Mechanisms for Cultivating Collaborative Relationships Between Town and Gown
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Things to Listen For:

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

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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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Greensburg YMCA

Upper Floor Housing

32 Units @ $600

$192,000 annual
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Student Housing

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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

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Bloomsburg, PA

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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

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Greenly Center in Downtown Bloomsburg

Greenly Center

Bloomsburg University Foundation

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Lightstreet Road Intersection Upgrade Project

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- 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

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Altoona, PA

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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

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

Pennsy 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

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