



Town of Greenville

Greenville Downtown Brownfields Redevelopment Plan

June 17, 2021



KM Date Community Planning, LLC



Today's Meeting

1. Introduction
2. Economic Recovery Strategy Overview
3. Brownfields Redevelopment Project
 - Overview
 - Main Street Framework
 - Site Specific Recommendations
 - Public Participation
4. Discussion and Next Steps



Town of Greenville

Economic Recovery Strategy

Purpose of the Economic Strategy

- Understand economic and housing status and strategies as the Town leaves Act 47 designation
- Evaluate strategies and recommendations for:
 - *housing rehabilitation, retention and construction*
 - *business environment improvement*
 - *business attraction, retention and expansion*
 - *workforce development*
 - *community branding and outreach*
- Develop specific action steps, within community capacity, for going forward

Key Elements of Our Approach



- Asset-driven economic development
- Position Greenville in the Shenango Valley and Northwest PA
- Community Based Process
- Alignment with community efforts
- Implementation framework

Build on Greenville's Assets



Key Findings of Market Analysis

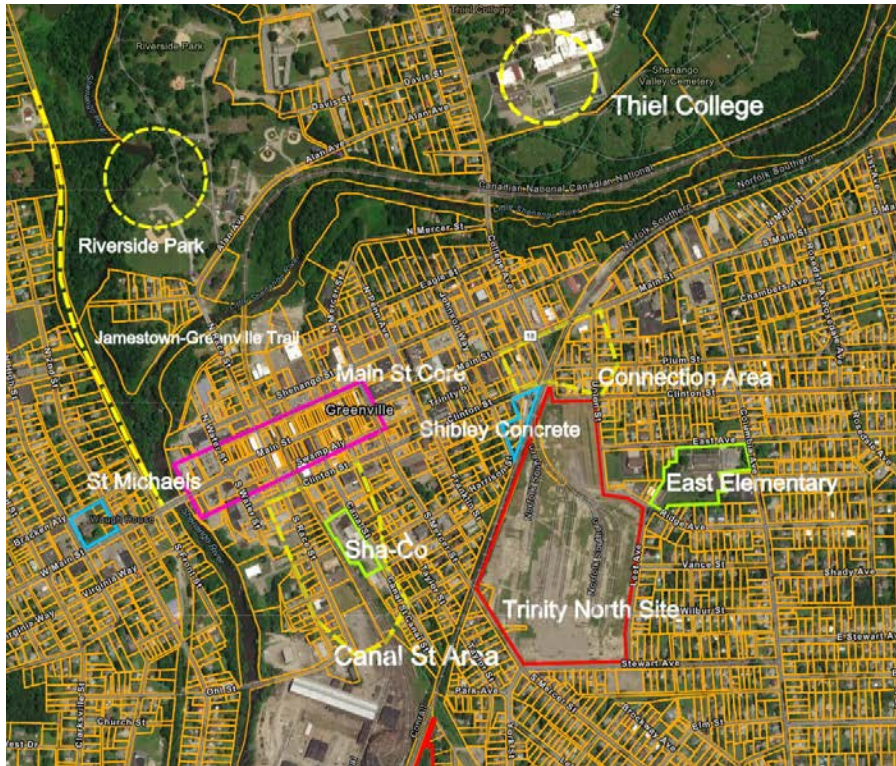
- **Business Activity:** Greenville has micro-clusters in metals, woodworking, miscellaneous manufacturing
- **Growth areas:** small-scale food production, downstream petrochemical products
- **Retail:** there is significant leakage – spending elsewhere, especially for Main Street type businesses
- **Four Main Street markets:** longtime residents, new residents/globals, visitors, nearby workers
- **Housing:** gaps in upper price point and affordable housing (especially senior-oriented affordable)
- **Strong draws for opportunity:** Greenville’s walkability, small town and historic character, college town, recreation, arts/hobby
- **Thiel College:** presents a major opportunity for growth and attracting residents and businesses. Thiel alumni are an enthusiastic untapped market
- **Pandemic effects:** The pandemic has many unknown impacts to date, but “global earners”, collaborative workspace, and small town life are likely strong beneficiaries

TOP PRIORITY: Redevelop Trinity North



- 1) Build a coalition
- 2) Plan for who will receive/own property
- 3) Plan for best use of site (using EPA funds)
- 4) Gain support for ownership/environmental renegotiation/redevelopment
- 5) Obtain property
- 6) Renegotiate environmental covenants for areas needed for plan (leave hazardous areas restricted)
- 7) Detailed planning and RFP for development
- 8) Redevelopment

TOP PRIORITY: Comprehensive Urban Design Plan, Site Studies and Zoning for Downtown

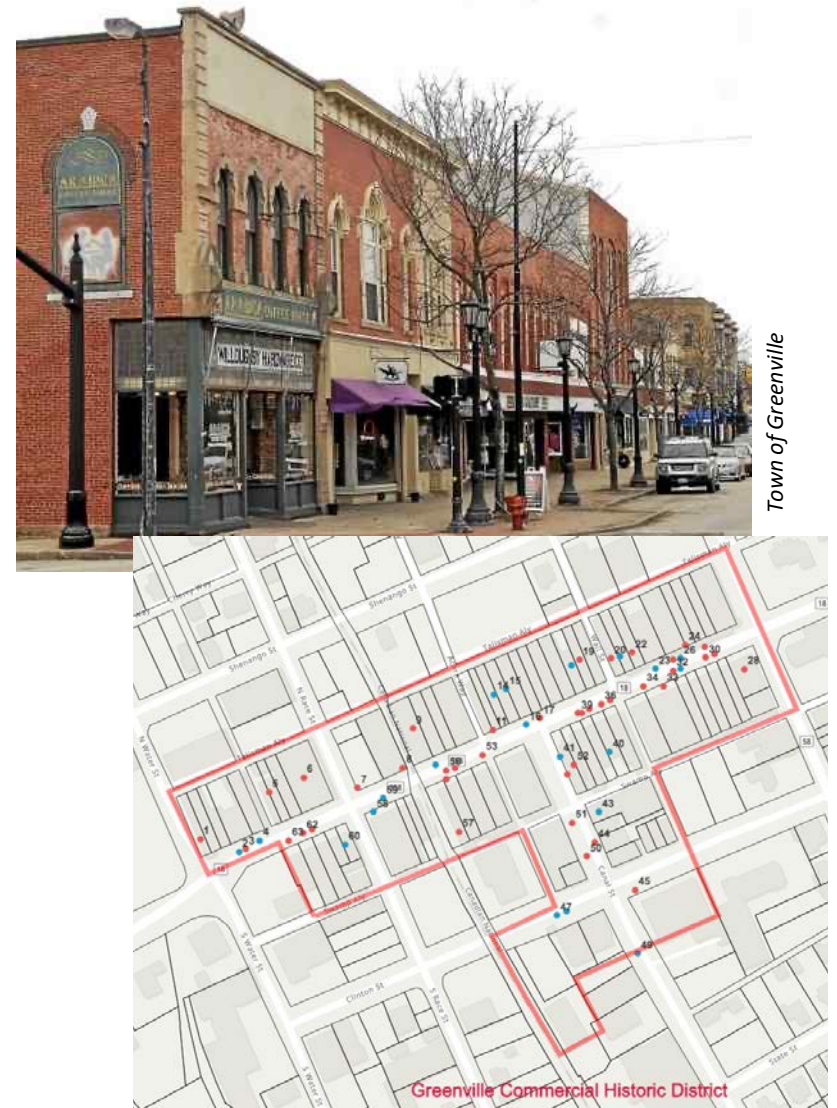


Having a framework/plan is key to attracting funding and support, basis for zoning changes

- Trinity North/Shibley: Mixed Uses (housing, office, entertainment/recreation)
- St Michael's School: innovation/arts/housing
- Sha-Co and Canal Street sites: light industrial opportunities
- Riverside Park and connections
- Main Street Sites
- *What's feasible?*
- *What responds to the market and best practices?*

TOP PRIORITY: Prioritize Historic Preservation

- *Historic preservation multiplies economic benefit: property values, tourism, business activity*
- Property owners can use federal and state tax credits for restoration
- Intact blocks are rare and important to value of downtown property
- *Expand historic commission's role to review proposals, support property owners, raise funds, promote preservation*
- *Evaluate and take immediate action on identified properties*
- *Engage property owners in restoration using HP tax credits*



Town and Council's Role in Revitalizing Greenville

- Convene conversations about redevelopment options such as Redevelopment Authority
- Lead planning framework and site efforts under EPA grant and blight grant
- Take a “customer service” approach in revising zoning, enforcing codes
- Support entrepreneurs in their ideas for investment in the Town
- Re-envision Historical Commission
- Participate in public-private partnerships to get projects done
- Continue to lead successful grant applications!



Town of Greenville



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Brownfields Redevelopment Project

Brownfields Project Overview

- The U.S. EPA Brownfields Assessment Grant Program provides funding for a grant recipient to inventory, characterize, assess, and conduct site and area-wide planning, and community involvement related to brownfields sites in the grant assessment area.
- The U.S. EPA defines “brownfields” as “Real property; the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant.”
- Greenville received a \$300,000 “community-wide” assessment grant in 2017, and a \$600,000 “Coalition” assessment grant in 2020.

Brownfields Project Overview

- The U.S. EPA Brownfields Assessment Grant area includes:
 - The Town of Greenville
 - Hempfield Township
 - Pymatuning Township
 - Delaware Township

Brownfields Project Overview

Eligible Activities

- Inventory of Sites
- Area Wide Planning
- Phase I and Phase II Assessments
- Reuse planning
- Community Outreach
- Program Management and Reporting

Brownfields Project Overview

Priorities for Coalition Grant

- Inventory of New Sites
- Phase I and Phase II Assessments and Act 2 Completion – Additional work on Sites Assessed in Initial Grant
- Site and Area-Wide Reuse planning
- Provide Matching Funds for Blight Remediation Activities
- Community Outreach
- Program Management and Reporting

Brownfields Project Overview

Possible Site-Specific and Area-Wide-Activities

- Trinity North Site
- R.W. Sidley Concrete Site
- ShaCo Welding and Fabrication Site
- Saint Michaels School Reuse planning
- Frank Crash Sites
- Route 18 Auto Site
- Various Sites in Reynolds Industrial Park
- Trinity South Site
- Matching funds for Downtown Blight Program Activities

Former RW Sidley Concrete

- Phase I Environmental Site Assessment completed in October, 2018
- Possible Phase II/Act 2 and Reuse Planning under new grant

Possible future uses, pending further analysis:

- *limited commercial*
- *light industrial use*



Sha-Co Welding and Fabrication

- Phase I and Phase II Environmental Site Assessments Conducted under previous Grant
- Possible Act 2 and Reuse Planning under new grant



Possible future uses, pending further analysis:

- *light industrial*
- *innovation center*
- *artisanal food production*
- *part of a micro-market district for agricultural products and/or entertainment*



St Michael's School

- Used as an elementary school until 2011 closure
- Phase I Environmental Site Assessment and hazardous materials survey under previous Grant
- Possible Site Reuse Planning

Possible future uses, pending further analysis:

- *historic preservation tax credit property*
- *multi-family residential*
- *commercial/professional office*
- *institutional use*
- *Bed and Breakfast*
- *arts center*
- *Restaurant*
- *event center*



Frank Crash Site 1

- Phase I Environmental Site Assessment
- Past use as an auto wrecking yard warrants additional investigation
- Development plans unknown

Possible future uses, pending further analysis:

- *Low density residential*
- *Light industrial/commercial*



Frank Crash Site 2

- Phase I Environmental Site Assessment
- Past use as auto wrecking yard warrants additional investigation
- Appears to once again be used as an auto wrecking site

Possible future uses, pending further analysis:

- *Low density residential*
- *Light industrial/commercial*



Route 18 Auto Sales Site

- Phase I Environmental Site Assessment
- REC's as a result of the past use of the site as a gasoline filling station
- Phase II Environmental Site Assessment
- Possible Act 2 Site for new grant

Possible future uses, pending further analysis:

- *Industrial*
- *Commercial corridor convenience/retail*



Bessemer and Lake Erie HQ

- Phase I Environmental Site Assessment and Hazardous Materials Survey completed June, 2018
- The building structure tested positive for both LBP and ACM
- Site-specific reuse and part of downtown area-wide planning



Possible future uses, pending further analysis:

- *Ground floor retail/dining/office*
- *Upper floor residential*
- *Upper floor office*
- *Upper floor flex*



Trinity North Industrial Site

- Phase I Environmental Site Assessment complete
- Undergoing remediation, almost complete
- Environmental covenants in place, restricted to industrial use



Possible future uses, pending further analysis and implementation:

- *Mixed use compatible with Main Street redevelopment*
- *Office*
- *Light industrial/flex*
- *Limited retail*
- *Limited residential*

Trinity South Industrial Site

- Phase I Environmental Site Assessment complete
- Undergoing remediation, almost complete
- Environmental covenants in place, restricted to industrial use

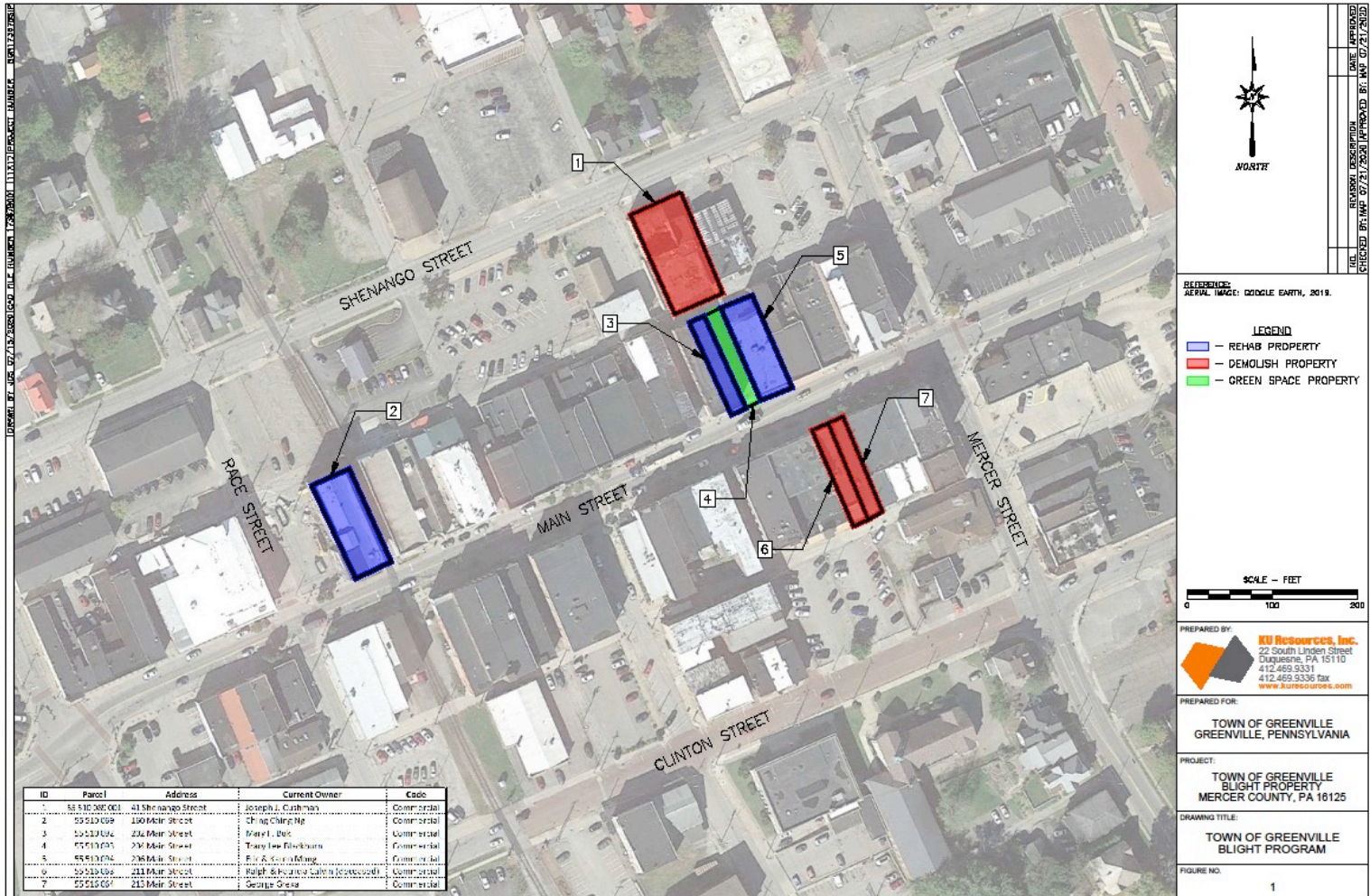
Possible future uses, pending further analysis:

- *Industrial*



Brownfields Project Overview

Blight Grant Support



Community Engagement

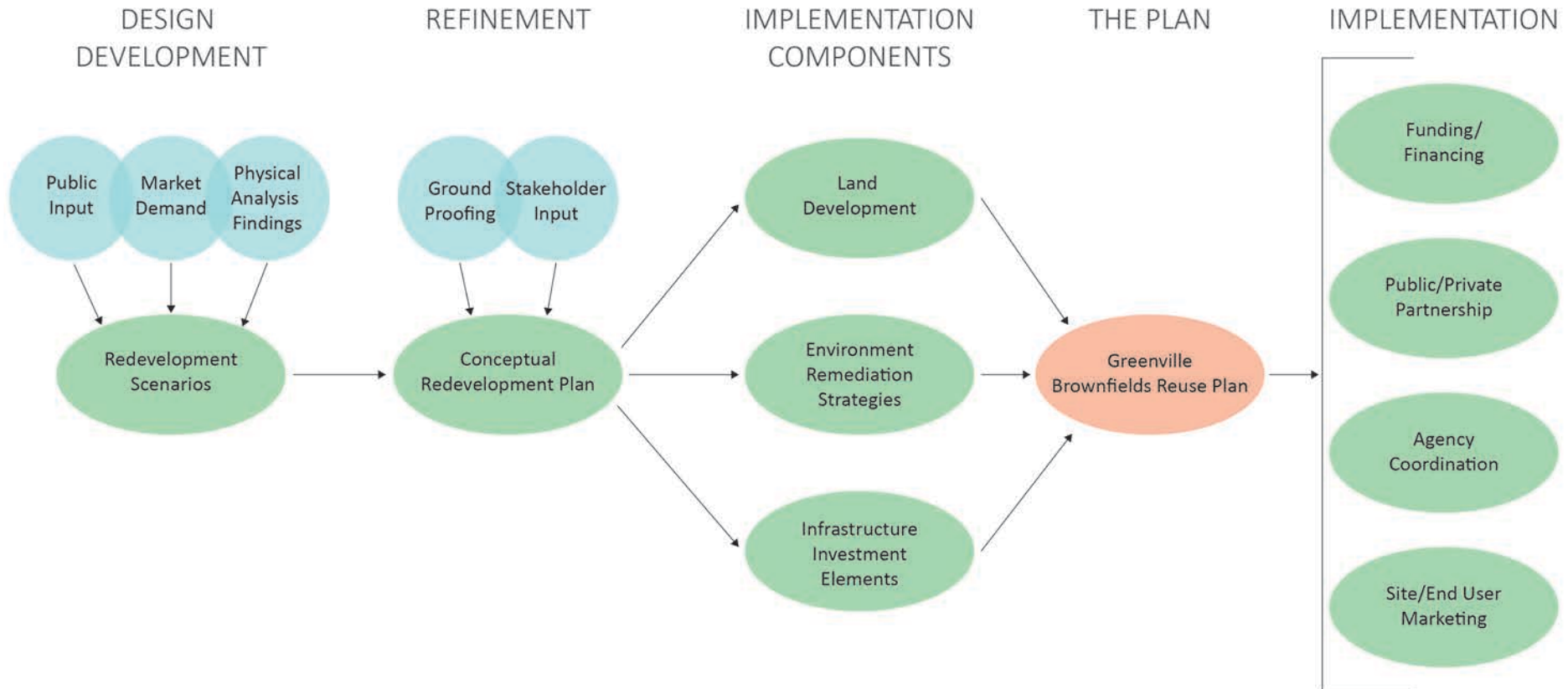
- Brownfields Project Steering Group
 - Greenville Economic Strategy Committee
 - Businesses, organizations, residents
 - Brownfields Project Partners:
 - Town of Greenville
 - Penn Northwest Development Corp
 - Greenville Area Economic Development Corp (GAEDC)
 - Hempfield Township
 - Pymatuning Township
 - Delaware Township
 - Key Agencies
 - USEPA, PA DEP, Mercer County Regional Planning Commission

Community Engagement continued

- Greenville Town Council
 - Strategic Management Subcommittee
- Public Meetings
- Stakeholder interviews
 - Businesses, property owners, residents, development interests, industry informants

Brownfields Redevelopment

U.S. EPA Brownfields Reuse Process





TO PYMATUNING

TO ROUTE 79 N/S

Saint Michael's

Riverside Park

Greenville - Jamestown Trail

CONNECTION AREA

Sidley Concrete

Sha-Co

Trinity North Site

STUDY AREA BOUNDARY

Trinity South Site

Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

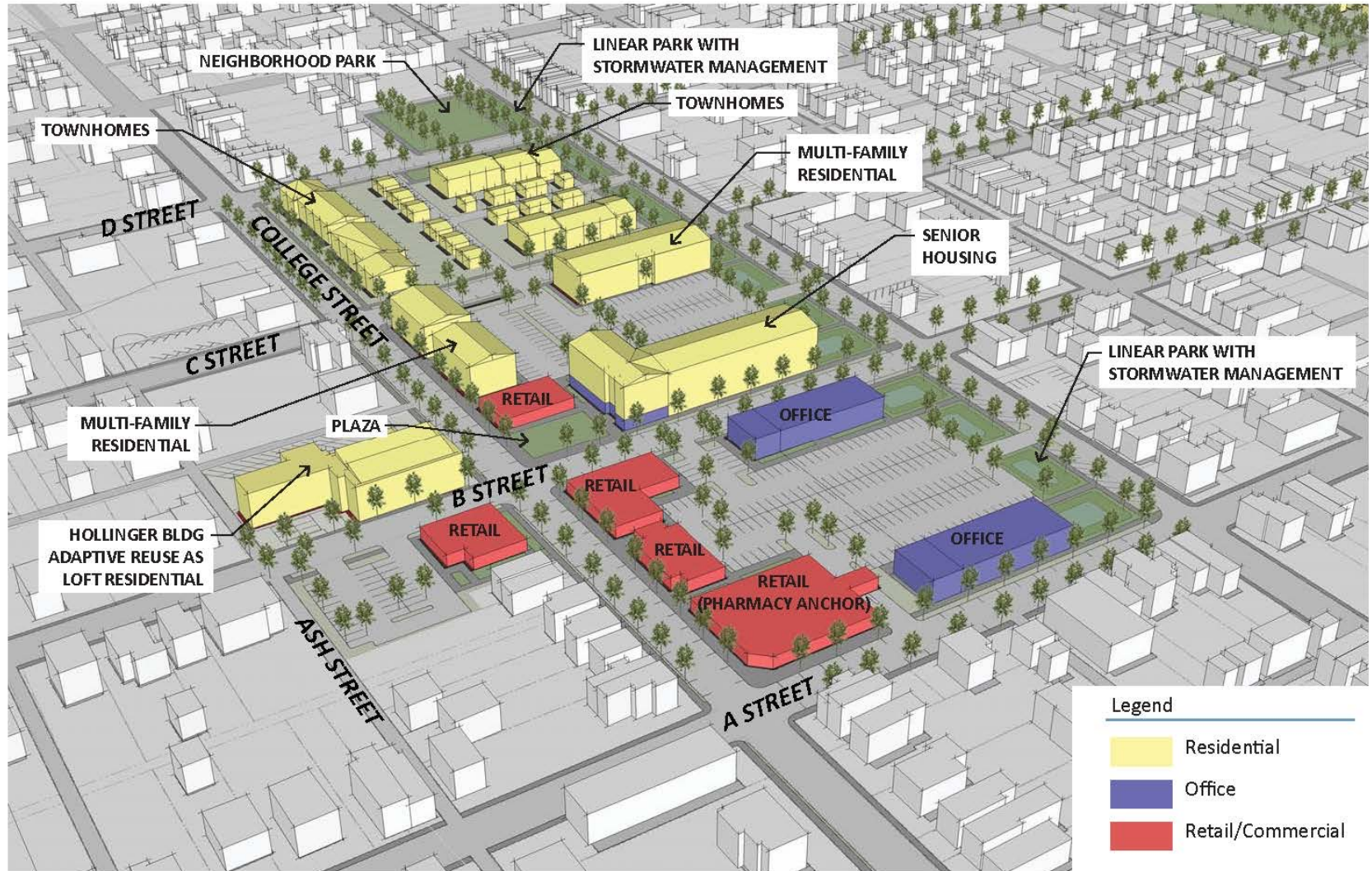
Main Street Planning Framework

U.S. EPA Brownfields Reuse Focus



Main Street Planning Framework

Connecting to Larger Site Redevelopment/Site Reuse



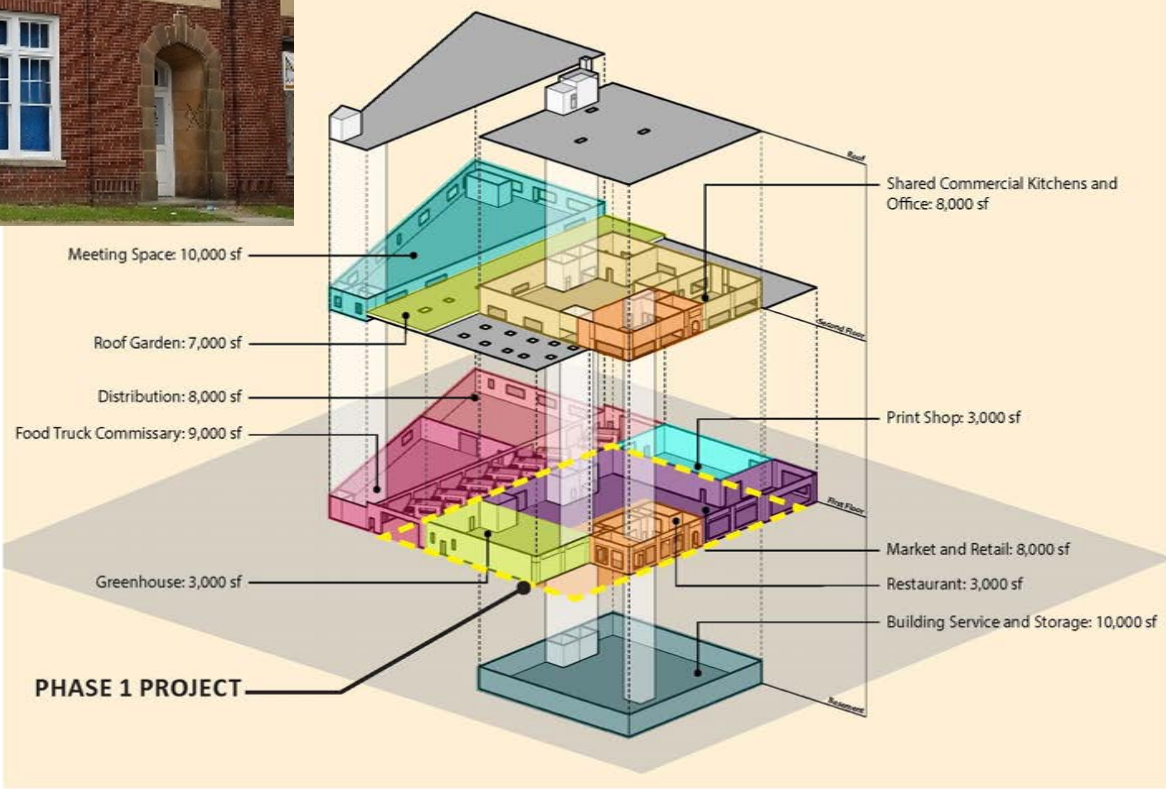
Example Project: Carlisle, PA U.S. Brownfields Area-Wide Plan/Assessment Grants Project

Main Street Planning Framework

Adaptive Reuse of Existing Buildings and Structures

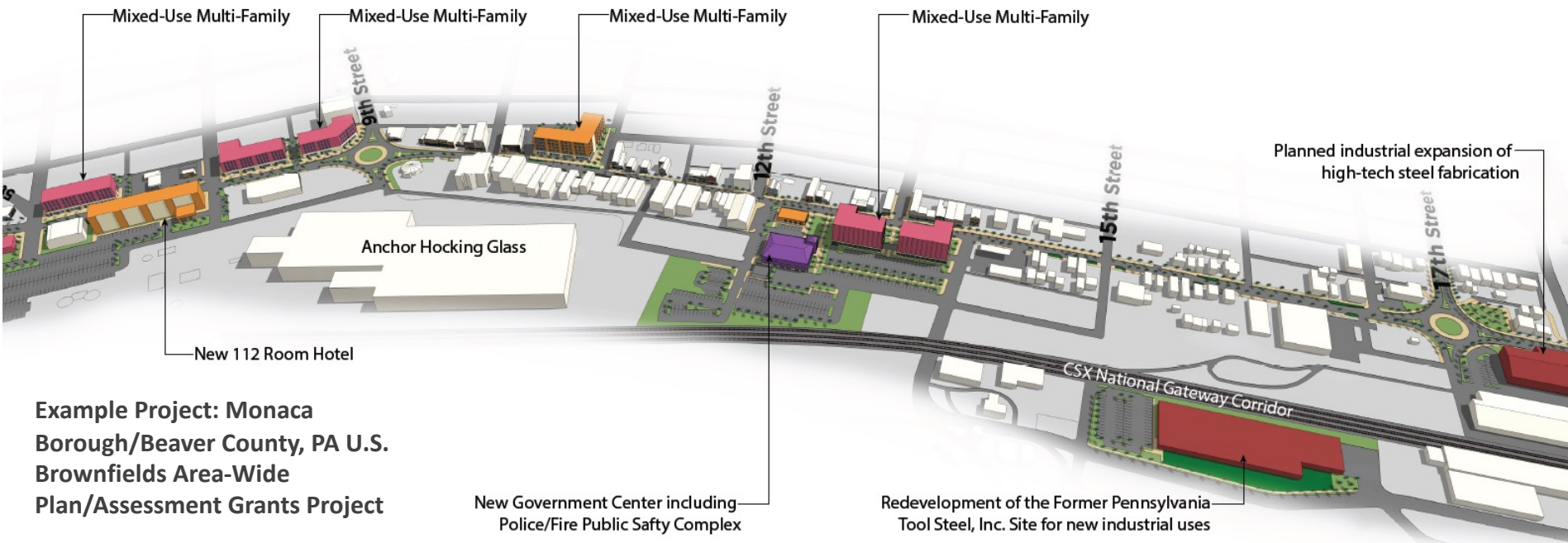
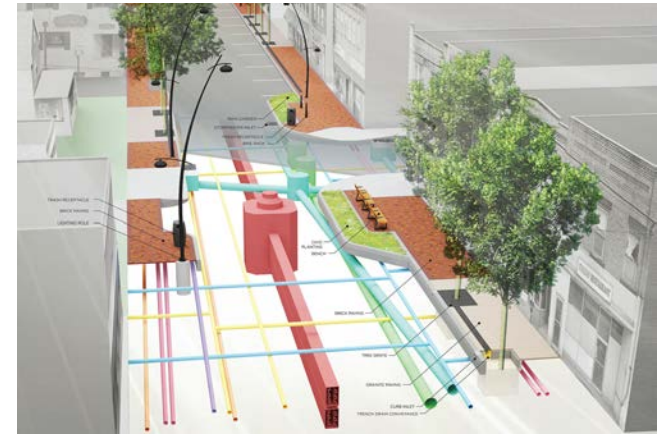


Example Project: Former Coca-Cola Bottling Plant, Harrisburg, PA U.S. Brownfields Assessment Grant



Main Street Planning Framework

Identifying Opportunities to Strategically Improve/Upgrade Infrastructure to Support New Investment



**Example Project: Monaca
Borough/Beaver County, PA U.S.
Brownfields Area-Wide
Plan/Assessment Grants Project**

Main Street Planning Framework

Identifying Opportunities to Strategically Improve/Upgrade Infrastructure to Support New Investment

- ▶ Utilize “potential” future demand through land use scenarios to support infrastructure needs and priorities.
- ▶ Link land use vision (downtown, mixed-use centers, and key corridors) with transportation strategies (multi-modal ‘connectivity’ options – including bicycle routes/trails) to form a cohesive whole.
- ▶ Tie transportation framework to complete-streets with an aesthetic approach.
- ▶ Address stormwater including integrated blue/green infrastructure into transportation strategies.
- ▶ Improve environmental health (public health and environmental health) through all aspects of planning and design.
- ▶ Prioritize and phase improvements/upgrades to support and attract private investment.



Town of Greenville

Discussion and Next Steps



Greenville Museum Alliance

Thank you!



KU Resources, Inc.
Innovative Solutions. Outstanding Support.



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