

ADOPTED | FEB 2017

TRANSFORM

UNIFY

THRIVE



EASTON COMPREHENSIVE PLAN 2035

**1:**

## **TRANSFORM**

- 1.1** Establish area around Centre Square as Easton's premiere business district
- 1.2** Connect and redevelop Easton's River Corridors as an integral part of the City
- 1.3** Manage and reduce vacancy, underutilization and blight throughout the City
- 1.4** Discourage irresponsible development and renovation, and prevent deterioration of historic buildings

**2:**

## **UNIFY**

- 2.1** Re-envision public right of ways for multimodal travel and sustainable infrastructure
- 2.2** Adapt and reuse critical sites at the seam of neighborhoods
- 2.3** Integrate Delaware and Lehigh Rivers, and Bushkill Creek with upland communities through a connected system of pedestrian, bike and open space networks
- 2.4** Improve access to and create new parks and open spaces
- 2.5** Manage parking and promote sustainable transportation

**3:**

## **THRIVE**

- 3.1** Attract new businesses through a 'business ready' environment
- 3.2** Promote strong and well-balanced neighborhood centers
- 3.3** Connect residents with employment and workforce training centers, and increase resident earning capacity
- 3.4** Diversify and strengthen economic activities, entrepreneurship opportunities and tourist attractions
- 3.5** Promote closer regional ties
- 3.6** Strengthen emergency response and services throughout the City

# Specific Actions Recommended by the Plan (Transform):

- **Retrofit vacant office space in downtown** – This is ongoing. An example is the Hearst Publication office
- **Install highway signage on Rt 22 and Rt 611**
- **Design and install consistent signage for the downtown business district**
- **Gateways into the City (signage, landscape, lighting, etc)** – This is ongoing. Signage on the South Side underpass is completed, and the West Ward/Downtown Arch sign has been installed.
- **Redesign Centre Square** – Completed Fall 2022.
- **Create master plan for river corridors** – In process
- **Implement neighborhood revitalization plan**
- **Prioritize development of the Black Diamond site** – Development has been completed for this site.
- **Evaluate feasibility of walking trail on historic trestle bridge** – In process



# Specific Actions Recommended by Plan (Unify):

- **Prioritize streetscape design for Butler, Ferry, Lehigh, Wood, Washington, Cattell, and Northampton** – *Ferry, Wood, Cattell, and Northampton have gone through and are continuing to go through streetscape designs.*
- **Continue Line Street across Philadelphia Rd**
- **Redevelop Black Diamond site** – *The site has been developed with affordable housing and commercial.*
- **Acquire and redevelop Quonset Huts site**
- **Create a secondary gateway at Wood Ave and Northampton Street** – *Redesigned Wood Ave connection to Northampton Street*
- **Develop underutilized lots at S 3<sup>rd</sup> Street gateway as mixed-use TOD** – *Land Development Plans have been approved for a mixed-use building*
- **Create guidelines for appropriate development at Northampton and 13<sup>th</sup> Street**
- **Connect to D&L Trail at Nesquehoning and Highlands area**
- **Create bike and pedestrian friendly connections to the D&L Trail** – *Feasibility study/concept underway for bridge to connect Larry Holmes Dr and D&L Trail*
- **Showcase the ethnic diversity of South Side through temporary programming along the Lehigh River**
- **Explore pedestrian connections between Nevin Park and the KSAT** – *College Hill Neighborhood Association has been working on this*
- **Explore use of County parking lot for passive recreation**
- **Reintroduce pedestrian bridge over Lehigh River to connect South Side and West Ward neighborhoods**

## Specific Actions Recommended by Plan (Thrive):

- Expand free public wi-fi beyond Centre Square and develop high speed internet infrastructure *In talks with Intrepid for fiber project for the city*
- Develop new South Side Neighborhood Center serving neighborhood level commercial and retail needs
- Develop signage system to restore smaller historic neighborhood and street names in West Ward
- Attract light manufacturing and small industries and enhance river corridors with appropriate uses
- Develop Butler Street into a secondary commercial corridor for the City
- Add more frequent bus service and sheltered bus stops
- Develop new lodging facilities in Downtown – *New hotel on N 3<sup>rd</sup> Street and a hotel has been approved within Centre Square*

# Sustainability Actions/Activity

- The City has performed a greenhouse gas inventory and adopted a Climate Action Plan in 2021. The City approved a 10-year agreement with Nurture Nature to support these activities.
- The City has been certified Platinum, which is the highest rating, by the PA Municipal League for sustainability.
- The City has begun modifying its fleet to electric and hybrid where possible.
- A building energy performance study has been completed.
- A solar study has been completed for City Hall.
- An EV Charging Study has been completed.
- Several improvements have been made to the City Hall HVAC system to reduce energy.
- The City will be hiring a dedicated Sustainability Coordinator in 2025

# Dwelling Units from Developments since 2017

- 472 W Lincoln Street (Easton Yards) – 72 dwelling units
- 56 N 3<sup>rd</sup> Street (Seville) – 68 dwelling units
- Mill at Easton (former Black Diamond) – 55 dwelling units
- 45 Larry Holmes Drive (Watermark) – 150 dwelling units
- 40 S 6<sup>th</sup> Street – 34 dwelling units
- 684-96 Northampton Street – 43 dwelling units
- 185 S 3<sup>rd</sup> Street (Confluence) – 273 dwelling units
- 27 S 3<sup>rd</sup> Street (Marquis) – 280 dwelling units
- 400 Northampton Street – 32 dwelling units
- E Grant Street (Jacob's Knoll) – 110 dwelling units
- A total of 1,117 dwelling units
- This is on target for a population of 35,000 within the City by 2040

# N 13<sup>th</sup> Street/US 22 Interchange and Gateway

- The interchange was reconfigured to add a lane to westbound Wood Avenue.
- Eliminated the left-hand turn from the eastbound exit ramp.
- All traffic signals were replaced with updated poles, masts, and signals
- New concrete islands with ADA ramps were created
- New paving and line striping
- The costs of these improvements were around \$4.5 million



# Parking Permits in the City Garages (1/10/25)

Fleet Details	3rd Street Garage (357 Spaces)	4th Street Garage (491 Spaces)
101 S THIRD ST APEX Management	7	
Amans		4
Amans - Evening Employees		12
Bar Torino - Evening Employees	5	
Brooks Minnick		4
Center Valley Hospitality Billy's	5	
City of Easton Employees	99	
Commodore	1	
Crayola	55	
Easton School of Rock - Evening Employees		6
Express Times	22	
Fulton Bank		7
GEDP and Ambassadors		25
Jacobs and Jacobs	3	
Liberty Tax Services	2	
NU House		3
PA Inspector General	3	
St Lukes		15
St Lukes - Hillis Holdings		52
Theresa Hogan Attorney At Law		4
Third Street Alliance		23
USA Architects	18	
VMD - Alpha Building	92	
VMD - Employee		13
VMD - Pomeroy Building	60	
VMD - Watermark		4
<b>Total</b>	<b>372</b>	<b>172</b>
<b>Monthly Parkers - Single Permits</b>	<b>Zip Code - 18042</b>	<b>Other Zip Codes</b>
3rd Street Garage - Monthly Parkers	57	60
4th Street Garage - Monthly Parkers	138	59