Make no little plans. They have no magic to stir men's blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order and your beacon beauty. Think big.

Daniel Burnham, Chicago architect. (1846-1912)
Planning for Redevelopment

Redeveloping the City of Greensburg with.....3 P’s

√ Planning
√ Proactive thinking
√ Partnerships
Multi-Municipal Comprehensive Plan
Recipient of the Governor’s Award for Local Government Excellence, April 12, 2006
Our projects involve the partnering of both **public** & **private** dollars.

No one is an island, we are all in the business of redeveloping Downtown Greensburg.

Networking with all prospects.
Partnerships

Identify Your Community Partners

- Seton Hill University
- City of Greensburg
- Greensburg Community Development Corp.
- County of Westmoreland
- Redevelopment Authority of the County of Westmoreland
- Westmoreland Cultural Trust
- Commonwealth of Pennsylvania

What are your assets?

www.greensburgpa.org
Look For Connections

- Focus on the assets you have.
- Find the theme your City has.
- Make the transformation in baby steps by identifying sites in your city that are blighted.
- Focus on the assets you have.
- Focus on the assets you have.
- Ours was the ARTS.
The Westmoreland Cultural Trust is a (501)(c)(3) non-profit corporation whose mission is to take a leadership role in the development and enhancement of the cultural life and economic well-being of the Westmoreland region.
Get Organized

Development Site.

SHU Performing Art Ctr.

Five parcels of commercial office/retail. Three owners want to sell.

Five parcels of commercial buildings and a parking lot. Four owners want to sell.

Two parcels of commercial office/retail & Small City parking lot. Sewage Authority could relocate. Owner of Moore Tire wants $1.5 million for the bldg. & business.
Greensburg, Westmoreland County is undergoing a burst of renewed vitality thanks in large part to the arts-related development projects initiated by Seton Hill University.
Corner of Harrison Avenue and West Otterman Street

100 Harrison Avenue

What it used to look like......
What it looks like today…….
Program Space

Theatre Program
- Flexible Theatre (225 seats)
- Scene and Paint Shop
- Shared Rehearsal Studio
- Drawing/Design Classroom
- Model/Project Room
- Computer Laboratory
- Costume Shop
- Faculty Offices

Music Program
- Concert Hall (450 seats)
- Faculty Offices/Studios
- Teaching Studios
- Computer/Piano Lab
- Practice Rooms
- Resource Room

Total Project Cost: $23,000,000
Impact of the Center on Greensburg & the Region

• 300 New Jobs
• $15.2 Million in Construction Spending
• $1.5 Million in New Taxes
• $1.5 Million in Visitor Spending
• 15,000 Yearly Audience
• 300 Youth to Community Music & Dance Program
• 125 New Residents to the Downtown District
Private Dollars Follow the ARTS

Total Completed, Active, and Planned Investment since 1997 (updated 9/2010):

$71,091,242.00

Restaurant / Bar Projects:
1. Greensburg Grille
2. Doe's East Coast Dogs
3. Longbuda's Lounge
4. One Eleven Restaurant
5. DV8 Espresso & Gallery
6. American Coffee
7. The ASH Club
8. The Supper Club
9. J. Corks

Civic / Government / Social Projects:
22. Westmoreland Development Council Building
23. PA Department of Labor & Industry Building
24. Community Action of Westmoreland Building I
25. Greensburg-Salem/Seton Hill University Football Field
26. Community Action of Westmoreland Building II
27. First Evangelical Lutheran Peace Garden Project
28. First Presbyterian Church Renovation Project
29. Main & West Otterson Hometown Street Project
30. Troutman Building-South Main Street

Cultural / Entertainment:
1. Robertshaw Amphitheater in St. Clair Park
2. Westmoreland Museum of American Art
3. The Palace Theatre Lobby & Courtyard
4. Seton Hill University Performing Arts Center
5. 28 West Second Street Gallery

Facade Improvement Grant Projects:
31. Greensburg Art Supply Storefront Rehab
31. Joseph Thomas Flower Shop Storefront Rehab
32. Personalized Colors Business Sign & Awning
33. 139 South Pennsylvania Avenue Building Rehab
34. Mustard Seed Gallery Storefront & Façade Rehab
35. Stief-Nicolaus Façade Rehab
1. Labor & Industry
   is located on MAIN STREET
   • 80,000 sq. ft,
   • new 7 story taxable building.
   • Opened for business in August of 2007.
   • 265 State employees in Downtown Greensburg on a daily basis.

Department of Health
   is located on West Otterman Street and is also a taxable building.
   • 9,000 sq. ft new building
Courthouse Extension on Pennsylvania & W. Otterman

Taxable addition under construction spring 2008.
Lynch Hall on the campus of Seton Hill University is one of two buildings where the LECOM at Seton Hill class of 2013 will learn about osteopathic medicine.
Planning for a Gateway Overlay District

Left: View of the 201-233 West Otterman Street Site from the top of the Bell Parking Garage

Minimum Size: A combined four properties to total 32,560 sq. ft. or .75 acre
Planning for a Hotel

Hotel Projections:
90-110 Rooms

Building Size:
68,319 SQ.FT.

Building Height:
56’-0”

200 Seat Restaurant/Bar
5,000 Banquet/Meeting Sq. Ft. Space
Planning for a Health Care District Overlay

Assist with the Enhancement of the Excela Westmoreland Campus
Planning for an ART Museum Expansion
Planning for an ART Museum Expansion

Campaign Goal

$35 million
$15 million in capital
$15 million in endowment
$5 million in operational support
Enjoying the fruits of economic development

Bring your chair and a bottle of wine
1. Embrace your assets, think differently about them than you ever have before.

2. Find your leader, it could be a higher education facility president, an art museum director, your mayor, a community leader.

3. Focus on your transformation. Talk about it all the time. Market yourself.

4. Team work is essential. It’s the way to the $

5. Communication, communication, communication.

6. Listen to your naysayers, but set their arguments aside because you are following your plan.

7. Make no little plans……Think big.

   Daniel Burnham
Questions?