



City of Greensburg

History of Greensburg, PA



Planning

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



Planning

Multi-Municipal Comprehensive Plan

Recipient of the Governor's Award for Local
Government Excellence, April 12, 2006

A Plan for Our Community

City of Greensburg
South Greensburg Borough
Southwest Greensburg Borough
Hempfield Township



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Proactive Thinking

- 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

What are your assets?

- **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**



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.



Westmoreland Cultural Trust



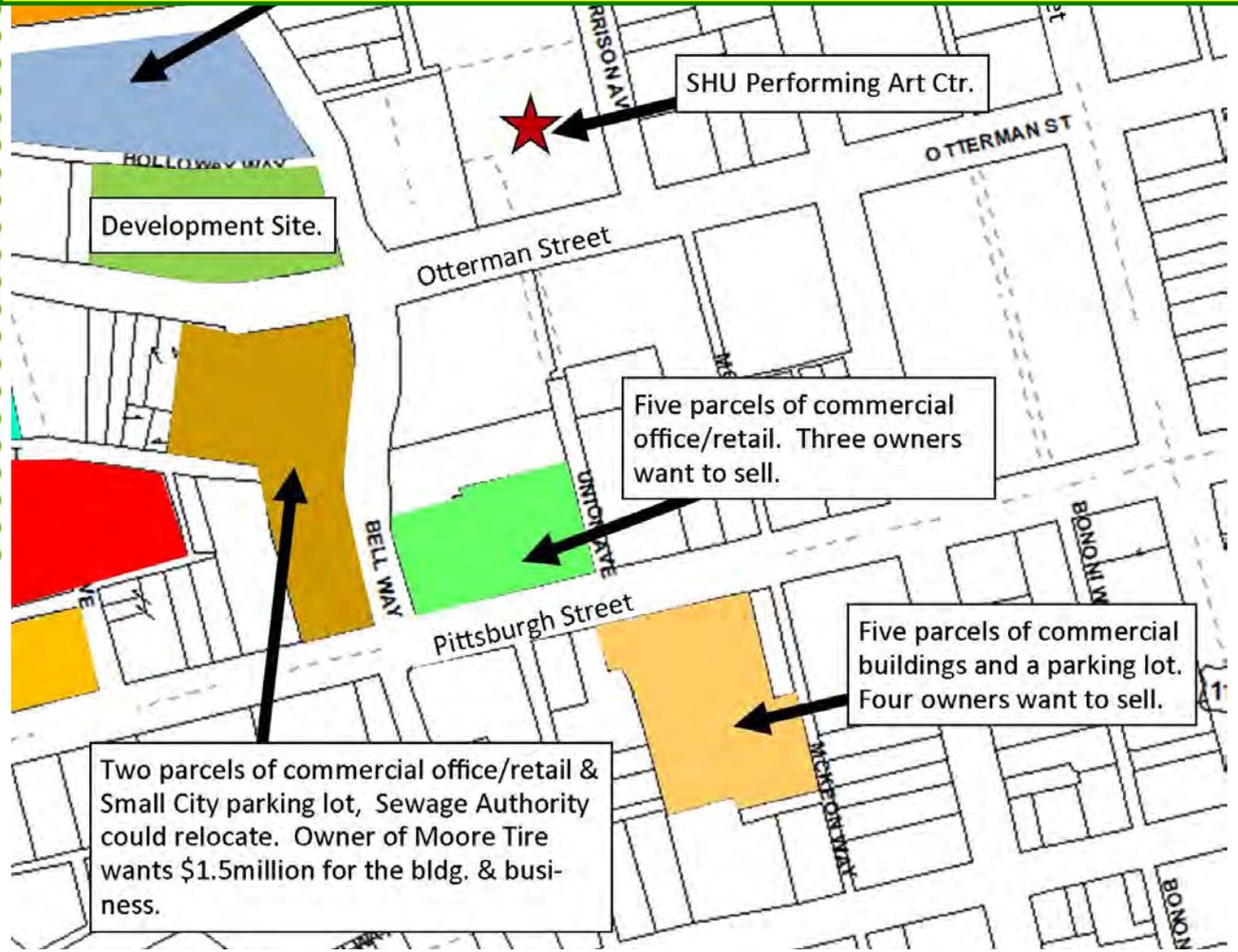
The Westmoreland Trust is a (501)(c)(3) non-profit corporation whose mission is to take a leadership role in the development and enhancement of the cultural life and economic well-being of the Westmoreland region



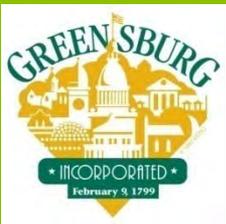


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Get Organized



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.



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What it used to look like.....

Corner of Harrison Avenue and West Otterman
Street
100 Harrison Avenue



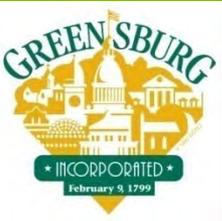
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Seton Hill
UNIVERSITY

A LEADING CATHOLIC LIBERAL ARTS UNIVERSITY



What it looks like today.....



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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

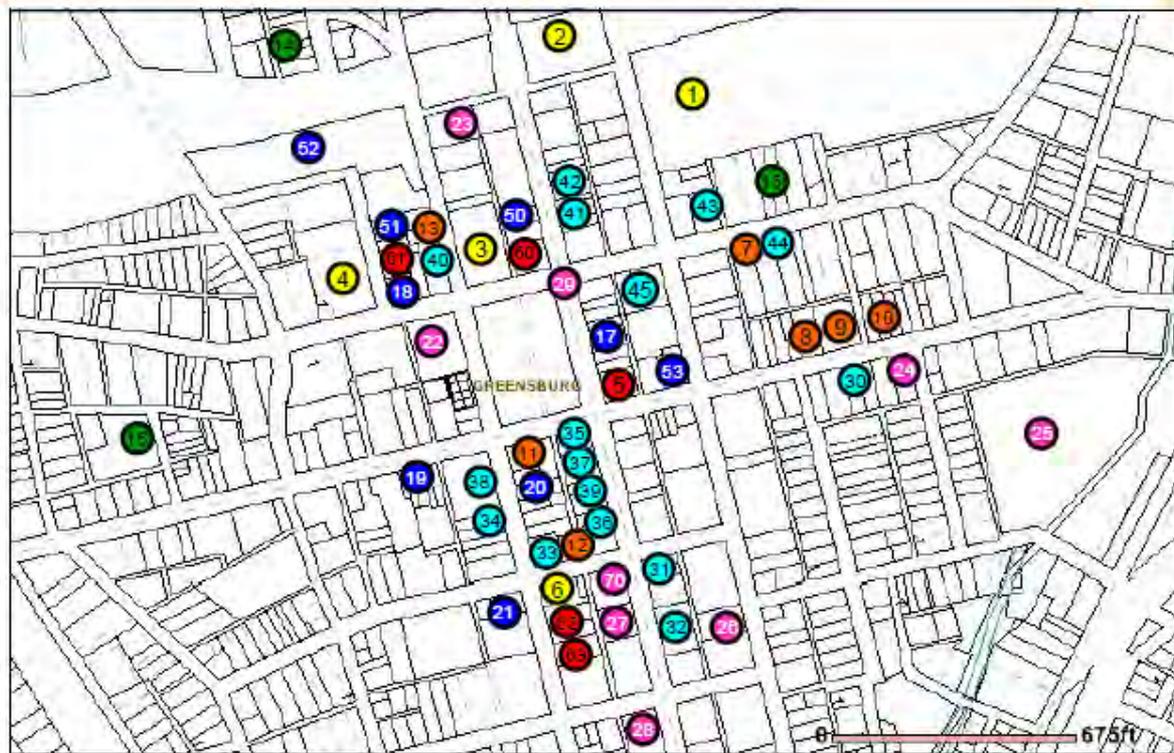


Impact of the Center on Greensburg & the Region

- 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:

17. Greensburg Grille
18. Doe's East Coast Dogs
19. Longbada's Lounge
20. One Eleven Restaurant
21. DV8 Espresso & Gallery
50. American Coffee
51. The ASH Club
52. The Supper Club
53. J. Corks

Civic / Government / Social Projects:

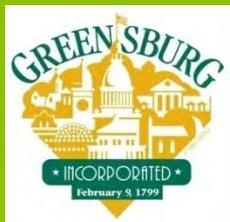
22. Westmoreland Development Council Building
23. PA Department of Labor & Industry Building
24. Community Action of Westmoreland Building I
25. Greensburg-Salem/Seton Hill University Football Field
26. Community Action of Westmoreland Building II
27. First Evangelical Lutheran Peace Garden Project
28. First Presbyterian Church Renovation Project
29. Main & West Otterman Hometown Street Project
70. 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
6. 28 West Second Street Gallery

Façade Improvement Grant Projects:

30. 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. Stifel Nicolaus Façade Rehab



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1. Labor & Industry

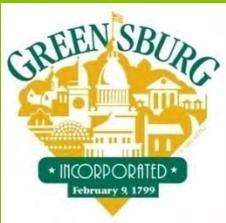
is located on MAIN STREET

- 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

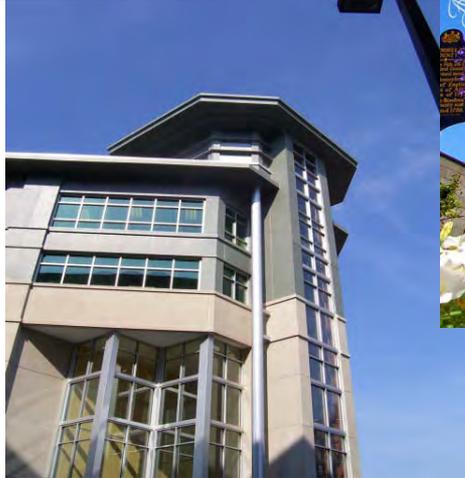


WESTMORELAND COUNTY PENNSYLVANIA

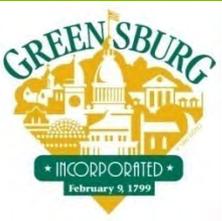
Courthouse Extension on Pennsylvania & W. Otterman



Autumn DeLellis
SKYSIGHT PHOTOGRAPHY



**Taxable addition under construction
spring 2008.**



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LECOM
LAKE ERIE COLLEGE OF OSTEOPATHIC MEDICINE



PRE-MED AT SETON HILL UNIVERSITY
A Signature Degree Program

**FROM HIGH SCHOOL
TO MED SCHOOL**



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:

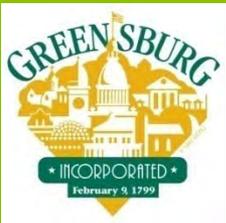
68,319 SQ.FT.

Building Height:

56'-0"

200 Seat Restaurant/Bar

**5,000 Banquet/Meeting Sq.
Ft. Space**



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Planning for a Health Care District Overlay

Assist with the Enhancement of the Excelsior Westmoreland Campus



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Planning for an ART Museum Expansion



www.greensburgpa.org



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Planning for an ART Museum Expansion



Campaign Goal

\$35 million

\$15 million in capital

\$15 million in endowment

\$5 million in operational support



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Enjoying the fruits of economic development

Bring your chair and a bottle of wine



www.greensburgpa.org



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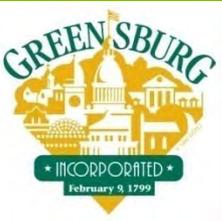
Lessons Learned

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?



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