



# Action Program



Bethlehem's South Side as viewed from the City Center Complex



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This comprehensive plan identifies strategies the City should pursue and actions the City should take in nine specific areas:

- **Future Land Use**
- **Housing and Neighborhoods**
- **Downtown Revitalization and Economic Development**
- **Environmental Conservation**
- **Parks and Recreation**
- **Historic Preservation**
- **Transportation**
- **Community Facilities and Services**
- **Arts and Cultural Amenities**

While the plan includes many good ideas, direction is needed to focus City officials on what should be done first and what can come later. The following table summarizes the strategies identified in each chapter. For each strategy, a priority is assigned and there are suggestions on who should be the City's primary partners in seeing that this strategy is carried out.

All strategies are classified into one of two priority types:

**High Priority** - Strategies designated as "High Priority" are initiatives the City should undertake or address immediately – in 2009 and 2010. In some cases, these are new courses of action. In other cases, High Priority initiatives are activities now underway that the City should focus on completing promptly.

**Ongoing or Longer Range** - Strategies designated as "Ongoing or Longer Range" include: a) policies and or actions the City should continue carrying out; and b) directions the City should follow after the High Priority strategies are substantially completed or well-established in day-to-day City government practice.

Implementing several of these recommendations will involve costly physical improvements. Other recommendations will require only administrative actions. Where significant costs are involved, a wide variety of funding sources should be considered, including the City's future casino host fee revenues where applicable.





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Strategy	Page with Full Description	Priority		Potential Partners with City
		High Priority	Ongoing or Longer Range	
<b>Future Land Use Strategies</b>				
1. Update City zoning to implement the recommended Future Land Use Plan and Map.	3-9 through 3-14	X		Lehigh Valley Planning Commission
<b>Housing and Neighborhood Strategies</b>				
1. Use development reviews to promote Smart Growth.	4-8	X		Lehigh Valley Planning Commission, private developers
2. Amend zoning to permit mixed residential/non-residential uses at BethWorks.	4-8	X		BethWorks
3. Ensure City zoning encourages mixed residential / non-residential uses in appropriate locations.	4-8		X	Neighborhood groups
4. Investigate and consider using incentives other municipalities employ to encourage Universal Design practices.	4-8		X	Good Shepard Rehabilitation Network and other advocates in the Lehigh Valley for persons with disabilities
5. Continue to limit conversion of one-unit structures into apartments.	4-9		X	Neighborhood groups
6. Continue various approaches to address irresponsible absentee landlord problems.	4-9	X		Lehigh University, Moravian College
7. Concentrate housing rehab funds in designated target locations.	4-9		X	Non-profit housing advocates, Moravian College, Lehigh University
8. Better inform the public about their sidewalk maintenance responsibilities.	4-9		X	Local business community, Neighborhood groups
9. Use zoning to ensure commercial uses and adjacent residential uses are compatible.	4-9		X	Local business community, Neighborhood groups
10. Pursue a multi-faceted approach to create more affordable "workforce" housing.	4-9	X		Non-profit housing advocates, Moravian College, Lehigh University
11. Continue targeting federal and county funds to low-mod income housing providers.	4-10		X	Low-moderate income housing providers



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12. Support recommendations in the <i>Affordable Housing Assessment of the Lehigh Valley</i> .	4-10		X	Non-profit housing advocates, Lehigh Valley municipalities
13. Treat affordable workforce housing as a region-wide issue.	4-10	X		Non-profit housing advocates, Lehigh Valley municipalities
14. Recognize commercial building upper floors as possible affordable housing locations.	4-10		X	Business district property owners
<b>Downtown Revitalization and Economic Development Strategies</b>				
1. Continue improving and strengthening economic development incentives.	5-7		X	Non-profit economic development groups
2. Strengthen the North Side and South Side central business districts' branding and identity.	5-7		X	Downtown Bethlehem Association
3. Ensure City gateways project an attractive, welcoming image.	5-7		X	Lehigh Valley Planning Commission, Downtown Bethlehem Association
4. Complete the Downtown Bethlehem Association's Downtown Parking Master Plan.	5-7	X		Downtown Bethlehem Association, Bethlehem Parking Authority
5. Establish coordinated way-finding signs on the North Side and the South Side.	5-7		X	Historic Bethlehem Partnership
6. Continue expanding tourist-oriented venues in the two downtowns.	5-8		X	Lehigh Valley Convention and Visitors Bureau, Moravian College, Lehigh University
7. Secure appropriate assistance from the Pennsylvania Downtown Center.	5-8		X	Pennsylvania Downtown Center
8. Encourage more cooperative merchandising and common evening hours.	5-8		X	Downtown Bethlehem Association
9. Support public and private partnerships for promoting the two downtowns.	5-8		X	Downtown Bethlehem Association
10. Revise the City's zoning ordinance to facilitate economic development.	5-8	X		Downtown Bethlehem Association, Lehigh Valley Planning Commission



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11. Carry out downtown streetscape improvements.	5-8	X		Downtown Bethlehem Association, PennDOT
12. Recruit businesses to provide better services along the Canal, Lehigh River and towpath.	5-9		X	Non-profit economic development groups
13. Continue facilitating redevelopment of LVIP property on former Bethlehem Steel land.	5-9	X		Lehigh Valley Industrial Park, private developers
14. Use the Code Board of Appeals to provide flexibility for adaptive reuses.	5-9		X	Downtown Bethlehem Association
15. Promote mixed use redevelopment on Stefko Boulevard between Pembroke Road and Market Street.	5-9		X	Non-profit economic development groups
<b>Environmental Conservation Strategies</b>				
1. Seek funds to acquire conservation easements or full title to high-value open spaces.	6-4	X		Pennsylvania DCNR
2. Use official map powers for land preservation.	6-4	X		Conservation organizations
3. Work to preserve and plant vegetation along creek corridors.	6-4	X		Monocacy Creek Watershed Association, Saucon Creek Watershed Association
4. Take recommended steps towards greening the City.	6-4	X		Bethlehem Area School District and various environmental advocates
5. Update City zoning ordinance to strengthen landscaping, open space and floodplain regulation.	6-4	X		Lehigh Valley Planning Commission, various environmental advocates
6. Investigate solutions to Monocacy Creek flooding.	6-9		X	Monocacy Creek Watershed Association, Moravian College
7. Continue to investigate funding for energy efficiency initiatives.	6-9		X	State, Federal and non-profit funding sources
8. Continue pursuing Monocacy Park environmental improvements.	6-9	X		Monocacy Creek Watershed Association, Moravian College, Lehigh University



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9. Work with Bethlehem Environmental Advisory Council.	6-9	X		Various environmental advocates, Moravian College, Lehigh University
10. Consider zoning or other ordinance amendments that encourage energy efficiency.	6-9	X		Lehigh Valley Planning Commission
11. Consider zoning incentives for buildings or site designs that receive “green building” certification.	6-9	X		U.S. Green Building Council
12. Encourage the use of native plants where possible and practical	6-9		X	Conservation organizations
<b>Parks and Recreation Strategies</b>				
1. Complete improvements to western portion of Sand Island.	7-15	X		Pennsylvania DCNR, Lehigh University
2. Use Sand Island to strengthen the City’s connection to its waterfront.	7-15		X	Pennsylvania DCNR, Lehigh University
3. Fully address Saucon Park erosion and flooding problems.	7-15		X	Saucon Creek Watershed Association
4. Better connect Saucon Park to Hellertown (via South Bethlehem Greenway) and to Goodman Campus.	7-15		X	Saucon Creek Watershed Association, local trail and biking advocates
5. Continue developing South Bethlehem Greenway in pre-designated phases.	7-16	X		Neighborhood groups, Pennsylvania DCNR, PennDOT
6. Make Lehigh Canal Towpath Trail and Monocacy Way easier to use and more accessible.	7-16		X	D&L Corridor Commission, Other trail advocates
7. Continue evaluating trail possibilities along abandoned rail corridor between Bethlehem and Allentown.	7-16		X	City of Allentown and other trail advocates
8. Analyze safety and other needs at each City-owned neighborhood park.	7-16	X		Neighborhood groups
9. Consider constructing a miniature golf facility at the Bethlehem Municipal Golf Course.	7-16		X	Private concessionaire
10. Evaluate the feasibility of constructing selected community centers.	7-17		X	Bethlehem Area School District, Neighborhood groups, Recreation advocates



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11. Periodically seek public opinion to ensure City recreation programs remain relevant.	7-17		X	Bethlehem Area School District, Neighborhood groups, local sports providers
12. Focus more recreation programs on at-risk youth.	7-17		X	Bethlehem Area School District, Neighborhood groups, local sports providers
13. Use partnerships to attract more contributions to the City's park and recreation budget.	7-17	X		Local business community
14. Enhance participation in the City's Adopt-a-Park program.	7-17	X		Local business community
15. Use easements to protect environmentally sensitive lands and pedestrian accessways.	7-17		X	Local environmental advocates
16. Promote opportunities for sponsorship of certain park improvements.	7-17	X		Local business community, Philanthropic groups
<b>Historic Preservation Strategies</b>				
1. Target facade renovation funds following the model of the Wyandotte Street project.	8-9	X		Pennsylvania DCED, Local banks
2. Enhance the visibility and accessibility of North Side visitor facilities in the City.	8-9	X		Pennsylvania HMC, Historic Bethlehem Partnership, Lehigh Valley Convention & Visitors Bureau
3. Strengthen City regulations protecting against demolition of older buildings beyond the City's historic districts.	8-9	X		Local Historic Architectural Review Boards
4. Support preservation and education initiatives planned by Historic Bethlehem Partnership, Inc.	8-9	X		Historic Bethlehem Partnership, Moravian College, Lehigh University
5. Expand South Bethlehem walking tours and connect them to North Side tours.	8-9	X		Historic Bethlehem Partnership
6. Better highlight Bethlehem's role in the development of the Lehigh Valley.	8-9		X	Historic Bethlehem Partnership
7. Ensure historic resources are not unduly affected by new development nearby.	8-9		X	Planning Commission, Local Historic Architectural Review Boards



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8. Ensure that facade rehabilitation activity complements historic preservation efforts.	8-9		X	Local Historic Architectural Review Boards
9. Obtain official recognition for more historic sites and historic districts as appropriate.	8-9		X	Historic Bethlehem Partnership, Local Historic Architectural Review Boards
10. Use the City's steel heritage to promote more historic preservation and related tourism.	8-9		X	National Museum of Industrial History, Lehigh Valley Industrial Heritage Coalition, Historic Bethlehem Partnership
11. Continue facilitating proposed National Museum of Industrial History on the BethWorks site.	8-9		X	Smithsonian Institution, National Museum of Industrial History
12. Make a special effort to preserve built resources within the City's historic parks.	8-9		X	Neighborhood groups, City park supporters
<b>Transportation Strategies</b>				
1. Implement the Route 412 improvement project.	9-25	X		PennDOT, Lehigh Valley Planning Commission
2. Advance the Five Points Gateway Enhancement project.	9-25	X		PennDOT
3. Conduct a comprehensive safety study of high vehicular crash intersections and corridors.	9-25		X	PennDOT
4. Use access management regulations to reduce vehicular crashes and better manage traffic flow.	9-25		X	PennDOT, Lehigh Valley Planning Commission
5. Formally study the option of lowering speed limits on selected major roadways.	9-25		X	PennDOT, Bethlehem Area School District
6. Assess the need for traffic calming measures on appropriate streets.	9-26	X		PennDOT, Neighborhood groups, Bethlehem Area School District
7. Study the appropriateness of restoring two-way traffic on Center Street and on Linden Street	9-26	X		PennDOT, Neighborhood groups
8. Continue studying parking needs and potential locations for new parking facilities.	9-26	X		Downtown Bethlehem Association, Bethlehem Area School District



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9. Conduct safety studies of roadway corridors and intersections with the highest number of pedestrian and bicycle crashes.	9-26	X		PennDOT, Bethlehem Area School District, Moravian College, Lehigh University
10. Consider pedestrian and bicycle safety improvements for high priority areas, such as the 4 <sup>th</sup> Street corridor.	9-26	X		PennDOT, Local biking advocates, Moravian College, Lehigh University
11. Continue educational efforts aimed at increasing the number of drivers yielding to pedestrians throughout the City.	9-26		X	PennDOT
12. Continue to identify bicycle routes where “Shared Use” markings could be installed.	9-26		X	Coalition on Alternative Transportation, PennDOT, Local biking advocates, Bethlehem Area School District
13. Install more bike racks both at public and private locations.	9-26		X	Coalition on Alternative Transportation, Local biking advocates
14. Widely market available rail lines and intermodal facilities.	9-27	X		Non-profit economic development groups
15. Monitor truck traffic related to new facilities developed on former Bethlehem Steel lands, and elsewhere.	9-27		X	PennDOT
16. Continue working for the preservation of rail rights-of-way between Hellertown and Lansdale.	9-27		X	SEPTA, Lehigh Valley Planning Commission
17. Improve transit stops throughout the City.	9-27		X	LANTA
18. Develop a South Side / North Side bus or trolley loop shuttle.	9-27	X		LANTA, Downtown Bethlehem Association, Privates businesses, Private educational institutions
19. Continue supporting studies on the viability of restoring passenger rail service to the Lehigh Valley.	9-27		X	LANTA, SEPTA, Lehigh Valley Planning Commission



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<b>Community Facilities and Services Strategies</b>				
1. Continue examining potential solutions to Bethlehem Water Authority's debt problem.	10-10		X	Bethlehem Authority
2. Construct improvements planned for the City's water treatment plant.	10-10	X		Bethlehem Authority
3. Complete expansion of the wastewater treatment plant and begin to separate storm water from sanitary sewers.	10-10	X		Bethlehem Authority
4. Follow through on recommendations from the planned analysis of the City's departmental space.	10-10	X		Private architect / design consultant
5. Continue to communicate with BASD on school construction decisions and related neighborhood concerns.	10-10		X	Bethlehem Area School District, Neighborhood groups
6. Continue evaluating ways to expand the City's recycling program.	10-10		X	Local environmental advocates, Bethlehem Area School District
<b>Arts and Cultural Amenities Strategies</b>				
1. Continue promoting local efforts to tap the creative energies of Bethlehem residents, particularly the youth.	11-6		X	Local arts organizations, Bethlehem Fine Arts Commission, Bethlehem Area School District
2. Ensure the Fine Arts Commission continues to provide input on relevant arts-related matters.	11-6		X	Bethlehem Fine Arts Commission
3. Continue to assist ArtsQuest seek funds for the proposed SteelStax performing arts complex.	11-6	X		ArtsQuest
4. Continue providing performance space and logistical support for public festivals.	11-6		X	ArtsQuest, Bethlehem Fine Arts Commission, Bethlehem Area School District
5. Survey and inventory City-owned art at City Hall and elsewhere.	11-6	X		Bethlehem Fine Arts Commission
6. Formalize an "Art in Public Spaces" program.	11-6		X	Bethlehem Fine Arts Commission, Bethlehem Area School District

