

**Discover**  
*the city*  
**Allentown**

## BUILDING A STRONGER CITY

### RIVERFRONT PROJECTS GAINING MOMENTUM



The City of Allentown and Allentown Economic Development Corporation are working with developers to create a vibrant urban waterfront atmosphere along the Lehigh River.

The Riverfront Projects include northern and southern sites totaling 42

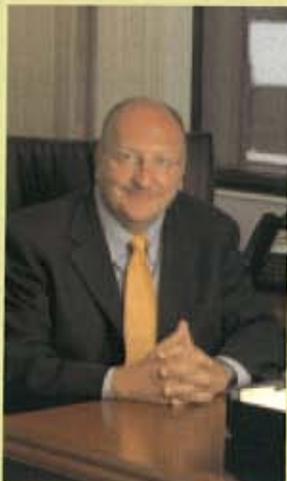
acres along the Lehigh River. The northern site, "The Waterfront" is a proposed \$175 million project to redevelop a 26 acre site along the western shore of the Lehigh River in the city. Located on the site of the former Lehigh Structural Steel Company, the project proposes many uses, including residential, office, retail and entertainment offerings.

The project would also feature a marina, a river walk and amphitheater; all with the intent of re-connecting the community with the river.

As currently envisioned, the proj-

ect would include 560 housing units; 65,000 square feet of retail space; over 100,000 sq ft of office use and a 90 room hotel. It is expected that the project would generate more than \$6 million in new real estate taxes and about 600 new jobs.

The project developers have been working closely with city and regional economic development officials in pursuing the project. In 2007, City Council adopted a new zoning overlay district to facilitate redevelopment of the site. The projects will be done in three phases and the total investment will exceed \$250 million. Phase 1 which includes the design and site preparation is well underway. Additionally, Phase I includes site assembly, site clearance, infrastructure and clean up and will take place from 2008 to 2010. The total project is expected to be completed by 2012.



#### A MESSAGE FROM MAYOR ED PAWLOWSKI

Allentown is still and will always remain the epicenter of the Lehigh Valley. It is the largest single municipal entity in the valley making up one-third of the entire population of Lehigh County.

Do you realize that you can combine Bethlehem and Easton together and they still will not equal the population of Allentown? If we are to continue to grow as a region, to continue to compete on a national and global level with other regional markets across the state and the country...then Allentown must be strong.

Over the past two and a half years more than \$488 million in new development projects have sprung up in every section of our city. After nearly 20 years of disinvestment, our downtown is starting to see a resurgence of new development activity. Examples of this activity are: The Townes at Trexler Square, The New Allentown Brew Works, Butz Corporate Center, PennRose Apartments, The Cosmopolitan, Nic Zawarski Corporate Headquarters (Old Schoens Building), the new Allentown Arts Park, and expansion of the Art Museum.

Our riverfront has also been revitalized with the opening of the America on Wheels Museum and the construction of Overlook Park. Allentown is experiencing a development renaissance. Together we are seeing a new dawn for the city.

## America On Wheels is a Road Trip to Remember

America On Wheels, a museum of over-the-road transportation, opened its doors to the public on April 12, 2008. It provides an eclectic assortment of vintage cars, trucks, motorcycles and bicycles, alongside displays of current and future transportation technologies. Set on several acres of land along the Lehigh River, this 43,000 square foot building includes 23,000 square feet of gallery space in addition to a library, orientation theatre, classroom, and gift shop. It is projected that America On Wheels will attract over 75,000 visitors during its first year of operation.

As the first business established along Lehigh Landing, the museum hopes to serve as a catalyst for additional entrepreneurs to open additional businesses along the waterfront.

This will provide employment opportunities for area residents, improving the local economy and helping to revitalize downtown Allentown.

As visitors enter the museum, they begin a journey through time. Passing by a replica of an original tollbooth, they can learn about the construction of the Pennsylvania Turnpike. Further along the road one will view the story of drag racing in the Lehigh Valley. The progression of travel from carriages to steam cars to electric vehicles, hybrids and hydrogen fuel can be found in the exquisite North Gallery. Crossing into the South Gallery, visitors will experience the importance of the trucking industry. This gallery features several examples of the extensive array of vehicles produced by Mack Trucks,

Inc. It also includes a unique collection of bikes, motorcycles and race cars. Here, one can also toot their horn in a truck simulator and learn the type of vehicle that suits them best. The West Gallery currently features rare and unique muscle cars. The exhibits in this gallery change every six months.

The museum offers a balanced mix of highly interactive exhibits and magnificent vehicles. America On Wheels also provides an alternative educational setting

for area schoolchildren. The educational programs offer children the opportunity to be exposed to the inner-workings of combustion engines, automotive art and transportation history. The hands-on learning environment is being utilized to enhance curiosity and instill a sense of wonder and awe. Parked along the Lehigh River, the museum is available for group tours as well as facility rentals to host birthday and holiday parties, special events, and business meetings.

### **Museum hours:**

Tuesday through Sunday 10:00 am – 5:00 p.m.  
Admission: Adults \$7.00, Seniors \$5.00, Students \$3.50,  
Children 5 and under are free  
Location: 5 North Front Street, Allentown, PA 18102  
Visit [www.americaonwheels.org](http://www.americaonwheels.org)  
for a wealth of information.

## Now is an exciting time to be investing in Allentown

Whether the investment you are considering making is a business, real estate or community project, you will be joining other committed investors and community members supported by our hardworking and dedicated staff at the city of Allentown's Department of Community and Economic Development.

We have streamlined the permit process for businesses and real estate projects, through the creation of a "One Stop Shop" and plans tracking system with the help of Lehigh University's Enterprise Systems Center and the generosity of Air Products and Chemicals, Inc.

We have also worked cooperatively with our community and economic development partners on numerous projects. These include the Greater Lehigh Valley Chamber of Commerce and their Downtown Visioning Project, the Allentown

Arts Commission and their Arts Vision and the Allentown Economic Development Corporation's committees of citizen and business leaders known as Allentown Ahead.

As young professionals, empty nesters and artists are drawn to Allentown's walkable urbanism, our vibrant arts scene and affordable real estate, now is the time to get involved in this exciting market.

**Joyce K. Marin**  
Director

**Department of Community and Economic Development**  
City of Allentown  
435 Hamilton Street, 3rd Floor  
Allentown, PA 18101  
610-437-7610

## EXTREME MAKEOVER: 7TH STREET EDITION

### 7TH STREET IS CHANGING ITS LOOKS

The Seventh Street Development Committee (SSDC) was formed to work with the Community Action Development Corporation (CADC) on this Main Street Revitalization initiative. The goal of this Main Street program is to improve the quality of life on 7th Street, which many refer to as the Gateway to Allentown. With the exception of the Main Street Manager, Peter Lewnes, the SSDC is made up entirely of volunteers; merchants, residents, and other concerned citizens who all want to make 7th Street a better place to live, work, and shop. Four committees; Design, Economic Development, Promotions and Organization; direct the work at SSDC. Each committee has its own purpose and projects aimed at moving the program along.

The Design Committee is primarily concerned with the look of 7th Street. They focus on combining the best existing assets, such as historic buildings with beautiful architecture, with new additions, including window displays, shop signs, trash receptacles and street lighting. The goal of the Economic Development Committee is to help existing businesses expand and



recruit new ones. The committee is also concerned with converting unused space to help build a thriving business community. The Promotions Committee looks at selling the new, positive image of 7th Street by marketing the area's unique characteristics with special events, including community and retail promotions. The Organization Committee is the communications arm of the SSDC, they focus on getting everyone working towards the common goals. This includes the newsletter, recruiting and coordinating the

activities of all volunteers, and fund raising for all SSDC projects and activities.

Needless to say there is a lot happening. Current projects include the Commercial Façade program, which has already completed seven storefronts on 7th Street. There are 10 newly approved projects with more applications pending. New trash receptacles will also be added to match the street lights. Recently, a grant was received from the Greater Lehigh Valley Chamber Foundation to install white lights on the

trees along 7th Street. With the new light poles and the tree lights glowing, 7th Street will sparkle!

A tree campaign is also underway, which will include an inventory of existing trees, planting new trees, and developing gardens in the tree wells. An information kiosk will hold information on things that are happening on 7th Street and in the surrounding neighborhoods. There are major developments being planned all along 7th Street and the SSDC will have input on how that development will progress.

**For additional information on any project listed in this newsletter or questions concerning the Department of Community and Economic Development, please call [610-437-7610](tel:610-437-7610) or email at [development@allentowncity.org](mailto:development@allentowncity.org).**

## TRANSFORMING NEIGHBORHOODS: PARTNERSHIPS IN ACTION

Weed & Seed is a community economic development strategy that focuses on creating a coalition of stakeholders committed to the safety and revitalization of a neighborhood.

The City of Allentown Weed & Seed initiative runs on partnerships. Through those partnerships Weed & Seed makes a difference in a number of ways. For example, partner Grace Episcopal Church houses the Weed and Seed Employment Counselor. Since March 2006, the Employment Counselor has helped 230 residents find full time employment with benefits. Grace estimates an average first year wage of \$10.50/hour resulting in an annual wage of about \$21,840. In one year these employed Weed & Seed residents add approximately



\$5 million dollars to the economy of the Weed & Seed community. Along these same lines, partner Community Action Development Corporation of Allentown manages the Weed & Seed Micro-enterprise program. Since the inception of the small business grant program in 2004 Weed & Seed has provided more than 52 micro-enterprise grants to local small businesses that in turn have hired dozens of residents to work in their businesses.

Everyone knows the

importance of supporting the growth and development of our youth. To that end, Weed & Seed has partnerships with eight youth providers. These youth agencies provide safe, stimulating places for well over 200 youths each week. Just recently three youth involved with the Council on Alcohol Drug Abuse (CADA) youth program were accepted into the prestigious Milton Hershey School, a boarding school that provides a home environment for a home for

at-promise youth. The youths were accepted after a one year interview process. Imagine the difference this will make for generations to come for those involved.

The Weed & Seed initiative is comprehensive. In addition to the above areas of interest, Weed & Seed also focuses on housing, human services and crime reduction. Creating a safe environment is critical. Since 2003, crime within the target area has decreased relative to its population. Specifically, crime in the target area as a percent of crime in the city went from 20.2% in 2006 down to 16.1% in 2007 for both Part I and Part II crimes.

We run on partnerships. Join us as we seek to create a diverse, thriving, safe community in action!

## BUYER NOTIFICATION PROGRAM

A buyer notification ordinance that was passed by City Council and signed by Mayor Pawlowski, became effective January 31, 2008. This measure ensures that Allentown's housing stock is safe and structurally sound by requiring residential building owners (both owner occupied and rental) to have their building inspected at the time of listing

the property for sale.

Within three (3) business days of offering a property for sale, the seller must contact the Bureau of Building Standards and Safety to request an inspection. Sellers are responsible for paying the applicable inspection fee of \$100 per property. This fee includes one free re-inspection, if needed. Otherwise, each

additional re-inspection is charged \$35. After the inspection the inspector will prepare a Buyer Notification Report that outlines the violations. The report is valid for one (1) year from time of inspection. If no violations are found, a Certificate of Occupancy will be issued. If violations are noted, the seller can either correct the violations prior to title trans-

fer or provide a copy of the report to the buyer. The buyer must execute a notarized statement indicating receipt of report, and must begin abating violations within thirty (30) days of purchase. Please contact the Bureau of Building Standards and Safety at (610) 437-7688 (Owner Occupied) or (610) 437-7694 (Rental) with any questions.

## DOWNTOWN DEVELOPMENT



### Schoen's Redevelopment

Nic Zawarski and Sons® plans to redevelop the Schoen's Building and the adjacent Lehigh County lot into a mixed use commercial and residential building. There will be approximately 26 loft style apartments ranging in size from 800 through 1,400 square feet in the existing Schoen's building. The first floor will accommodate a 5,600 square foot restaurant. The new building will contain a total of six floors, the first three floors will be for lease, while the top three floors will contain the new corporate headquarters of Nic Zawarski and Sons®. The entire project is located in a Keystone Opportunity Zone offering multiple tax abatements. The redevelopment of this site displays Nic Zawarski and Sons'® commitment to bringing quality and value to the Lehigh Valley and Center City Allentown. Nic Zawarski and Sons is currently in the design stage and plans on beginning construction by the second quarter of 2009. The total cost of the project will be \$12 million.

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### The Townes at Trexler Square

Nic Zawarski and Sons will add 18 new town homes as part of the Phase II development for the Townes at Trexler Square bringing the total to 32 units. The town homes will have a distinctive historical appearance accented by full brick fronts, tree lined walkways, and friendly courtyards. Nic Zawarski's® award-winning style features the utmost in modern conveniences and efficiencies, such as high ceilings, cozy fireplaces, and large open spaces delivering the highest level of customer satisfaction. Each home will include two or three bedrooms, up to 3.5 baths, 1.5 car garages, and will vary from 1,400 to 1,890 square feet. The town homes will be sold at market rate ranging in price from \$199,900 to \$222,000, creating over \$8 million in total new home sales in Center City Allentown for Phase I and II combined. With the success of Phase I, Nic Zawarski is confident that Phase II will do as well as if not better.

## LOFTY LIVING: THE P&P MILL

P&P Mill Luxury Apartments in Allentown are ready for occupancy!

Originally constructed in 1904 as the ribbon manufacturing facility of the Adelaide Silk Mill, this 75,000 square foot three-story complex at 201 North 3rd Street has been converted into 64 spacious two bedroom apartments at a total construction cost of more than \$7 million.

"This is another example of economic development in the city through the adaptive reuse of an existing building," said Mayor Ed Pawlowski. "The occupants of this building will be patronizing restaurants and availing themselves of other goods and services in the city," the Mayor added.

The first and second floors feature apartments

with hardwood floors, 15' high ceilings and large windows for an open, airy feel. The third floor apartments include an internal balcony looking down from the loft and bedroom. Sitting well above 3rd Street, the apartments also enjoy sweeping views of the city and South Mountain.

Work on the project began in mid-July 2007 with construction commencing in October. "I could not be more proud of what we have accomplished here," said developer Michael Savage. "We are ecstatic about the transformation that has taken place in this building over the past nine months. We think tenants are going to fall in love with this place," Savage added.

The exterior of the building has been painted and restored to reflect the

building's roots as a silk mill. A new lobby provides elevator service to all floors and landscaping is being completed.

The builder specializes in developing and managing residential communities. Based in New Jersey, they have been involved in several projects in the Lehigh Valley and are drawn by the quality of the region, its proximity to the New York and Philadelphia markets and its value.

According to a report by the Washington Post, 52% of Americans have opted to live in the suburbs in past years. Recently, there is a growing shift away from large suburban properties due to rising fuel prices and the cost of energy. People are now adjusting by driving less. Americans drove 9.6 billion fewer highway miles

in May than in the previous year and are opting to live closer to economic hubs to cut their commuting costs.

Developers and realtors are responding to the increased interest in inner-city living and have jumped at the chance to refurbish Allentown's historical buildings into highly desirable, luxury loft apartments. Lehigh Valley residents are making the move downtown, now calling The Farr Lofts and Auburn Station home, leaving sparse vacancies and creating more opportunity for developers.

More information is available on P&P Mill Luxury Apartments by contacting leasing manager Mary Hilenbrand at 610-434-0400, by emailing [liveat-PandPMills@yahoo.com](mailto:liveat-PandPMills@yahoo.com)

## A Peek at Bridgeworks by the Creek Industrial Center

In the midst of a currently struggling economy and increasingly high unemployment rates, trade companies in downtown Allentown are finding ways to succeed. With the help of the Allentown Economic Development Corporation (AEDC), the City of Allentown, Lehigh County and Lehigh Valley Economic Development Corporation (LVEDC), these businesses are not only reporting steady growth, but have brought over 85 jobs to the downtown area and are projected to create 30 more new jobs within the coming months.

So what's the recipe for success? Try moving your trade business to the new Bridgeworks by the Creek industrial center along S. 10th Street. Just ask Brian Rocca or Chuck Martin of Eastern

Surfaces, the first occupants of the Bridgeworks by the Creek. Since moving their newly merged business to Allentown more than six months ago, they are already looking to not only expand their operation, but also their 85 person staff by hiring more craftsmen.

Eastern Surfaces combines the former Eastern Granite (previously located on Airport Road in Allentown) and Marble and Martin Fabricating (formerly located in Hanover Township). Their new location has a state-of-the-art showroom, the latest technology and machinery and is also environmentally friendly, allowing their master craftsmen to manufacture 20 - 25 kitchens a day. Eastern Surfaces has recently been named as the Best in Cus-

tomers Satisfaction by a Home Depot survey and have been recognized with the Sile Stone Award for their consistent and fast growth, at a rate of 10-15% over the past few years.

AEDC has recently sold additional space that will bring another company to the Bridgeworks by the Creek. This occupant, which will be announced at a later date, will be new to the Allentown area. The new addition will bring a high level of economic development. They plan on occupying two of the units at Bridgeworks by the Creek and will create an additional 30 jobs.

AEDC took on the Bridgeworks by the Creek project in hopes of turning a former brownfield site into in-

dustrial space fostering economic development and helping to lower city unemployment rates. Built speculatively in 2007, this building contains 87,500 square feet along S. 10th Street and offers four condominium Class A industrial space, 24' to 30' ceiling heights and can be fit out to your specifications. Currently there is only one remaining unit for sale which is approximately 15,000 square feet. The property also falls within a Keystone Opportunity Zone (KOZ), offering tax-free incentives through 2010. In addition, this location provides close access to Route 22 and 78. Please contact Mike Adams at 610.433.3900 x70 for site visits and additional information.

## It's Happening in Allentown

Special Events are an exciting part of revitalization. They bring visitors to the City of Allentown to experience art, athleticism and activities. The schedule of special events happening in the city is vast and offers a myriad of opportunities to enjoy time with family, friends, co-workers and loved ones. Allentown hosts many annual events like Mayfair Festival of the Arts which brings droves of people to Cedar Beach Park over Memorial Day weekend. Lights in the Parkway illuminates the Lehigh Parkway, which fascinates thousands of carloads each holiday season.

Many new events and programs were introduced in 2008. Blues, Brews & Barbecue brought a unique

event to the 800 Block of Hamilton Street and Movies in the Parks brought a very vivid recreational activity to parks all over the city (with an addition to hit the Downtown soon). One of the largest events of 2008, the Lehigh Valley Classic, took place on June 3rd. Special events like this popular cycling race, part of Commerce Bank's Triple Crown of Cycling are so important for our city because they renew a sense of pride in one's neighborhood. People were pleasantly surprised that such renowned athletes were competing right here in Allentown. The sound of the cowbells brought a screaming crowd to its feet all along the rail route.

Special events educate

– exposing all ages (from elementary school children to downtown employees) to experiences they never would have had otherwise. They unite different communities by bringing together numbers of people to talk, enjoy and connect. They are not just about fun – although that is a big part of it – events are about so much more. Events are another step in revitalization and moving forward because they do all those things and more. Special events reaffirm the belief that Allentown is a wonderful place to live, work and play.

Information about special events is now more accessible than ever. The city's newly remodeled website incorporates an events calendar. Visit [\[townpa.gov\]\(http://townpa.gov\) and click on the Community tab, to find the events calendar. The city now offers the option to receive a list of events directly to your inbox. Each week a comprehensive newsletter is put together detailing the upcoming events in Allentown. Whether one would like to know about upcoming films at Civic Theatre, comedy nights at the Brew Works or a Jamboree at the new America on Wheels Museum – if it's happening, they will find it listed in the e-mail. If you would like to be added to the mailing list, email \[prelovsky@allentowncity.org\]\(mailto:prelovsky@allentowncity.org\) and Tara Prelovsky, Special Events Manager for the City of Allentown will make sure you are included.](http://www.allen-</a></p>
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## St. Luke's Hospital—Allentown Campus

St. Luke's Hospital-Allentown Campus has highly invested in their community and their people. The ambitious \$75 million, 213,000-square foot expansion has been completed and more than doubles the size of the previous campus.

The first phase of the building opened September 22, 2008, bringing the bed count from 99 to 126, with the potential for 64 more. This includes an increase in the number of medical-surgical beds to 88 and the number of critical beds to 15. The hospital is also doubling the size of its emergency department, adding an operating room and an additional cardiac cath lab, allowing for more complex procedures. The plan also offers flexibility for future expansion of key departments, including inpatient beds, surgical suites and support space.

With the current expansion, St. Luke's is the largest single investor in the City of Allentown. For that matter, St. Luke's total capital investment

for facility improvements, for new technology and for the introduction of new services at the Allentown Campus from 1997 to 2008 will be more than \$156 million.

Ultimately, the hospital's expansion will also expand the workforce. It is estimated that 115 new direct positions will be available as a result of campus growth.

Making quality health care accessible is part of St. Luke's mission. To support this, St. Luke's Hospital-Allentown Campus has continued to add important health care programs and services. In January 2007, St. Luke's nationally-recognized heart program was introduced at the campus. The comprehensive program includes emergency care for heart attacks provides 24 hours-a-day, seven days-a-week, cardiac testing, cardiac catheterization, electrophysiology studies and procedures and

open heart surgery by some of the most experienced physicians in the region.

Today, some of the most advanced procedures in the region, and even the world, are performed at St. Luke's Hospital-Allentown Campus, including computer-assisted knee replacement surgery and total lumbar disc replacements. Also, innovative procedures for women are consistently performed at the campus by internationally recognized reconstructive pelvic surgeon Vincent Lucente, MD.

St. Luke's Hospital-Allentown Campus was recognized with the Premier Award for Quality for hip and knee replacement procedures in 2006 and again in 2007. Premier measures the quality and cost of care at hundreds of hospitals throughout the country and identifies the best of the best.

St. Luke's Hospital-Allentown Campus now offers



adjustable gastric lap banding, an FDA-approved adjustable and reversible obesity procedure that is the least invasive form of weight loss surgery.

The investments made by St. Luke's complement the ongoing urban economic development projects supported by the City of Allentown and Lehigh County. Currently, St. Luke's Hospital-Allentown Campus employees more than 650 employees and has a payroll in excess of \$34 million annually. By continuing to expand important hospital services and programs, St. Luke's serves as a vehicle of redevelopment for the third largest metropolitan area in the Commonwealth of Pennsylvania.

## What's New in Old Allentown

The Old Allentown Preservation Association (OAPA) is a non-profit housing development corporation formed to preserve the unique architectural heritage of the Old Allentown Historic District, which is one of only three recognized historic districts in the City of Allentown. In 2005, Old Allentown became one of the first communities in the state to be granted Elm Street status. The designation provides funds, up to five years, to cover operating costs and to undertake various projects and activities.

Since its inception, OAPA has acquired and rehabilitated more than twenty (20) rundown – severely blighted – multi-unit properties within the Historic District and turned them back into their original design, beautiful single-family, owner-occupied homes. In 1995 the organization began an aggressive program that provides small

grants to homeowners to restore the front façades of their properties. To date more than ninety (90) of these projects have been completed and this year an additional twelve (12) façades are being given a much-needed facelift. Three years ago, OAPA was able to get funding to address the facades on the commercial buildings that dot the neighborhood and provide some architectural diversity.

As part of OAPA's participation in the state Elm Street Program, they were able to get a one-time \$325,000 grant from the PA Department of Community and Economic Development. This provides a significant level of down payment and rehab assistance for owner-occupied homes within a four-block radius of the Historic District. Old Allentown was only one of two Elm Street Communities within the state to successfully disperse the funds.

They went to Old Allentown property owners who might not otherwise have been able to afford much needed, major repairs and who, as a result, might have been forced out of their homes.

In 2008 OAPA supported the City of Allentown in obtaining a \$1.9 million grant from the Pennsylvania Housing Finance Agency to acquire and rehabilitate eighteen (18) blighted, multi-unit residential properties within a concentrated area of the Historic District and to construct up to 20 new single-family residential town homes on a blighted lot just outside the Historic District. Old Allentown suffers from a severe overabundance of residential units due to the wholesale conversion of single-family homes into multi-unit rental properties following WWII. The construction of quality, owner occupied, single-family town homes is seen as a way of bringing more middle-income residents into

the area. This should help support the ongoing revitalization of the downtown business and commercial district.

One of OAPA's top priorities as an Elm Street Community is the restoration of the Old Allentown Cemetery, which lies immediately behind OAPA's headquarters and is the oldest and therefore the most historic cemetery in the city. Because of its location, the cemetery forms a natural "bridge" between the downtown business and commercial district and the surrounding predominantly residential neighborhood of Old Allentown. This helps satisfy one of the major goals of the Elm Street Program, that is, to create a safe and stable residential neighborhood for visitors and workers. Detailed plans for the restoration were completed in 2007 and fundraising for the \$1.5 million project is actively underway.

## Convenient and Affordable Parking

Convenient and affordable parking opportunities are necessary complements to a vibrant downtown. Recently, nearly 1,200 parking spots have been added to the government and arts districts within downtown Allentown, increasing the total availability to nearly 4,000 off street parking spaces. This increase was realized as a result of the construction and opening of two new parking decks.

The Allentown Transportation Center, located at

Sixth & Linden Streets, is comprised of a fully automated 500-space parking deck, an 11,000 square foot surface lot for public parking, a 14-berth bus plaza and transfer terminal, complimented by a convenience store and a Dunkin' Donuts.

The Allentown Government Area Parking Structure is a 600-vehicle parking garage, also fully automated, intended to serve the needs of the government sector by providing parking for employees and

visitors.

Three other parking garages, and over two dozen surface lots are additional public parking designations by the Allentown Parking Authority.

"Park & Shop" stamps are available to retailers and business owners who wish to validate parking for their customers and clients in several of these parking garages. These stamps are available to the business owners at a 50% discount.

The Parking Authority also provides convenient options for its customers who choose to park at meters. A 'cash key' eliminates the need for customer to carry change; instead, this pre-paid key, when inserted into a parking meter, will add time onto the meter in just the same way that inserting change would. Discounted meter keys are also made available to business owners for use by their customers and clients.

## A NEW DESTINATION IN THE ARTS DISTRICT:

Currently under construction, the Cosmopolitan, located within the Art's District at 22 North 6th Street, is a four story restaurant that will feature Contemporary American cuisine. The exterior of the structure will be entirely composed of stone with concrete surrounds and moldings for accents. The ultra exclusive interior finishes will be second to none. The first of the two main dining floors will feature the bar with lounge area as well as a stage for smaller musical venues. Live jazz music is expected to be provided Thursday through Saturday. Intimate dining with a classic ambiance will be available on the second floor. A 160 seat ballroom will occupy the third floor as well as the fourth floor mezzanine to accomodate weddings and banquets. As seasonal weather permits, two upper seating areas will be open for outside dining or perhaps relaxing on the upper 6th floor tier for cocktails. It is expected that the restaurant will be completed for spring/summer 2009.

The Project is being constructed by Myron R. Haydt Development Inc and will be co-owned



## ALLENTOWN PLANNING FOR THE FUTURE: THE COMPREHENSIVE PLAN

In June 2008, Allentown City Planning Commission, the City Bureau of Planning and the City Bureau of Zoning presented the draft of the newly updated City of Allentown Comprehensive Plan, "Allentown 2020," to the public.

As Allentown looks ahead to the year 2020, the success will depend largely on how well we understand and adapt to the various dynamics that continue to shape it and the entire Lehigh Valley. "Allentown 2020" is intended to help us better understand these challenges and to improve our ability to deal with the

changing environment. Most importantly, it is intended to help Allentown position itself to achieve success in the future. It does so through a series of goals, policy statements and action steps in a number of key areas.

The recommendations found in the plan are based on public input, interviews with key stakeholders, and the active participation of the project's Advisory Committee members. They build on current initiatives and incorporate the recommendations of other, single purpose plans.

"Allentown 2020" fo-

cuses on eight different aspects of the city, including discussions and recommendations in the areas of Land Use, Housing, Economic Development, Community Facilities, Neighborhood Conservation, Historic Preservation, Transportation, and the Environment and Natural Resources. It summarizes many of these recommendations in a "Framework for the Future" – a series of 10 simple, basic statements that describe some of the ideals presented in the plan and through the identification of eight "Strategic Planning Areas" throughout the city

that hold the most potential for positive change.

Upon adoption by City Council, "Allentown 2020" will serve as the blueprint for making various decisions that have long-term implications. It should help set priorities for municipal capital improvements, provide guidance in setting economic development priorities and set the tone for land use and development controls.

To learn more about Allentown's Comprehensive Plan and the eight strategic planning areas, go to [www.allentownpa.gov](http://www.allentownpa.gov).

## GOOD SHEPHERD — REHABILITATION NETWORK'S HEALTH & TECHNOLOGY CENTER

The Good Shepherd Health & Technology Center at 850 S. Fifth Street in Allentown is a leading-edge outpatient center for services such as physical rehabilitation, fitness and assistive and rehabilitation technology. The 64,000-square-foot, state-of-the-art building is a health-care destination for people with and without disabilities to receive services not available anywhere else in the region.

Services and programs in the three-story building include: the Harry C. Trexler Center for Assistive Tech-

nology, which includes the RJ Foundation Mobility Center (Wheelchair Clinic and the Adaptive Driving Program); orthopedic rehabilitation; hand therapy; The Spine Center; the Day Hospital (for multiple outpatient therapies in a single day); neurorehabilitation; the Pediatric Rehabilitation Program (including the KNBT Pediatric Assistive Technology Lab); the MS Wellness Program; Optimal Fitness, a medical-model fitness center with free weights, cardio equipment and fully accessible Apex strengthening equipment; an aqua therapy

center with a 1,200-square-foot warm-water pool; and The Imaging Center at Good Shepherd (MRI and CT), which is wheelchair accessible.

The Health & Technology Center, which opened in 2006, was the final piece of Good Shepherd's south Allentown campus transformation. It included the Supported Independent Living Apartments, a seven-level parking deck and the reconfiguration of the roads around the campus. Road changes included the permanent closing of St. John Street between South Fifth

and Sixth streets to help create a cohesive, campus-like feel for Good Shepherd's south Allentown facilities.

The 1.7 acres of grounds on the south Allentown campus include pathways, an amphitheater and gardens and a statue of the Rev. Dr. Conrad W. Raker, son of the founders of the organization.

The Health & Technology Center and Good Shepherd's south Allentown campus transformation was projected to create about 130 new, well-paying jobs.

## WORKING WITH OUR PARTNERS

Miriam Huertas, Vice President of Allentown Initiatives for the Greater Lehigh Valley Chamber of Commerce and the Allentown Center City Association (ACCA), organized public visioning sessions with the assistance of urban revitalization experts, the Pennsylvania Downtown Center.

Together they held five public sessions, which ran from April - August 2008, encouraging the community to focus on Allentown's central business district, (5th to 12th and Linden to Walnut Streets). The group adopted the following Vision Statement and is working by committee to focus on the various elements of the vision for Downtown Allentown.

Following the Main Street model, there are five volunteer committees which formed under the leadership of Miriam

and the ACCA chair, Pastor Bob Stevens, of Zion's "Liberty Bell" Church. The committees are: Community Marketing, Organization, Asset Development, Design and Safe, Clean & Green. The committees meet on a monthly basis and are diligently working to develop goals and objectives with budgets to help stay on task.

For more information about each of the committees and to get involved in the Hamilton Street District Visioning project, contact Miriam Huertas @ (610) 841-5808 or [miriamh@lehighvalleychamber.org](mailto:miriamh@lehighvalleychamber.org)

Hamilton Street District Vision Statement : We envision the Hamilton Street District as the commercial and cultural heart of the Lehigh Valley, an attractive, welcoming community, filled with ac-

tivity and energy, offering employment, dining, arts, entertainment, shopping, and residential opportunities, supported by culturally diverse and architecturally attractive neighborhoods.

Clarifying the Vision Statement: The core of the Hamilton Street District consists of the area from 5th Street to 12th Street, and from Walnut to Linden Streets, and is supported by adjoining neighborhoods and the riverfront. The Hamilton Street District will be home to an increasing number of corporations, offices and small businesses supported by an educated local workforce; The Hamilton Street District will celebrate, cultivate and expand the arts, entertainment and cultural venues and activities that already make it a regional and historic destination; The Hamilton Street District

will be a vibrant center of activity for dining, shopping, and recreation, accessible to all, attracting new residents, retail shops, restaurants, and other businesses; The Hamilton Street District will exemplify the rich diversity of city life, attracting young professionals, active seniors, and all those who appreciate the opportunities of urban life, including a variety of transportation and residential options.

Implementation: This vision for the Hamilton Street District will be realized by a unified, focused and collaborative partnership of private, public and non-profit groups. These organizations and existing neighborhoods of committed local leaders and neighborhood stakeholders will advocate for the identification and effective use of the resources necessary to make this vision a reality.

## ALLENTOWN IS OPEN FOR BUSINESS: OPPORTUNITY TO OPENING

Deciding to open a business or expand an existing business is a big decision, that requires months, if not years of planning. The process involves time, resources, creative energy and emotional passion. A lot is given with only the hope that a future reward will be realized. The last thing a fledgling business idea needs is an over-abundance of red-tape and frustration when it comes to the local licensing, zoning and

permitting process. The City of Allentown understands this.

Within the past year the Department of Community and Economic Development has created the job of: Development Liaison/Permits Specialist.

The position was created to give business owners and aspiring owners the ability to have a single point of contact during the opening/expanding stages

of a business. The specialist maintains regular communication with these individuals to assure appropriate progress is being made on that business project, that they are connected to other appropriate staff within City Hall, and most importantly - making sure that they have all the necessary information to make that project a success. After an executive search, the City has hired Todd Collins

A booklet entitled "From

Opportunity To Opening" was created to help entrepreneurs through the process. The booklet walks through who to contact and what to do from the moment a business idea is developed until the final inspection is completed and the Certificate of Occupancy is received. The booklet is available at City Hall or as a PDF on the City's website: [www.allentownpa.gov](http://www.allentownpa.gov)

## We're in the Money... Financing Your Business

Meeting the financial needs of a business can be a very confusing and time consuming process. Many programs are available through different entities and government agencies, but identifying those that specifically meet your needs may require many meetings and phone calls. In order to

simplify this process the City of Allentown Department of Community and Economic Development has introduced a new brochure called "Business Financing Programs," which provides detailed information about loan, grant, and tax credit programs available directly through the city, regional

and state sources. In addition to this new tool, our staff is also available to answer any questions and assist those who need assistance in the application process.

Allentown is Open for Business and is the place to start and grow business!! We are here to assist you at

any time!

If you would like to request a copy of this new brochure, or to schedule a meeting to discuss your business financing needs please call 610-437-7610, or send an e-mail to: [businessdevelopment@allentowncity.org](mailto:businessdevelopment@allentowncity.org)

### Department of Community and Economic Development

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Duane Tolson	Business Development Liaison	610-739-5964	<a href="mailto:tolson@allentowncity.org">tolson@allentowncity.org</a>

## Take Me Out To The Ball Game



Allentown is now home to the Lehigh Valley IronPigs, Class AAA affiliate of the Philadelphia Phillies. The home team plays at the beautiful, state-of-the-art, Coca-Cola Park. The Iron Pigs 2008 inaugural season proved exciting and entertaining for all ages. More than 600,000 fans attended Pigs games during their first season.

Aside from the baseball game itself, there were many ways for the crowd to interact and enjoy themselves out at the ballgame – fireworks and concerts often begin once the game ended and in between innings little ones got a chance to get out on the field. Coca-Cola Park also serves as a venue for special events, business meetings and parties. Local favorites like brews from the Allentown and Bethlehem Brew Works and Aw Shucks Corn are served at the stadium adding to the feel that this truly is our home team. The Lehigh Valley has embraced this new recreational opportunity and the excitement it has brought to our region. This can be witnessed in the way that Ferrus and FeFe, the IronPigs mascots have become "local celebrities." Visit [www.ironpigsbaseball.com](http://www.ironpigsbaseball.com) or phone 610-435-3001 for more information.

## ALLENTOWN SCHOOL DISTRICT BEGINS PHASE I \$455 MILLION COMPREHENSIVE FACILITIES PLAN

The Allentown School District has broken ground on several school buildings as part of Phase I of the District's \$455 million Comprehensive Facilities Plan ("CFP"). The Phase I schools include Jackson and Roosevelt Elementary Schools, Trexler and South Mountain Middle Schools, and William Allen and Louis E. Dieruff High Schools. Phase I plans also include the purchase of a site for a potential fifth middle school. The CFP will follow the recommendations contained in a Feasibility Study ("Study") prepared by the Ray Group, architects and planners from Lancaster, Pennsylvania, that was originally completed in November 2005, and most recently updated in September 2007. The Study provides a long range plan for addressing facility deficiencies. Factors, such as the district's educational programming, enrollment projections, compliance with the Americans with Disabilities Act, and various building codes were included in the Study. Optimal school size, desired class size, state reimbursement and fiscal impact on the community were also important issues that were considered.

A list of objectives were established to aid the district in determining the best method for addressing the deficiencies outlined in the Study, a list of objectives was established. The objectives were as follows: Maintain neighborhood schools, provide full day kindergarten in the elementary schools, house fifth grade in the elementary schools, maintain smaller class size – based on educational specifications and No Child Left Behind, address existing physical and spatial deficiencies, and address projected enrollment increases.

With these goals in mind, the district reviewed each facility, to determine whether it was feasible to maintain the facility, replace the building, or to renovate and/or expand the building. Factors such as building age, structure type, adequacy of site circulation, and neighborhood boundaries all contributed to the decisions ultimately made. After carefully comparing objectives and expectations with individual facility options, a comprehensive solution was generated that could be phased in over several years.

Schools for Phase I were prioritized based on need and selected based on where the district could achieve the most in addressing class size. The two elementary schools, Jackson and Roosevelt, are on sites that allow for expansion. The two middle schools, Trexler and South Mountain, have more than 1,000 students and are on large sites that could address increasing enrollments and provide space for the other middle schools before they are rehabilitated. The two high schools, Allen and Dieruff, have immediate space needs.

Since the completion of the first Study, the District has engaged Alvin H. Butz, Inc, from Allentown, to serve as its construction manager. The Ray Group has been hired as the project architect for both elementary schools and both middle schools, and USA Architects from Easton has been hired as the project architect for both high schools.

Any questions or inquiries about the CFP should be directed to George R. Crawford, Chief Financial / Operating Officer, at 31 South Penn Street, Allentown, 18105, or by e-mail at [crawfordg@allentownsd.org](mailto:crawfordg@allentownsd.org).