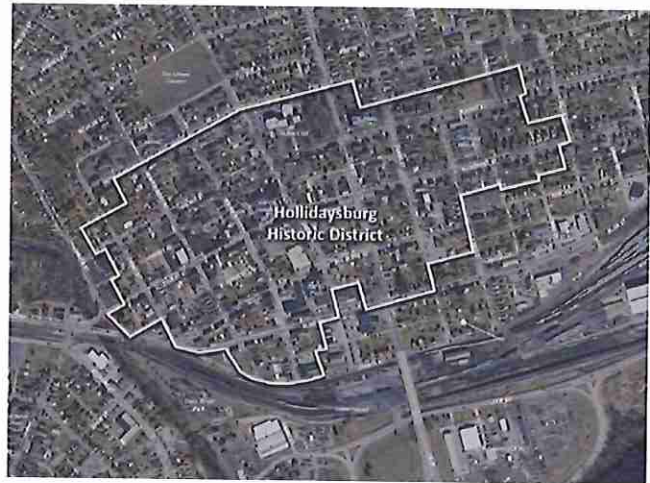
A nationwide trend of relocating from metropolitan centers to small towns following the events of September 11, 2001 lifted the population in Hollidaysburg between 2000-2010 from 5,368 to 5,791. Student enrollment at the Hollidaysburg Area School District increased through the 2016-2017 school year, peaking at 3,449 as a result of population growth in other municipalities, then declining; however, the trend of population loss returned in 2020 with the COVID-19 pandemic and proliferation of remote work opportunities.

Citizens Rally to Protect the Historic Integrity of Hollidaysburg's Core

By the early 1900s, Hollidaysburg's building stock was aging and many buildings required increasing levels of maintenance and rehabilitation. With an intent to improve the structural integrity, components such as doors, windows, siding, and roofing were replaced with modern materials that were not consistent in size, appearance, function, etc. with the original features. Additionally, buildings replaced after fire or demolition were built with all modern materials and to modern development standards, including setbacks and on-site parking requirements. As a result, the visual character and cohesion of structures along a block or street's sightline was no longer unified, and the Borough's vibrant architectural history concealed.

In the mid-1980s, a group of citizens sought designation of a National Historic Districts in Hollidaysburg. They inventoried 457 buildings in the downtown and surrounding residential areas—roughly bounded by Juniata Street, Blair Street, Strawberry Alley, Bella Street, Church Alley, and Spruce Street as shown in **Figure 4** — for significance, namely historic ownership, historic and modern use, and architectural style. The buildings were primarily frame and brick, dating from the 1830s to the 1920s and including churches, government and civic buildings, banks and financial services, and residential homes. Upon evaluation, 33 buildings were deemed individually significant, 395 were noted as contributing to the overall form and district, and 29 were cited as intrusive.⁴ The U.S. Department of the Interior designated the Hollidaysburg national historic district in 1985.

Figure 4 Hollidaysburg's Historic District



Source: Gannett Fleming

In 1989, a local historic district ordinance was enacted by Borough Council to protect the remaining historic urban form and character of the same district area, by managing building demolition and modifications, reviewed by the Historical Architectural Review Board (HARB) prior to Council consideration and decision.

Community and Economic Metrics

Population Decline, Household Increase

In 2020, there were 5,675 residents across 2,834 total households in the Borough of Hollidaysburg. The resident population decreased by 116 persons (2.0 percent)—a slower decline than Blair County's 3.6 percent.

From 2010 to 2020:

- There were losses among both the *under 18 years* cohort as well as the *18–64-years* cohort while there was an uptick in the *Ages 65+* cohort, which also influenced the slight rise in median household age from 46 to 50 years.
- There was a significant regional increase in residents with a bachelor's degree or higher.
- 1. The number of households increased by 322 (12.8 percent), reflecting an increase in smaller and single-person dwelling units.
- Median household income rose, and the poverty rate fell.

Table 1 Population and Household Characteristics, Hollidaysburg, and Blair County, 2010 and 2020
Sources: 2010 and 2020 ACS 5-Year Estimates .

Population Characteristics		Hollidaysburg			Blair County		
		2010		2020		2010	2020
Individuals	Total	5,791		5,675	↘	127,089	122,495
Age	Under 18 years	20.0%		18.4%	↘	21.1%	20.3%
	18-64 years	57.5%		53.6%	↘	61.1%	59.1%
	65 years and over	22.4%		28.0%	↗	17.7%	20.7%
	Median Age (years)	46.00		50.00	↗	42.00	43.60
Race & Ethnicity	White	96.1%		98.2%	↗	98.8%	94.9%
	Black	1.5		1.4%	↘	1.7%	1.8%
	Native America	0.0%		0.0%	→	0.1%	0.1%
	Asian	0.3%		0.4%	↗	0.6%	0.6%
	Two or more races	2.1%		0.0%	↘	1.2%	2.0%
	Hispanic of any race	1.0%		0.0%	↘	1.0%	1.3%
Educational Attainment, adults 25 years and older	Less than high school	9.0%		3.4%	↘	12.0%	8.3%
	H.S. diploma, some college, or associate degree	65.1%		55.0%	↘	80.4%	69.4%
	Bachelor's degree or higher	25.9%		41.7%	↗	7.6%	22.3%
Income & Poverty	Median Household income ¹	\$ 47,781		\$ 53,456	↗	\$ 51,025	\$ 50,856
	Poverty rate	8.7%		4.8%	↘	12.3%	13.8%

	ALICE	-	34.0%		23.0%	25.0%	
Households	Total	2,512	2,834	↗	52,159	51,647	↘
Household Type & Size	Families	53.3%	53.3%	→	64.4%	62.7%	↘
	Family with own children under 18 years	21.2%	21.0%	↘	25.5%	26.7%	↗
	Non-Family Households	46.7%	46.6%	→	35.6%	37.3%	↗
	Non-family, Single Householder	40.6%	43.6%	↗	29.6%	31.2%	↗
	Avg Household Size	2.09	1.93	↘	2.37	2.31	↘
	Avg Family Size	2.85	2.88	↗	2.91	2.88	↘

Implications of Population and Household Changes, 2010-2020

- Fewer children and youth, when not offset by growth elsewhere in the school district region, reduce demand for public and private school services;** regardless of enrollment, facilities still require maintenance. The Hollidaysburg Area School District reported that student enrollment has declined by 250 students over the past 10 years. The PA Department of Education projects further decline based on the slowing birthrate districtwide. Due to the operational and maintenance costs of school facilities, the school district welcomes and encourages residential growth.
- Declining racial and ethnic diversity can be perceived as a lack of equity and intolerance—even if these conditions are untrue.** Shifts among age cohorts and specifically the increase in the senior cohort suggests that recent out-migrating residents under 65 years were more diverse than in-migrating seniors.
- Given the increase in senior-age residents and the decrease in younger residents, higher rates of residents with a bachelor's degree or higher is likely a sign of well-educated seniors choosing Hollidaysburg for their retired senior living rather than an indicator of an increasingly educated workforce.**
- In light of smaller and single-person households, more households can imply an increased need for administrative services and public facilities and services.** Where the household increase is attributable to senior- or community-style living, these increased needs are often met by the housing provider.
- While household income increased and fewer residents lived in poverty by 2020, an estimated 1 in 3 households were still living on the edge of financial stability in 2018.** According to the 2020 ALICE Report for Blair County, 34 percent of Hollidaysburg households lived above the poverty line, earning too much to qualify for government assistance, and without a financial cushion for emergency expenses after household essentials (housing, childcare, food, transportation, health care, and a basic smartphone plan). This is termed ALICE: Asset Limited, Income Constrained, Employed.

Table 2 Essential Living Costs per ALICE (United Way), 2023 Source: 2023 ALICE Report Blair County PA Profile: ALICE Household Survival Budget, 2023; Bureau of Labor Statistics, Occupational Employment Statistics, 2023

	Single Adult	Two Adults	Two Adults, Two School-Age Children	Two Adults, Two in Child Care	Single Senior	Two Seniors
Housing	\$682	\$847	\$1,023	\$1,023	\$682	\$847
Child Care	\$0	\$0	\$464	\$1,243	\$0	\$0
Food	\$476	\$873	\$1,465	\$1,293	\$438	\$804
Transportation	\$397	\$616	\$944	\$944	\$332	\$488
Health Care	\$172	\$393	\$660	\$660	\$556	\$1,113
Technology	\$86	\$116	\$116	\$116	\$86	\$116
Miscellaneous	\$181	\$285	\$467	\$528	\$209	\$337
Taxes	\$298	\$418	\$428	\$573	\$367	\$685
Monthly Total	\$2,292	\$3,548	\$5,567	\$6,380	2,670	\$4,390
Annual Total	\$27,504	\$42,576	\$66,804	\$76,560	\$32,040	\$52,680
Hourly Wage	\$13.75	\$21.29	\$33.40	\$38.28	\$16.02	\$2,634

Workforce and Local Employment Decline

Data from OnTheMap, a product of the Center for Economic Studies at the U.S. Census Bureau, shows that Hollidaysburg's economy has contracted since 2009. Local trends among resident workforce (persons 16 years and older) and local employment (or local jobs) for the period 2009-2019 include the following:

- Resident workforce and local employment (jobs) both declined from 2009 to 2019; 350 workers and 171 jobs.
- Less than 1 in 7 resident workers held local jobs (lived and worked) in Hollidaysburg in 2019; 157 fewer than in 2009.
- Both the resident workforce and local job holders are aging.
- 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.

Table 3 Hollidaysburg Residents Who Work v. Local Jobs/Job Holders, 2019 and 2022

		2019	2022		2019	2022
Total		2,339	2,418		3,855	3,444
Residence Location v. Work Location	Living and employed in Hollidaysburg	14.2%	13.6%		8.6%	9.5%

Worker Age	Living in Hollidaysburg, Employed Elsewhere	85.8%	86.4%		-	-
	Living Elsewhere, Employed in Hollidaysburg	-	-		91.4%	90.5%
	Age 29 or younger	22.0%	24.3%		18.8%	18.6%
	Age 30 to 54	53.7%	50.4%		52.9%	51.6%
Worker Race & Ethnicity	Age 55 or older	24.4%	25.4%		28.3%	29.8%
	White	96.6%	96.0%		97.4%	96.6%
	Black or African American	1.2%	1.8%		1.1%	1.5%
	American Indian or Alaska Native	0.1%	0.2%		0.1%	0.1%
Worker Educational Attainment	Asian	1.2%	1.0%		0.5%	0.7%
	Native Hawaiian or Other Pacific Islander	0.0%	0.0%		0.1%	0.1%
	Two or More Race Groups	0.9%	1.0%		0.9%	1.0%
	Not Hispanic or Latino	99.0%	98.9%		99.1%	99.0%
Worker Earnings	Hispanic or Latino	1.0%	1.1%		0.9%	1.0%
	Less than high school	6.4%	6.8%		6.6%	6.8%
	High school or equivalent, no college	27.1%	24.9%		29.5%	27.5%
	Some college or associate's degree	25.8%	24.9%		25.1%	24.4%
NAICS Industry Sector	Bachelor's degree or advanced degree	18.7%	19.1%		20.0%	22.7%
	\$1,250 per month or less	23.1%	19.9%		24.0%	22.5%
	\$1,251 to \$3,333 per month	34.1%	30.3%		40.8%	33.4%
	More than \$3,333 per month	42.8%	49.8%		35.2%	44.1%
NAICS Industry Sector	Agriculture, Forestry, Fishing and Hunting	0.0%	0.2%		0.0%	0.0%
	Mining, Quarrying, and Oil and Gas Extraction	0.2%	0.2%		0.0%	0.0%
	Utilities	0.4%	0.7%		0.0%	0.0%
	Construction	4.6%	3.1%		2.7%	1.9%
NAICS Industry Sector	Manufacturing	9.8%	8.6%		13.1%	10.3%
	Wholesale Trade	3.4%	3.7%		1.7%	2.8%
	Retail Trade	10.2%	12.6%		4.9%	6.4%
	Transportation and Warehousing	4.8%	4.7%		0.3%	0.3%
NAICS Industry Sector	Information	1.6%	1.4%		0.0%	0.2%
	Finance and Insurance	2.1%	2.4%		2.1%	2.3%
	Real Estate and Rental and Leasing	0.8%	1.2%		0.8%	1.6%

Professional, Scientific, and Technical Services	4.5%	5.3%		4.7%	7.1%
Management of Companies and Enterprises	1.6%	1.8%		0.5%	0.6%
Administration & Support, Waste Management and Remediation	4.3%	4.1%		2.3%	2.3%
Educational Services	9.3%	8.8%		13.7%	14.5%
Health Care and Social Assistance	24.0%	21.5%		19.1%	16.9%
Arts, Entertainment, and Recreation	1.1%	1.0%		0.1%	0.1%
Accommodation and Food Services	7.1%	8.9%		5.7%	6.7%
Other Services (excluding Public Administration)	4.1%	4.4%		7.0%	7.6%
Public Administration	6.0%	5.5%		21.2%	18.2%

Source: On The Map

Narrowing Housing Options

Data from the 2010 US Census and the 2020 American Community Survey (5-year Estimates) shows the following:

- Housing units expanded slightly (30 units) from 2010 to 2020 in contrast to countywide decline.
- The percentage of housing units built before 1939 and after 1990 both increased, presumably due to a loss or demolition of units built between 1940 and 1989.
- The balance of owner versus renter occupancy tipped farther in favor of home ownership in 2020. This is a complex factor of market interest and unit availability.
- Vacancies declined in Hollidaysburg but increased countywide.
- Housing unit options narrowed in 2020; one-unit detached structures, and 3- and 4-unit structures increased, or other unit types were among those lost.
- Median home value rose to \$165,800, reflecting a real gain in value after adjusting for inflation, and notably more than 29 percent higher than the county median home value. Median gross rent was stable at about \$740 per month and comparable to the county figure.
- Monthly housing costs as a percentage of household income over the past 12 months decreased for 4 of 5 income categories, increasing only for households earning \$50,000 to \$74,999.

Table 4 Hollidaysburg Housing Characteristics, 2010 and 2020

		2010	2020		2010	2020	
Housing Units		3,015	3,030	↗	56,276	51,647	↘
Age	% of units built before 1939	44.3%	45.0%	↗	34.0%	31.7%	↘

	& of units built since 1990	12.9%	16.5%	↗	14.4%	16.7%	↗
Tenure	Occupied housing units	92.9%	93.5%	↗	92.7%	90.7%	↘
	Owner-occupied units	54.5%	61.8%	↗	70.3%	78.0%	↗
	Renter-occupied units	45.5%	38.2%	↘	29.7%	22.0%	↘
Vacancy	% of units vacant	10.6%	6.5%	↘	7.3%	10.3%	↗
	% of vacant units seasonal	0.0%	0.0%	→	0.7%	1.0%	↗
	% of vacant units abandoned	3.5%	0.0%	↘	3.0%	6.6%	↗
Units in Structure	1, detached	57.9%	63.4%	↗	72.0%	71.4%	↗
	1, attached	7.4%	7.4%	→	4.2%	4.6%	↗
	2	11.3%	9.0%	↘	4.4%	3.9%	↘
	3 or 4	6.5%	10.2%	↗	3.3%	4.4%	↗
	5 to 9	7.1%	5.1%	↘	2.8%	2.6%	↘
	10 or more	9.9%	4.9%	↘	6.3%	6.1%	↘
	Mobile home or other housing	0.0%	0.0%	→	6.9%	7.1%	↗
Cost	Median home value ¹	\$153,811	\$165,800	↗	\$115,604	\$128,200	↗
	Median gross rent ¹	\$741.00	\$743.00	→	-	\$741	-
Monthly Housing Costs	Less than \$20,000	18.2%	10.5%	↘	8.5%	12.7%	↗
As a percentage of	\$20,000-\$34,999	11.4%	11.2%	↘	5.4%	6.7%	↗
Household Income in	\$35,000-\$49,999	3.1%	2.7%	↘	3.1%	3.1%	→
the past 12 months	\$50,000-74,999	0.9%	1.4%	↗	2.4%	1.0%	↘
	\$75,000 or more	0.3%	0.0%	↘	0.8%	0.6%	↘

¹ 2010 home/gross rent value adjusted to 2020 value in dollars Sources: 2010 and 2020 ACS 5-Year Estimates

Land Use Inventory, 2021

Data collected in 2021 from the Blair County GIS Office shows that:

- Of all uses, residential uses occupied the most land—479.8 acres or 38.1 percent of the Borough's land area. It is worthwhile to note that residential uses typically place the greatest demand for public services.
- Institutional and parks and recreation uses (both public uses that are tax exempt) were the second largest land use, at 252.2 acres or 19.9 percent. This included school district properties, places of worship, cemeteries, Borough properties, and privately owned parks with public access.
- Nearly 200 acres (15.6 percent) were classified as vacant land, some of which was undevelopable or constrained by steep slopes, e.g. on Chimney Rocks Ridge, or wet areas, the semi-wooded parcel along the east side of North Montgomery Street; other lands were not constrained and were not in active use at the time of classification.
- Due to the classification of the roughly 45-acre private Sylvan Hills Golf Course as commercial use, commercial uses totaled more than 75 acres. While there were a

handful of 2- to 5-acre commercially used parcels, most commercial uses occupied lots less than one acre.

- Mixed use is the classification determined for parcels with multiple uses. In Hollidaysburg's downtown, this use includes a combination of commercial (retail and/or office) and residential but may also include institutional uses. The acreage totaled 32.1 acres or 2.5 percent.
- The railyard intensifies the transportation acreage. Together, transportation and utilities occupied 137.1 acres or 10.9 percent.
- Industrial/manufacturing and storage/warehouse uses were each very small, and nearly equal at approximately 25 acres.
- Commercial and industrial uses occupied 128.7 acres or 10.2 percent, including an in-town grocery store and in-town pharmacy.
- Parcels used for agricultural or forestry or maintained in a natural or naturalized condition were one of the five smallest land use types at 36.1 total acres or less than three percent.

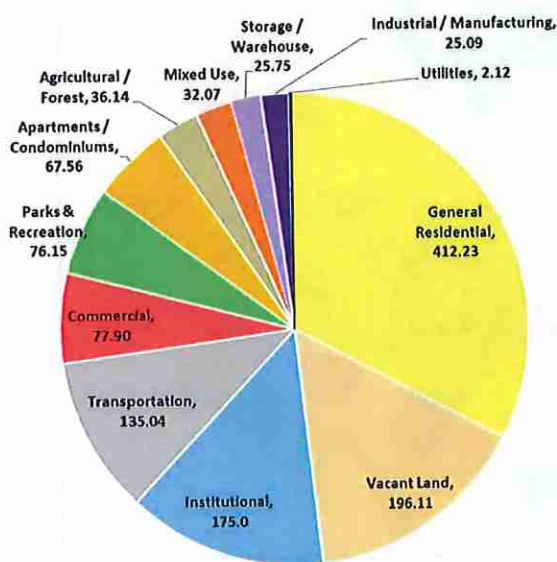


Figure 7 Land Use by Category

Land Use Category	Acres	Percent of Total
General Residential	412.2	32.7%
Apartments/Condominiums	67.6	5.4%
Mixed Use	32.1	2.5%
Commerical	77.9	6.2%
Storage/Warehouse	25.7	2.0%
Industrial/Manufacturing	25.1	2.0%
Institutional	175.0	13.9%
Parks & Recreation	76.2	6.0%
Transportation	135.0	10.7%
Utilities	2.1	0.2%
Vacant Land	196.1	15.6%
Agricultural/Forest	36.1	2.9%
	36.1	
Total	1261.1	100.0%

Land Use Management and Zoning

Land use management is a community and economic planning tool that allows municipalities to be deliberate with the amount, intensity, and character of land use changes. This control establishes a range of uses or activities that may occur within a zoning district; uses are defined in the zoning ordinance and districts are designated on the zoning map. Together, the zoning ordinance and map make future change to the present use predictable.

As a tool, the zoning ordinance and map should be reviewed and updated to clarify provisions and in relation to community and economic development objectives and market conditions, i.e., new land uses.

Hollidaysburg's zoning ordinance and map were first adopted in 1989; this ordinance included an overlay district aligned with the historic district to protect historic structures from demolition and to encourage re-use and rehabilitation.

Various text and map amendments have been made since. The most recent zoning map change was last amended in October of 2024 (see **Figure 8**) when a 67.98-acre parcel at southwest side of Bedford Street, the former Stowell Farm Property, was rezoned from Traditional Neighborhood Development (TND) to Conservation Recreation (CR).

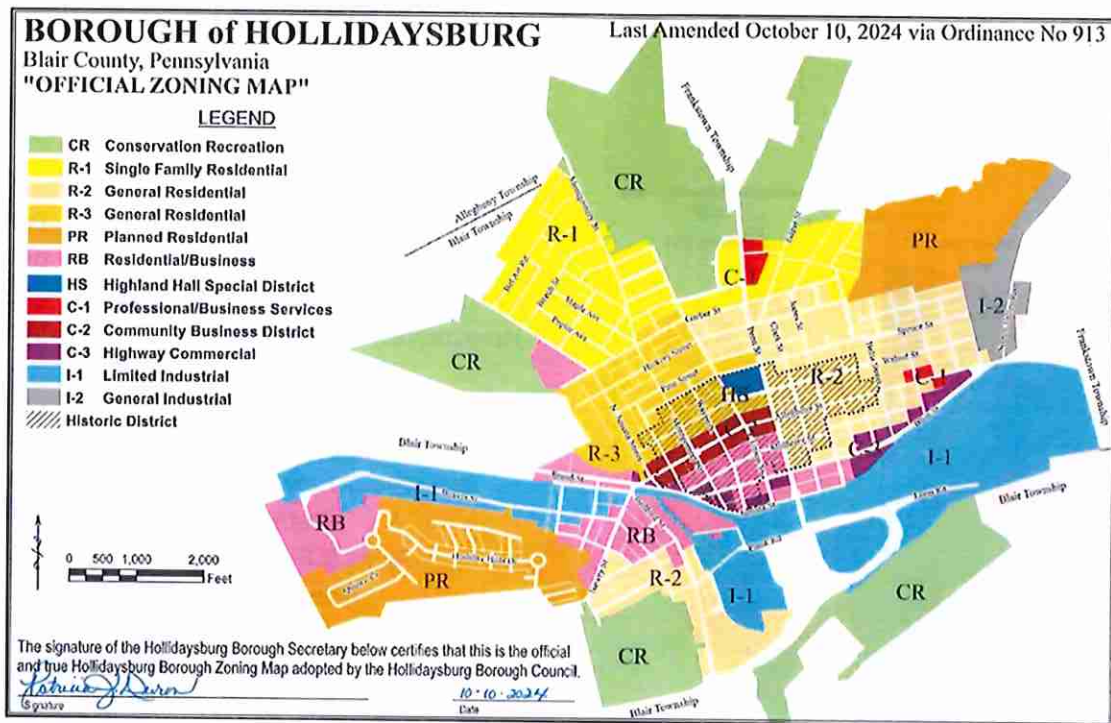


Figure 8 Hollidaysburg Zoning Map, 2024 Source: Borough of Hollidaysburg

Hollidaysburg Park Inventory

➤ Canal Basin Park

Since its opening in 2002, Canal Basin Park has served as a significant historical asset for the Borough of Hollidaysburg, representing a cornerstone of its development. During the 19th Century, as a component of the Pennsylvania Canal, this waterway facilitated the transportation of goods and services to the Borough and contributed to the construction of the Allegheny Portage Railroad. Preserving this history is essential for maintaining the Borough's heritage.

The park's amenities include the Reiser House, the Canal Boat Playpark, the Anne Sloan Borland Performing Arts Pavilion, the Sylvia Schraff Amphitheatre, and dedicated walking and biking trails. These facilities necessitate regular maintenance and periodic upgrades. The park currently features a wooden playground, which was a popular attraction when initially installed. However, the maintenance of such features has since become challenging for many municipalities. Upgrading the playground equipment, benches, and picnic tables will facilitate easier maintenance and provide safer amenities for park users.

➤ Chimney Rocks Park

The distinctive limestone pillars of Chimney Rocks Park are prominent features visible throughout the Borough. Since its acquisition by the Borough in 1994, the Chimney Rocks property has been developed into a recreational space. Beyond its scenic views of the Borough, the park provides walking, hiking, and biking trails, playground equipment, and designated picnic areas. Continued priorities for the park include the upgrade of benches and picnic tables, alongside ongoing safety maintenance. Existing wooden tables and benches exhibit signs of deterioration; repairing these elements or replacing them with more durable, lower-maintenance materials would enhance longevity. Wooden safety bollards are in place to restrict access near the rock edges, and these require either painting or replacement. The park's restroom facility also exhibits signs of age and requires attention.

➤ Jaycee Memorial Park

Jaycee Memorial Park, located on the southwest approach to the Borough, offers an aesthetically pleasing green space. Despite its modest size, the park provides significant aesthetic value to both the downtown area and the Route 22 corridor. The park currently requires dedicated sponsorship to ensure its ongoing maintenance. In collaboration with the Western Pennsylvania Conservancy, the Director of Public Works will facilitate the identification of potential sponsors for this location.

Sponsorship offers mutual benefits: sponsors gain visibility through signage, while the community benefits from annual enhancements such as flower planting and mulching.

➤ **Kelly Park**

Kelly Park is located along South Juniata Street, directly opposite the train tracks. This urban park features a play area, a half-court basketball court, and a dedicated "Tot Lot" for toddlers. While the Borough and the Montrella Family have diligently maintained the park, opportunities exist for enhancements to further elevate its appeal and functionality. For instance, some existing wooden benches are beginning to show signs of wear and age. Key improvements include replacing these benches and upgrading the playground facilities to ensure inclusive accessibility for individuals with disabilities.

➤ **Kids Kingdom at Legion Park**

Although Legion Park operates under private ownership, the Borough has historically undertaken maintenance responsibilities for its Kids Kingdom section. Last renovated between 2013 and 2014, Kids Kingdom is now exhibiting signs of wear. Established in 1995 with the support of the GFWC Hollidaysburg Area Women's Club, its original design reflected prevailing park trends of the 1990s. The enduring need for a community space where children and families can engage with nature, picnic, and socialize remains paramount in Hollidaysburg. While retaining the foundational design that promoted physical and imaginative play, an updated Kids Kingdom would significantly benefit from the integration of modern, inclusive play equipment. Borough Staff will collaborate with the GFWC Hollidaysburg Area Women's Club and Legion Park to develop a renovation plan that honors the park's original spirit while implementing

contemporary upgrades that enhance its modernity and ease of maintenance.

➤ **Mattern Orchard Park**

Mattern Orchard Park is one of three recreational parks within the Holliday Hills Community. Situated atop Mattern Orchard Drive, the park offers expansive views of Holliday Hills. Established concurrently with the Holliday Hills community's development, the park is now exhibiting signs of wear and age.

Recent resident surveys indicate lower utilization of Mattern Orchard Park compared to Quince Court. While offering ample shade, the park's aesthetics and curb appeal are noted as deficiencies when compared to the other two community parks. The existing equipment is discolored and lacks visual appeal, and the swings exhibit signs of disrepair.

Modernizing the park with new play equipment, incorporating landscaped flower gardens, and establishing dedicated picnic areas would significantly enhance the space, providing expanded recreational opportunities for residents and their guests.

➤ **Patriot Park**

Patriot Park stands as a solemn memorial, established to honor fallen Veterans and commemorate the profound sacrifices made to secure the freedoms we cherish. Generously funded by local donors, the park features dignified memorial plaques and benches, meticulously maintained floral displays, and a serene gazebo, offering visitors a dedicated space for quiet reflection. While the diligent efforts of volunteers and Mayor Joseph Dodson have ensured the park's exceptional upkeep, future proactive maintenance will be necessary. Specifically, repairs to the gazebo and the surrounding pathways will be required to preserve the park's integrity and accessibility. ☐

➤ **Quince Court Park**

Quince Court Park, situated within the Holliday Hills section of the Borough, provides diverse recreational opportunities for visitors. Current amenities include a full-size basketball court, tennis court, and volleyball court, in addition to a children's playground. While local residents may

readily access the park, the installation of appropriate borough park signage would significantly enhance navigation for non-local visitors. Currently, there is insufficient shade around the picnic tables; consequently, the strategic planting of additional shade trees would significantly enhance visitor comfort and the overall recreational environment. Finally, consistent with modern recreational standards, the integration of inclusive play equipment would facilitate access and enjoyment for individuals of all abilities.

➤ **Sweet Cherry Court Park**

Sweet Cherry Court Park represents the third recreational play area within the Holliday Hills community. Located at the terminus of Sweet Cherry Court, it provides residents with a swing set, slide, and playground. To mitigate persistent weed growth, particularly of prickly varieties, within mulched areas, the installation of a weed barrier is recommended. Furthermore, the perimeter fencing requires repair in sections exhibiting outward displacement. The pergola-style roof over the picnic area displays structural deterioration, necessitating either repair or complete replacement of its wood and brick components.