

Mechanisms for Cultivating Collaborative Relationships Between Town and Gown

Introductions

Review of Our Communities

Discussion of Strategies

Mechanisms for Cultivating Collaborative Relationships Between Town and Gown

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Altoona Blair County Development Corp.

Mechanisms for Cultivating Collaborative Relationships Between Town and Gown

Things to Listen For:

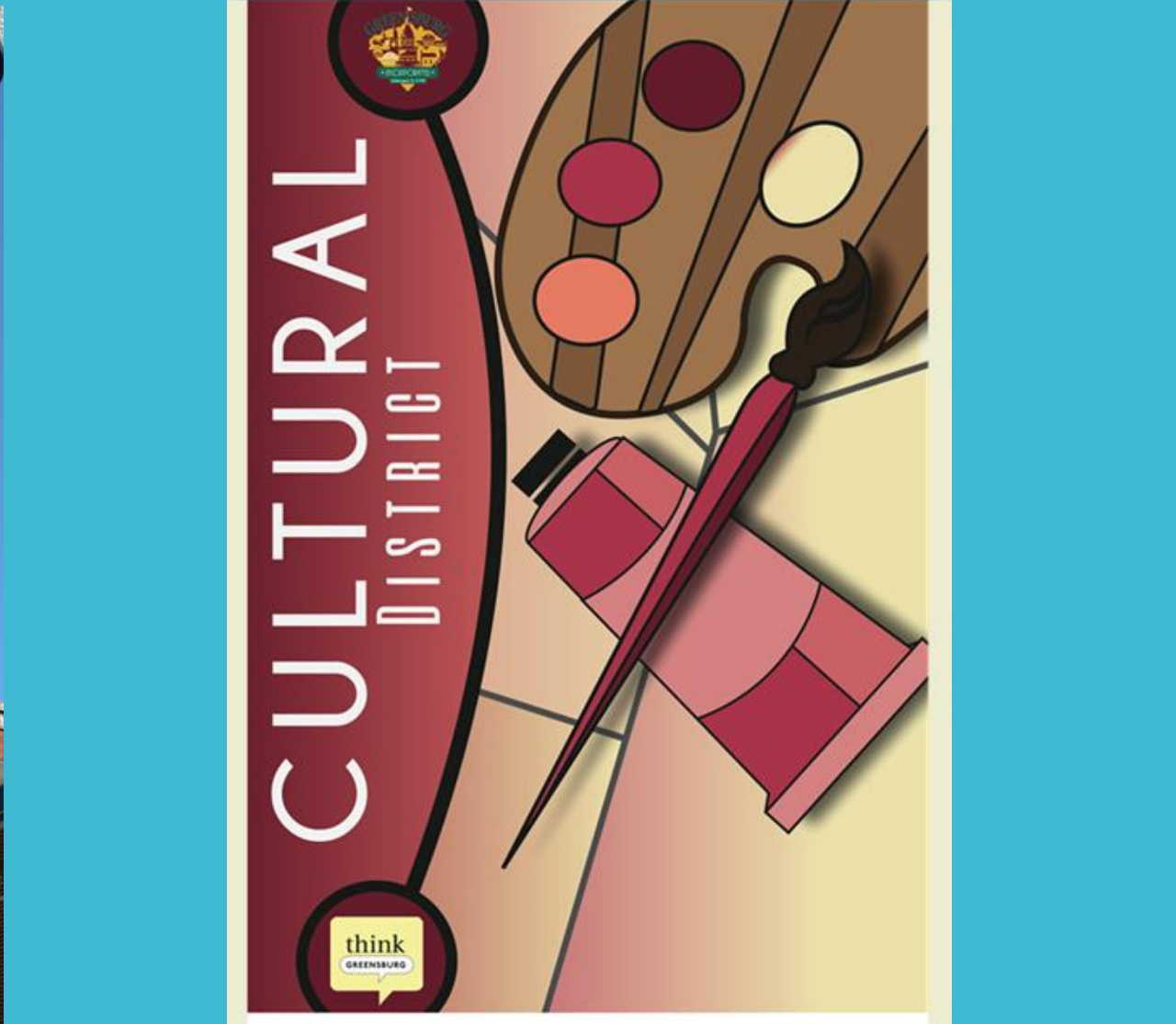
- Motivation
- Points of Overlap
- Mechanisms
- Initiatives/Results
- When It Goes Wrong
- Role of Planners

Greensburg, PA

Photo of downtown –
General understanding
of our community

Greensburg

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Student Talent

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Student Talent

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Student Talent



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Greensburg YMCA

Upper Floor Housing

32 Units @ \$600

\$192,000 annual

Student Housing

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Student Housing

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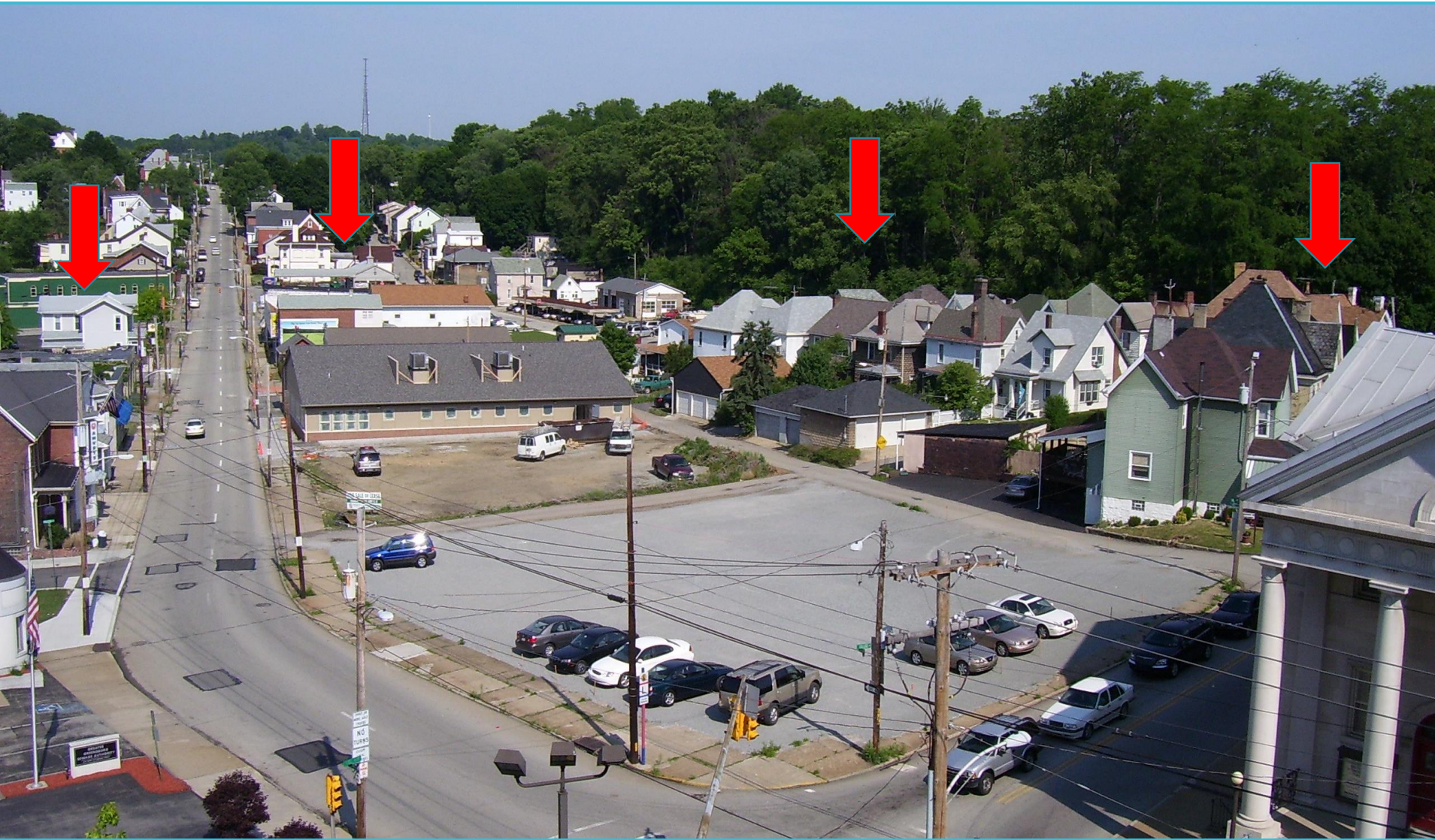
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Downtown
Campus

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Driver of
Redevelopment

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Driver of
Redevelopment

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Blight Removal

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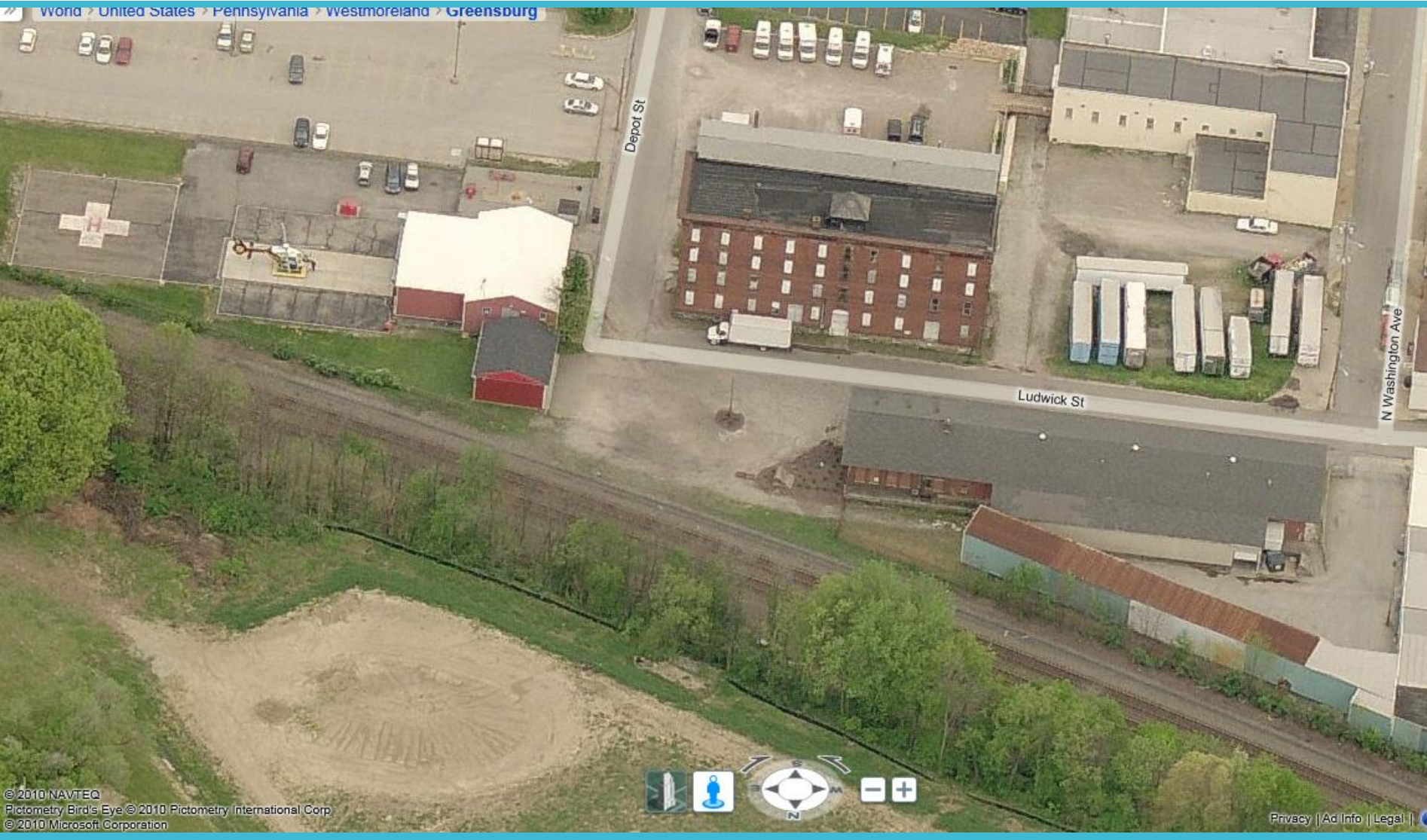


Blight Removal

LERTA &
G-Fund

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Redevelopment
Site

Pedestrian &
Bike Bridge

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Other Challenges

Bloomsburg, PA

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TOWN OF
BLOOMSBURG
PENNSYLVANIA



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**Bloomsburg University
Campus**

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Town Representation:

- Mayor of Bloomsburg
- Town Councilmember
- Police Chief
- Two Residents

Bloomsburg University Representation:

- Director of External & Government Relations
- AVP of Student Affairs for Residence Life
- Dean of Students
- Student Government President
- Student Trustee
- Two Greek Life Representatives

The Bloomsburg Town/Gown



Relations Committee

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GREENLY CENTER
Bloomsburg University Foundation



**Greenly Center
in
Downtown
Bloomsburg**

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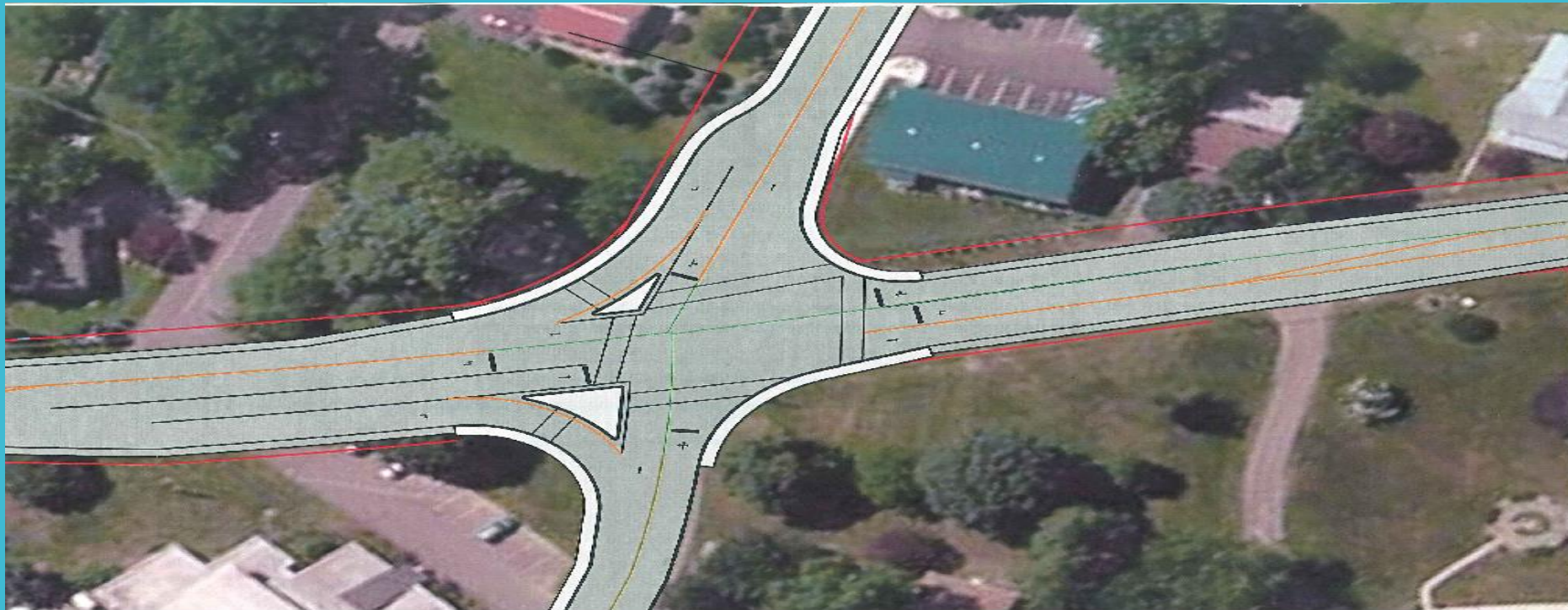
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Penn Street Improvements Project

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**Lightstreet Road
Intersection Upgrade
Project**

Mechanisms for Cultivating Collaborative Relationships Between Town and Gown

- Student Community Service & Litter Control
- Monitor Community/Resident Problem Areas
- Research & Assessment Studies
- Zoning Ordinance Input & Joint Strategic Planning
- Foundation/Student Government Financial Assistance
- Open Discussion Re Areas of Conflict

The Bloomsburg Town/Gown



Relations Committee

Altoona, PA

Photo of downtown –
General understanding
of our community

Mechanisms for Cultivating Collaborative Relationships Between Town and Gown



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Mechanisms for Cultivating Collaborative Relationships Between Town and Gown



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Penn State Altoona & ABCD Corp. a Partnership of Vision and Revitalization for Downtown Altoona

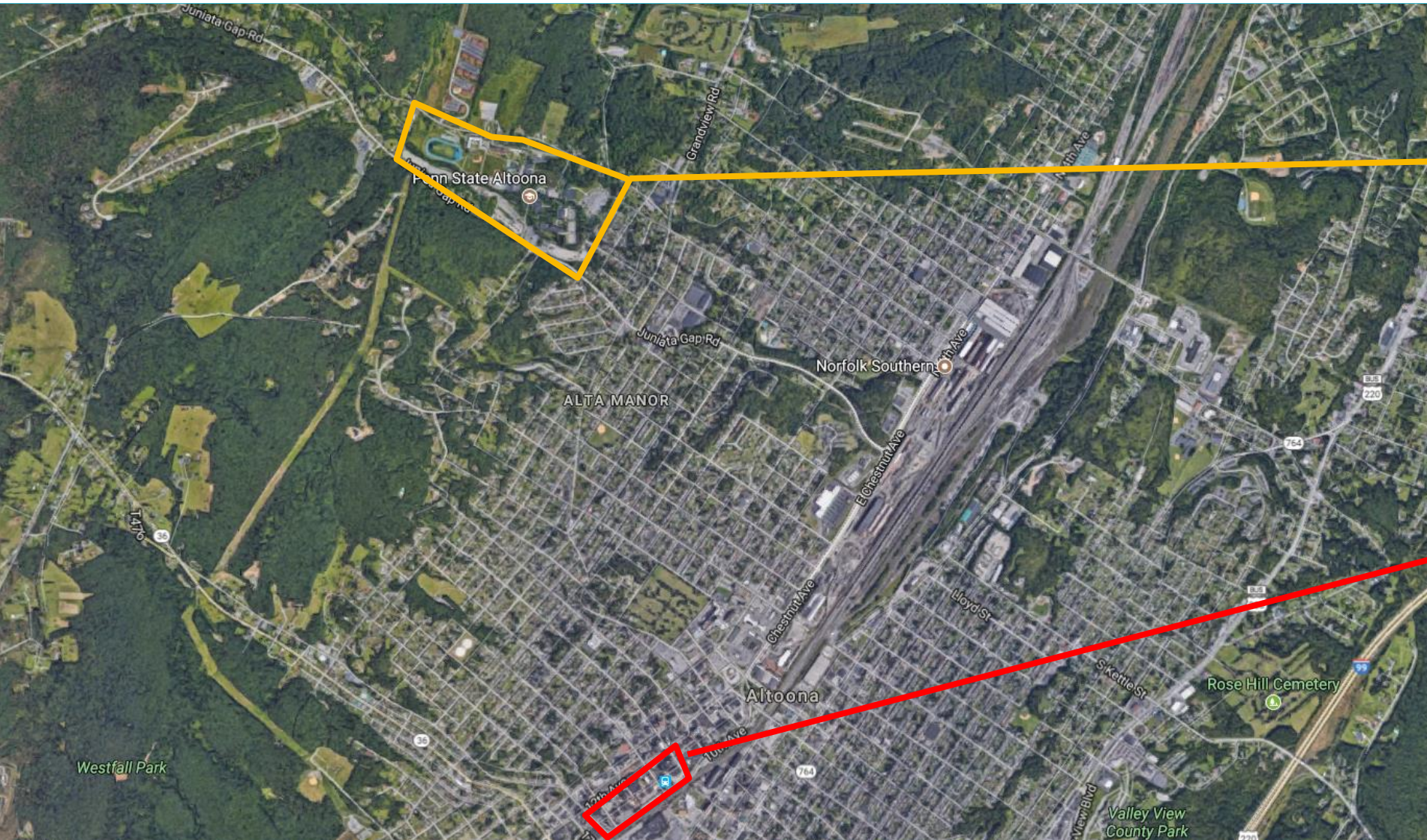
The issue:

- Expanding enrollment's need for more classroom and office space
- Cost and timing to build new on Ivyside Campus

The opportunity:

- Immediate availability of buildings in Downtown
- Programs for ABCD to own and lease to PSU-Altoona

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Penn State Altoona

Ivyside "Main" Campus:

- 167 acres
- Total of 36 Buildings
- All 4 Dorms, Athletics, Library, Bookstore, Healthcare and Performing Arts on Ivyside

Downtown Campus:

- 2.5 miles from Ivyside
- 6 Buildings (classrooms and offices)

Mechanisms for Cultivating Collaborative Relationships Between Town and Gown

The partnership and vision for the revitalization of Downtown Altoona between ABCD Corp. and Penn State Altoona began with our first collaboration in 1998 with the Devorris Downtown Center.

Almost 20 years later we have completed 4 joint projects in the Downtown with TPC in excess of \$15 million.

An additional 2 buildings have been redeveloped outside of the partnership.

These projects have started a Renaissance of the Downtown with additional private investment in buildings and businesses.

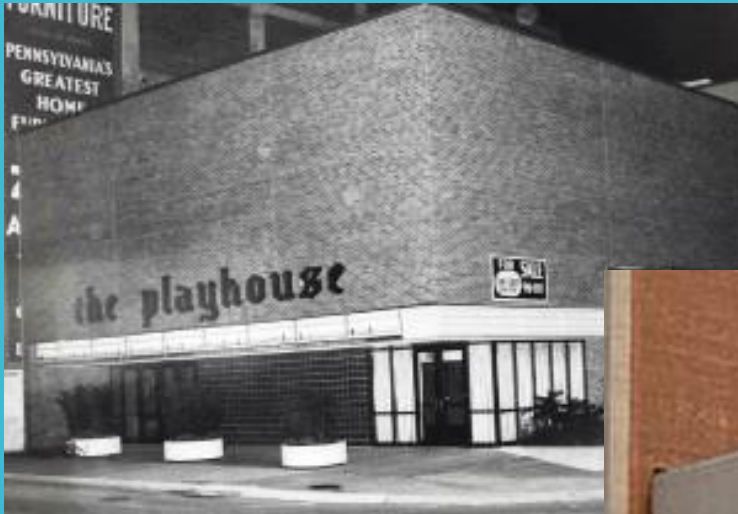
**A Partnership of Vision
and Revitalization for
Downtown Altoona**



PennState
Altoona



Mechanisms for Cultivating Collaborative Relationships Between Town and Gown



Project #1

Devorris Downtown Center

Originally the Playhouse Theater in Downtown - closed in 1980s

1999 - facility leased to utilize the space as the University's Downtown Conference Center

Originally housed the Continuing Education and Training Dept. (now in Aaron Building)

2005 PSU-Altoona purchased the building

2007 renamed to the Devorris Downtown Center in honor Donald and Nancy Devorris

Currently used as classrooms and the theater is used for presentations and movies

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Project #2 Aaron Building

Originally built in 1926 as the Penn Furniture Building and included the 5 story building (Aaron Building) and adjacent 3 story building (Penn Building)

In 2007 renovations were completed on the 5 story building and now is home to:

- Classrooms
- Administrative Offices
- Lounge and Dining Car Café
- Office of Continuing Education
- Communications Programs
- Nursing Classrooms and Labs
- Castle Quarters & Sutter Suites



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Project #3 Sheetz Center for Entrepreneurial Excellence

Originally the site of Kaufman's and Meyer Jonasson, both clothing retailers in the 1940s

Kaufman's closed in 2004 and was demolished in 2007 – the site is now Rossman Park an outdoor seating and gathering area

Meyer Jonasson closed in 2008 and in 2011 was completed renovated into the Sheetz Center for Entrepreneurial Excellence

The building is home to a Trading Room, Classrooms, Administrative Offices, Meeting Rooms as well as the University's Enactus Club and the Sheetz Fellows Program

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Project #4 Penn Building

Originally built in 1926 as the Penn Furniture Building and included the 5 story building (Aaron Building) and adjacent 3 story building (Penn Building)

In 1995 the Allegheny Ridge Corp. purchased the 1st Floor and converted it into the Altoona Heritage Discovery Center

In 2016 renovations were completed for use of the remaining space for PSU-Altoona

Penn State occupies the Basement, 2nd and 3rd Floors and is home to all classes and faculty for their programs in Business, Rail Transportation Engineering and Security & Risk Analysis



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Follow-On Investment

Casanave Building

- Originally a Saddle Shop
- Bar-B-Que Restaurant
- Professional Offices

Artificial Brace & Limb Building

- Former Medical Manufacturing Building
- 3 Market-Rate Loft Condos

Penny Place

- Former Music Store
- Railroad City Brewing
- Altoona Ballet

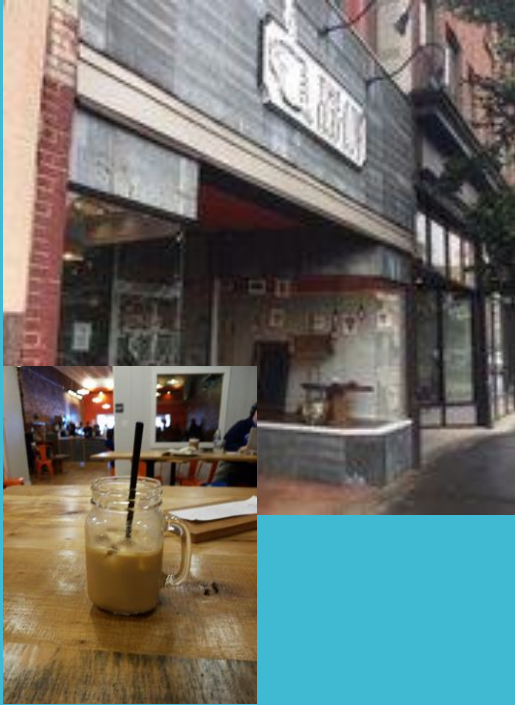
Wingate by Wyndham

- Former Site of Ford Music

Sheetz

- Former Site of a Dry Cleaner

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Follow-On Investment

Westfall Building

- Originally a Clothing Store
- The Clay Cup – Coffee Shop and Art Studio
- Redeveloping Upper Floors for an Art Studio and Apartment

Flower Shoppe Building

- Originally a Dry Goods Store
- Currently Under Redevelopment for Apartments and Retail

Shirley's Shoes

- Currently a Shoe Store
- Redevelopment will Create an Artisanal Pizzeria Restaurant

Questions & Comments