

Southgate Shopping Center Redevelopment Initiative



PROJECT OVERVIEW

The Borough of Chambersburg, in collaboration with the Elm Street Advisory Council, (ESAC) is embarking on a proposed long-term initiative to reclaim and redevelop the Southgate Shopping Center into a mixed-use residential neighborhood. The project's goal is to pay respect to the families that were displaced in 1962, when the shopping center was built, by creating a new sustainable neighborhood that promotes a mixture of uses to include housing, employment, retail and business services into the Elm Street Neighborhood.

The Elm Street Neighborhood's ongoing involvement in the Southgate redevelopment process is vitally important to the success of this community development initiative.

STEPS TO SUCCESS



PROPERTY ACQUISITION

A critical first step in the redevelopment process is to reclaim the current shopping center property by acquiring the approximately 14-acre property from the current owner, Paran Management Company (Paran). To do so, the Borough (via the Chambersburg Area Municipal Authority, CAMA) and Paran must mutually agree to the acquisition terms and execute an Agreement to purchase the property. **The Borough's proposed Agreement that was provided to Paran is based on the property's fair market value, but it is important to note that there is no guarantee that Paran will accept the Borough's acquisition proposal.**



GRASSROOTS REDEVELOPMENT VISION

Also, critically important to the redevelopment process is the need to obtain grassroot inputs from the Elm Street Neighborhood to recognize the community's vision (wants and desires) for the proposed mixed-use neighborhood. The inputs will be obtained through a specific "Community Outreach Plan" that will include a series of community meetings with various Elm Street Neighborhood organizations and community representatives. The meetings will be conducted from November 2020 - February 2021 and be held at various locations within the Elm Street Neighborhood. Specific dates, times, and locations will be publicized through the Borough's website, Facebook (Southgate Mall Coalition, BOPiC, and Comunidad de Chambersburg Facebook sites), local newspapers, and direct mailings.



THIRD-PARTY DEVELOPER SELECTION

The Borough and ESAC will use the grassroots redevelopment vision to develop a Request for Proposals (RFP), which will be used to solicit proposals from reputable and qualified third-party development partners. The Borough and ESAC will conduct interviews with the identified development partners, who will present their ideas to the community on the proposed mixed-use neighborhood development project. Developer proposals will be evaluated, in part, by the extent to which they have incorporated the feedback provided by the Elm Street Neighborhood community as described in Step 2. One developer will ultimately be selected by the Borough and ESAC to lead the mixed-use neighborhood redevelopment project through a development agreement outlining specific requirements and criteria upholding the grassroots vision. In addition to the grassroots vision requirements, the agreement will require the Borough to offer financial incentives to the developer through utility infrastructure ratepayer funds and grants. These incentives will help the developer and community at large achieve a viable redevelopment project.



REDEVELOPMENT PROCESS

The redevelopment process will be achieved over a projected 10 – 20-year period based on supply and demand market factors and conditions for the various housing, employment, retail and business services products and uses. The 10 – 20-year redevelopment process will entail various and numerous regulatory approvals as required under the Borough’s zoning and subdivision and land development ordinances. Each step of the approval process will include continuous oversight by the Borough, ESAC, and a specially designated Advisory Board representing various Elm Street Neighborhood organizations and community representatives. The goal of the oversight process is to ensure that the developer upholds and successfully achieves the grassroots redevelopment vision. The Borough and ESAC will likewise rely on the developer’s knowledge of the market and the uses that can be supported in the community long-term when refining this vision. Not all desired uses will make it to the final plan. The Borough and ESAC want to ensure that high vacancy rates do not occur again, as a result of trying to incorporate uses that cannot reasonably be supported by the volume and demand of consumers that comprise the Elm Street Neighborhood.



* Contingent upon Step 1 property agreement execution

KEY QUESTIONS SUPPORTING THE GRASSROOTS REDEVELOPMENT VISION

With the following five questions, the Borough and ESAC are seeking the community’s feedback in the form of a “wish list.” If you could plan your perfect redevelopment program tomorrow, what would it look like? It is important to note that not everything from the “wish list” will make it to the final plan, but it will serve as a helpful guide in prioritizing the uses and attributes that are most important to the community. This feedback, with emphasis on the priorities, will be provided to prospective developers in order to better inform their proposals.

- Question 1: What specific types of housing, employment, retail and business services would you like to see included in the neighborhood redevelopment project?
Question 2: What specific types of community spaces and park facilities would you like to see included?
Question 3: Why is it important to have convenient shopping and services within walking distance (2-3 blocks)?
Question 4: What other ideas/ suggestions do you have for Southgate’s redevelopment?
Question 5: In five words, describe your vision for the mixed-use neighborhood redevelopment project.

Take the survey online at www.surveymonkey.com/r/SouthgateRedevelopment



FOR MORE INFORMATION, PLEASE CONTACT:

Guy E. Shaul • Community & Economic Development Specialist • Borough of Chambersburg
100 South Second St., 2nd floor, Chambersburg, PA 17201 Office: 717-251-2446 gshaul@chambersburgpa.gov

PROJECT WEBSITE: www.chambersburgpa.gov/government/southgate.html