

NEWS INFORMATION FROM

The Office of the Mayor
The City of Harrisburg
10 North 2nd Street
Harrisburg, PA 17101-1678
Contact: (717) 255.3040
Fax: 255.3036

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**MAJOR MIDTOWN DEVELOPMENT PLAN
UNVEILED BY CITY AND POWERS &
ASSOCIATES; EFFORT TO FOCUS ON
ACADEMIC, COMMERCIAL & RETAIL
GROWTH**

Harrisburg, PA – Mayor Stephen R. Reed, Harrisburg Area Community College President Edna Bahre and Powers & Associates today unveiled a major new master plan for the development of nearly 1 million sq. ft. of academic, commercial, retail and residential space in the Midtown area of Harrisburg. The work will result in the transformation of a mostly vacant and long under-utilized 12-acre site into a hub for investment and activity that is expected to spur revitalization throughout the Third Street Corridor.

The Mayor said the Midtown Master Plan was undertaken by Powers and Associates late last year in conjunction with their extensive rehabilitation of the former Evangelical Press Building at N. 3rd and Reily Streets. The 130,000 sq. ft. complex is undergoing more than \$14 million in renovations and restoration work to house the new Midtown Campus of Harrisburg Area Community College.

Highlighting the Midtown Master Plan, said the Mayor, is its focus upon the development of substantial additional vacant and blighted space in the Midtown area, which could result in the creation of nearly 1 million sq. ft. of new academic, commercial and retail space along Reily Street between N. 2nd Street and N. 6th Street.

“The Midtown Master Plan is one of the most ambitious and complex private development efforts ever undertaken in the city,” said the Mayor. “While the city is a partner in the effort and has provided substantial tracts of land and infrastructure support for it, virtually all of the costs for the buildings being built or planned are from private dollars. A marked change from virtually all other city development activities over the past twenty years.”

Reed said that in addition to more office, retail and academic space, the Midtown Master Plan also calls for the development of an urban greenspace, or ‘Urban Meadow’, that traverses the block long site from the Evangelical Press Building to HACC’s existing CCTA building at N. 4th and Harris Streets. The site will be landscaped with plantings, benches and other amenities that will provide students and nearby residents with a beautiful greenway that also serves as a college commons or open space area.

The mayor was joined at the unveiling by Powers and Associates principals Tom Powers, President, Doug Neidich, CEO, and John Tierney, CFO, and Dr. Bahre, President of H.A.C.C. Various other elected, college and city officials

attended, as did a number of Midtown residents, many of whom participated in public meetings and community envisioning sessions conducted as part of the Master Plan development process.

Powers & Associates CEO Doug Neidich said the effort “focused on creating a vibrant mixed use community and center for education and technology that serves as a resource for, and improves the quality of life for the entire Midtown-Uptown neighborhood areas.”

Neidich said the Master Plan calls for the reservation of sites along Reily Street for future planned academic, commercial and retail space, allowing the two-lane thoroughfare to serve as the ‘front door’ of the entire project area. Numerous existing surface parking lots located throughout the project area will eventually see multi-story development, with retail on street-level floors and parking, academic and commercial use on upper floors. Long range plans call for the construction of two or more multi-story parking garages to accommodate the thousands of new students and workers coming into the district.

“Harrisburg Area Community College is very pleased to be the cornerstone of this exciting new community revitalization effort,” said Dr. Edna Bahre, President of the college. “Though our primary mission is education, being able to use that focus to spur additional community revitalization work is an added plus that benefits both our students and the greater community at large.”

The Mayor said the massive development effort also includes Powers & Associates new commercial and retail space at the Campus Square Building, on the southwest side of the N. 3rd and Reily intersection, as well as the rehabilitation of numerous other properties along the southeast side of N. 3rd Street, which are owned by WCI Partners Inc., who are also engaged in a major residential redevelopment effort nearby.

Reed said the Midtown Master Plan project area is also surrounded by numerous other residential and commercial development activities, including the MarketPlace Townhomes, the new Capitol Heights neighborhood, Governor’s Place Apartments and Townhomes, Green Street Properties, a new office complex in the 1500 block of N. 6th Street, and plans were recently unveiled for the complete restoration of the long-vacant PAL Building just to the project area’s south side. The nearby N. 6th and Reily Streets site is also being considered as the site for the planned new federal courthouse project.

“There is literally more private investment activity underway in the Midtown area today than at any time in our history,” said the Mayor. “This area will be so completely transformed in the next few years, even those of us who live here won’t be able to recognize it.”

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