

D&E Communications
Delivering Excellence

IT Services Dedicated Internet Access
 Network Security Voice Services
 Business Continuity Connectivity IP & Data Services
 Network Infrastructure

advertisement

D&E Communications
Delivering Excellence

Business Communication and Technology Solutions

advertisement

Friday, August 29, 2008 2:24:33 PM EST

New User? [Register](#) | [Sign In](#)

CENTRAL PENN BUSINESS JOURNAL

[Online Edition](#) [Print Edition](#) [Events](#) [Marketplace](#) [Contact Us](#)

[Sign-up for eNews Alerts!](#)

- News By Industry
- Special Reports
- Submit News
- Quick Links

Advertising

• **Current Opportunities**

- [Media Kit](#)
- [Editorial Calendar](#)
- [Production Info](#)

Customer Service

- [Register](#)
- [Contact Us](#)
- [Change of Address](#)
- [Print Subscriptions](#)
- [Print Renewals](#)
- [Free Trial](#)
- [Gift Subscriptions](#)
- [Help & FAQ](#)

Master plan

Developers reviving Third Street block

By **Eric Veronikis**
8/29/2008



Work progresses on Campus Square, above, at North Third and Reilly streets in Harrisburg. The project is part of Harrisburg-based Powers & Associates' midtown master plan to rejuvenate the area. Photo/Amy Spangler

There's dust in the air and sold signs in windows.

The echo of a drill busting through the ground can be heard along the 1400 block of North Third Street.

It's the sound of progress in midtown Harrisburg.

The huge drill is digging 48 wells at North Third and Reilly streets. The wells will supply water to the geo-thermal pumps that will operate the heating system in the mixed-use office building Harrisburg developer [Powers & Associates](#) is building at the corner.

The approximately 75,000-square-foot [Campus Square](#) building is an anchor for what Powers & Associates and other developers and business owners hope leads to the return of a Main Street America-style block between Calder and Reilly streets.

Powers & Associates bought a handful of properties along the block and some surrounding parcels in the past year. Other developers have purchased properties along the street, too. Developers are in the early stages of renovating, building and leasing office and commercial space up and down the street.

The street fits into what Powers & Associates calls its [midtown master plan](#), said Matt Tunnell, senior vice president of the firm. The developer introduced the plan last year. It's aimed at revitalizing midtown.

The 1400 block sits in the heart of midtown. Over the years, it has deteriorated. What was once a bustling street lined with retail businesses, offices and more, has been replaced with boarded-up buildings, empty storefronts and a couple of run-down bars.

Powers & Associates owns about a half-acre in the back of the south end of the block at Calder and Susquehanna streets. The firm will lay a parking lot there for Campus Square tenants.

Powers & Associates is still closing on some of the properties in the block, and it's too early to announce tenants, Tunnell said. But the company envisions creating retail space in several storefronts and renting more office space above the buildings.

"We want to renovate first and then infill. Maybe take the backs off those buildings and use that for parking," Tunnell said as he pointed to the back of several buildings in the middle of the block.

Two of the buildings Powers & Associates own are at 1414 and 1416 N. Third St. The two

Search Archives

Enter search terms here...



D&E Communications
Delivering Excellence

D&E's voice and data solutions can help.

advertisement

MORE FROM THE BUSINESS JOURNAL

PEOPLE WHO READ THIS...

Also read these stories:

▶ Related Articles

- [Nell's Shurfine Market to close, reopen in York County](#)
8/26/2008
- [Next to the list: Shopping centers](#)
8/22/2008
- [On the Move](#)
8/22/2008
- [Behind the list with Jennifer Grimwood](#)
8/22/2008
- [On the Move](#)
8/15/2008

[MORE](#)

▶ Most Read Articles

1. [Top 100: Healthy season](#)
2. [Eyes on the ball](#)
3. [Little-known loan program boosts firm](#)
4. [Developer envisions jazz club](#)
5. [In the dark](#)

[MORE](#)

▶ Most Recent Articles

- [PPL lays out purchase plan](#)
8/29/2008
- [Rose Metal to build Army facility in Va.](#)
8/29/2008
- [Forever 21, Pink to open in Park City Center](#)
8/29/2008
- [Pa. Liquor Control Board restarts online ordering](#)
8/29/2008
- [BUSINESS: July incomes drop by largest amount in 3 years](#)
8/29/2008

[MORE](#)

approximately 3,000-square-foot retail spaces are being used to house construction materials for Campus Square. But Powers & Associates plans to turn the storefronts into retail opportunities, Tunnell said.

Harrisburg-based [Midtown Development](#) is renovating a historic property across the street at 1419 N. Third St.

Owners Chad Harvey and Merris Harvey are spending \$270,000 to develop office space on the second and third floors and a commercial space on the first floor, Chad said.

Chad fell in love with the architecture of the building, which initially attracted him to the area. Midtown was also interested in the work of other developers nearby. The company is two years old, and starting in an up-and-coming area like midtown made sense, he said.

"Powers is doing a great job. Other operators are doing smaller projects. It's not going to be one developer. We saw what was going on in midtown," Chad said.

Shana Woomer is opening a café and luncheonette called Breads N Spreads in the approximately 1,500-square-foot first-floor space of the Harveys' building.

Breads N Spreads is Woomer's first business. She is originally from the State College area in Centre County. For about 12 years, she worked for an advertising sales firm in Washington, D.C.

Woomer lives in midtown Harrisburg, where she works a lot from home. She has watched the area improve in the last year and decided she would take a shot at business in the midtown neighborhood she has grown to love. Breads N Spreads will open in about a month.

"If I did something like this, I wanted it in my neighborhood and wanted it to be community-focused," Woomer said. "I have been watching what has been going on, and that is definitely what attracted me to it."

The resurgence of midtown Harrisburg started with Powers and Associates' renovation of the 130,000-square-foot Evangelical Press Building across the street from Campus Square. Harrisburg Area Community College (HACC) set up its midtown campus in the building last year. HACC is redeveloping another building it once held its technology and trades classes in. [That building](#) is a block away from its new midtown campus at 1523 N. Fourth St.

HACC, Campus Square, the 1400 block of North Third Street and future development up and down North Third Street and surrounding streets will feed off each other, Tunnell said. Campus Square tenants will frequent businesses in the block and vice versa, he said. Campus Square will feature retail space on the first floor.

Developers and business owners on the block, including Paul and Linda Long, are counting on that.

The couple is renovating a 19th century building next to Breads N Spreads.

The Longs are turning the second and third floors into a loft-style apartment that will be available for corporate lease, Paul said.

Paul plans to sell his artwork and, possibly later, works from other artists in the first-floor retail space.

The project is a bit behind schedule. Paul fell and broke his back, four ribs and vertebrae in January as he was installing a two-by-four joist in the third floor.

The renovation is back on track, and he hopes to finish the apartment in the next month or two, he said.

"The handwriting was on the wall. (Midtown) is the next area to explode is what we're thinking and counting on," Paul said. "And even if it doesn't explode, it's a good start."

-



[Print this page](#) | [Email to a friend](#)

[Return To Top](#)

ONLINE: [Home](#) | [Business Journal Daily](#) | [Sign-up for eNews Alerts](#) | [Business Blogs](#) | [Special Reports](#) | [Press Releases](#) | [Submit News](#) | [Advertise Online](#) |

PRINT EDITION: [This Week's Content](#) | [Subscribe](#) | [Renewals](#) | [Submit News](#) | [Advertise in Print Edition](#) |

ABOUT CPBJ: [About CPBJ](#) | [CPBJ Staff](#) | [Directions](#) | [FAQ](#) | [Privacy Policy](#) | [Contact Us](#)

⏪ ⏩ ⏴ ⏵



© 2008 Journal Publications Inc. All information on this site are copyright of Journal Publications Inc. All images are the sole property of Journal Publications Inc. and no rights are granted for any use without the express written consent of Journal Publications Inc.

