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Greensburg, Pennsylvania

UNIVERSITY CENTER PROJECT

Location

This project is located in the cultural district of downtown Greensburg. The site is bounded by West Otterman Street, College Avenue, Ehalt Street and Harrison Avenue. Greensburg's cultural district is home to the Palace Theater, an historic 1200 seat fully restored theater. This intown neighborhood features several eating and drinking establishments and historic properties.

Project Description

University Center is a \$15 million, 50,000 square foot complex that will house Seton Hill University's music and drama departments. The complex will consist of a 450 seat auditorium for the performing arts, a 400 seat flexible black box theater, related shop, storage and dressing areas, classrooms, rehearsal space, teaching studios and faculty offices.



Challenges

Seton Hill University was committed to a presence in downtown Greensburg, but needed an adequate site on which to construct the performing arts complex. The Palace Theater was too large for intimate performances. A smaller performing arts facility was needed to accommodate University and community arts venues.

Solution

The development site for the University Center project encompasses an entire city block. The City of Greensburg donated a surface parking lot to the project. The remainder of the site was assembled through the redevelopment process. M&L's services were retained by Seton Hill University to secure a \$5 million State RACP grant and organize the public financing aspects of the project. The City of Greensburg retained M&L to prepare the redevelopment plan. Westmoreland County retained M&L's services to prepare a \$1.7 million Section 108 loan application for submission to HUD. M&L worked closely with the County Redevelopment Authority in carrying out acquisition, relocation and demolition activities.

Benefits

Over \$1,000,000 per year is expected to be generated in food, lodging and other expenditures.

Planning and Development Consultants