



# simplifying **Real Estate**

Your  
nonprofit  
real estate  
partner

Volume I  
Issue 1

# returning to the C.O.R.E.

## MISSION

- Act as a redevelopment partner for the reclamation and rehabilitation of blighted and deteriorated properties that have not been reinvested in or redeveloped by the private sector.



## KCS Executive Committee

Chris Brown—President  
Ryan Myers—Vice President  
Craig Bachik— Treasurer / Secretary

**Contacting KCS**  
717-233-4675 (p.)  
717-233-4690 (f.)  
kcs@padowntown.org

## Letter from the President

We are returning to the CORE. Never before has a simple statement embodied so much potential for a change in the course of community revitalization. Cultivated from the seeds of its parent organization, Pennsylvania Downtown Center (PDC), Keystone C.O.R.E. Services (KCS) is a new organization that aims to target Community Oriented Real Estate development. Through a variety of service offerings, Keystone C.O.R.E. Services will work with and in communities throughout the commonwealth with a decidedly focused view on real estate development.

The theme of the PDC 2010 Statewide Conference included the tagline, *new economic realities for traditional revitalization*. The new reality of downtown revitalization is that traditional development approaches, with private development interests turning properties in your downtown, is becoming a fragile option. Public sector partnerships and financial support is limited as well. Keystone C.O.R.E. Services recognizes these new realities and is positioned to focus a combination of professional expertise, technical support, and financial assistance to bridge the widening gap for the development community when it comes to core community projects.

During his closing comments at the 2010 PDC conference, Donovan Rypkema boldly stated that “downtown revitalization through historic preservation is the best examples, in this country, of sustainable economic development.” KCS is committed to being a mechanism for sustaining the vibrancy of our Pennsylvania towns.

Our return to the C.O.R.E. is just beginning and will evolve in the coming months.

We are pleased to present this inaugural newsletter for your review and look forward to providing additional information in subsequent issues.

Chris Brown, President

## The Keystone C.O.R.E Philosophy

The recent passage of the Conservatorship Act by the Commonwealth of Pennsylvania and the pending passage of SB 900 (the Blight Bill), have further strengthened PDC's belief that a more direct role in real estate redevelopment (with local organizations that have an interest in reluctance to intervene in their local real estate market) is necessary to help integrate real estate redevelopment into local revitalization programs.

As a result, in 2009 PDC created a subsidiary non-profit organization – Keystone C.O.R.E. Services, Inc. (KCS). C.O.R.E. stands for Community Oriented Real Estate and is based on the substantive real estate intervention process developed by Donovan Rypkema for the Main Street Center of the National Trust for Historic Preservation

KCS is now incorporated in the Commonwealth of Pennsylvania and is working on its application for designation as an IRS-recognized 501(c)(3). The mission of KCS, as stated in its by-laws, is as follows:

- **COMBAT COMMUNITY DETERIORATION**
- **LESSEN THE BURDEN OF GOVERNMENT**
- **PROMOTE HISTORIC PRESERVATION**

KCS has a separate nine member board of directors, not more than 49 percent of which may be members of PDC's board and will only operate initially in communities where it has been invited to partner with the local revitalization organization. KCS has begun the process of developing a three-year strategic action plan. Over the next twelve months, you will continue to receive updates on the organizational development of KCS as well as opportunities to receive services. KCS looks forward to building partnerships across the commonwealth to create healthy C.O.R.E. communities through the elimination of blight.

PRE- DEVELOPMENT  
SITE ASSESSMENT  
SITE FEASIBILITY STUDY  
DEVELOPMENT  
PROJECT ADVISOR  
REVIEW RFPS  
REVIEW CONTRACT  
DOCUMENTS  
ATTEND PLANNING  
AND CONSTRUCTION  
MEETINGS  
DEVELOPER  
SITE ACQUISITION  
LENDER  
EQUITY PARTNER

## our board

Chris Brown // Derck & Edson Associates LLP  
Ryan Myers // Rock Commercial Real Estate LLC  
Craig Bachik // Kairos Design Group  
Brad Jones // Harristown Development Corporation  
Chris Rockey // PNC Bank  
Andy Walker // Pennsylvania Environmental Council - Northwest  
James White // City of Johnstown

# our services



# CURRENT PROJECTS

## **Community Initiated Development Pilot Program (CIDPP)**

Over the next twelve months, Keystone C.O.R.E. Services will conduct three community initiated development pilot programs (CIDPP) in Main Street and Elm Street communities, in partnership with Pennsylvania Downtown Center (PDC) and Carnegie Mellon University (CMU). Once the CIDPP are completed, KCS will work with local partner(s) to complete the pre-develop studies necessary to attract a developer who will see the project through to completion.

Communities interested in participating will have to first complete a property profile of an abandoned, blighted, or underutilized property. Communities can submit as many properties as they would like that meet the criteria. From the submitted sites, PDC will choose 30 sites (the intent being that the selected sites will be located in 30 different communities) that will move on to the next level of evaluation.

Working closely with PDC staff, the selected communities will complete a property attribute report for the selected sites. While the site attribute reports are being completed KCS's board of directors will work with CMU to weigh the criteria. CMU will combine the completed site attribute reports with the criteria weighting system.

KCS intends to use third and fourth year college interns to help facilitate the data collection for the three sites. Additionally, the interns will be active participants in a two-day site feasibility charrette.

### **Directions**

Interested communities should [download the following site profile](#). Once completed, return your site profile to Eddy Kaplaniak, Special Projects Coordinator, via [eddykaplaniak@padowntown.org](mailto:eddykaplaniak@padowntown.org) or by fax: 717-233-4690.

## **ABOUT FUTURE NEWSLETTERS**

Keystone C.O.R.E Services will be publishing newsletters every other month. Each newsletter will focus on real estate development and be of a more technical nature for the purpose of exchanging knowledge and expertise among the wide range of professionals working in community revitalization across Pennsylvania.

Active members of Pennsylvania Downtown Center will receive the KCS newsletter.

