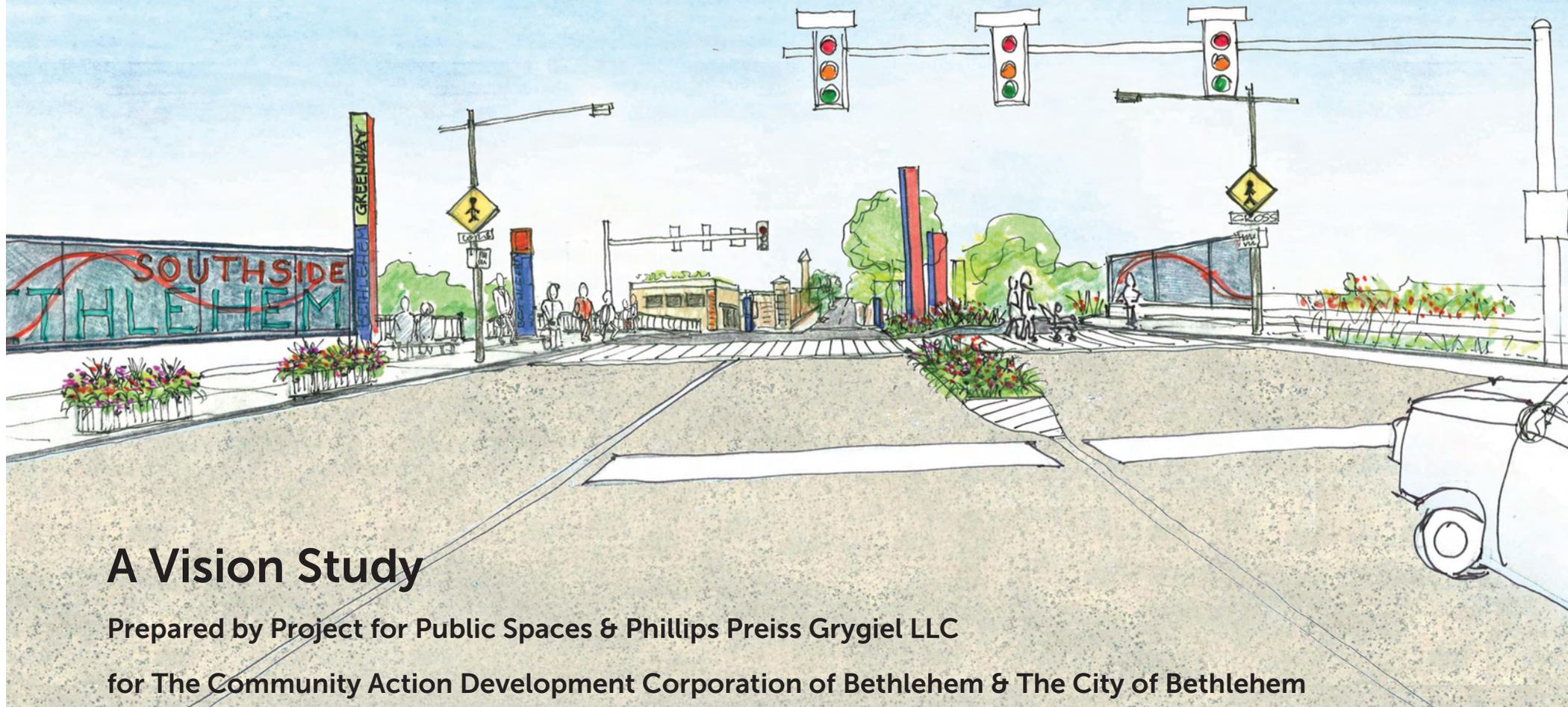


South Bethlehem

Eastern Gateway



A Vision Study

Prepared by Project for Public Spaces & Phillips Preiss Grygiel LLC

for The Community Action Development Corporation of Bethlehem & The City of Bethlehem

September, 2011

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Dear Friends,

Almost a decade ago, the Community Action Development Corporation of Bethlehem and the City of Bethlehem embarked on a 10-year mission to revitalize the neighborhoods of south Bethlehem. The guiding master plan, Southside Vision 2012 (now Southside Vision 2014), is an action plan for physical, economic and community development. It originated as a companion to the Southside Bethlehem Master Plan completed in 2001, which focused on strategies for commercial development in the core retail and commercial district of south Bethlehem adjacent to Lehigh University.

Major recommendations of the Southside Vision 2012 plan were to:

- Create a strong open space network
- Concentrate new commercial and retail establishments on the existing commercial areas of East Fourth Street
- Improve the gateways leading into Bethlehem, especially the Eastern Gateway
- Create new and improve existing parking opportunities
- Encourage home ownership and home improvement
- Develop positive recreational activities for youth

Since the origination of the Southside Vision 2012 plan, much has changed in south Bethlehem. The Southside has experienced a renaissance, with major development projects such as the Sands Casino Resort Bethlehem, ArtsQuest's SteelStacks, and Lehigh Valley Industrial Park's VII campus having already been designed, constructed and opened! Public/private partnerships and hard work have enabled us to attain many of our Southside Vision 2012 initiatives, including a new greenway and a new skate plaza, and charming streetlights linking all of these together.

The Southside energy is palpable here; there is no doubt south Bethlehem is now an exciting urban destination. Our present challenge is how to enhance the Eastern Gateway, which is not only a primary entrance to the City and all of these new projects, but an ethnically diverse residential neighborhood. We wanted a strategy to integrate components of the original Southside Vision plan – possibilities for reuse of buildings and land, parking challenges, youth recreation, and suggestions for concentrated commercial establishments. But we needed these to be combined with new concepts for marketing the neighborhood, suggestions for and renderings of possible streetscape amenities, and signage and wayfinding ideas to fit our new identity.

The Project for Public Spaces and Phillips Preiss Grygiel study is precisely what we asked for, and we couldn't be more pleased. Bethlehem has a knack for making dreams come true. Now let's roll up our sleeves and begin!



A handwritten signature in black ink that reads "John B Callahan".

John Callahan
Southside Vision 2014
Co-Chair



A handwritten signature in blue ink that reads "Bradley Askins".

Bradley Askins
Southside Vision 2014
Co-Chair



Community Action Development Corporation of Bethlehem

From the Director

By Ellen Larmer

We are thrilled to have had the opportunity to collaborate with the renowned planning firms Project for Public Spaces and Phillips Preiss Grygiel, LLC to design the Eastern Gateway of south Bethlehem. Their able staff steered us in the creation of this innovative plan. Project for Public Spaces and Phillips Preiss Grygiel were selected by our Eastern Gateway Committee of Southside Vision 2014 after the committee interviewed a number of creditable professionals. We were intrigued by their “lighter, quicker, cheaper” approach to planning. More importantly, we shared similar ideas about process, particularly the value of community engagement and participation. We liked that they arrived in Bethlehem without a picture of what should be in the neighborhood. Rather, they assured us that our community – residents, business owners, professionals, government officials and others – could be guided through a series of exercises to develop a truly unique, inclusive and comprehensive model of urban life for south Bethlehem.

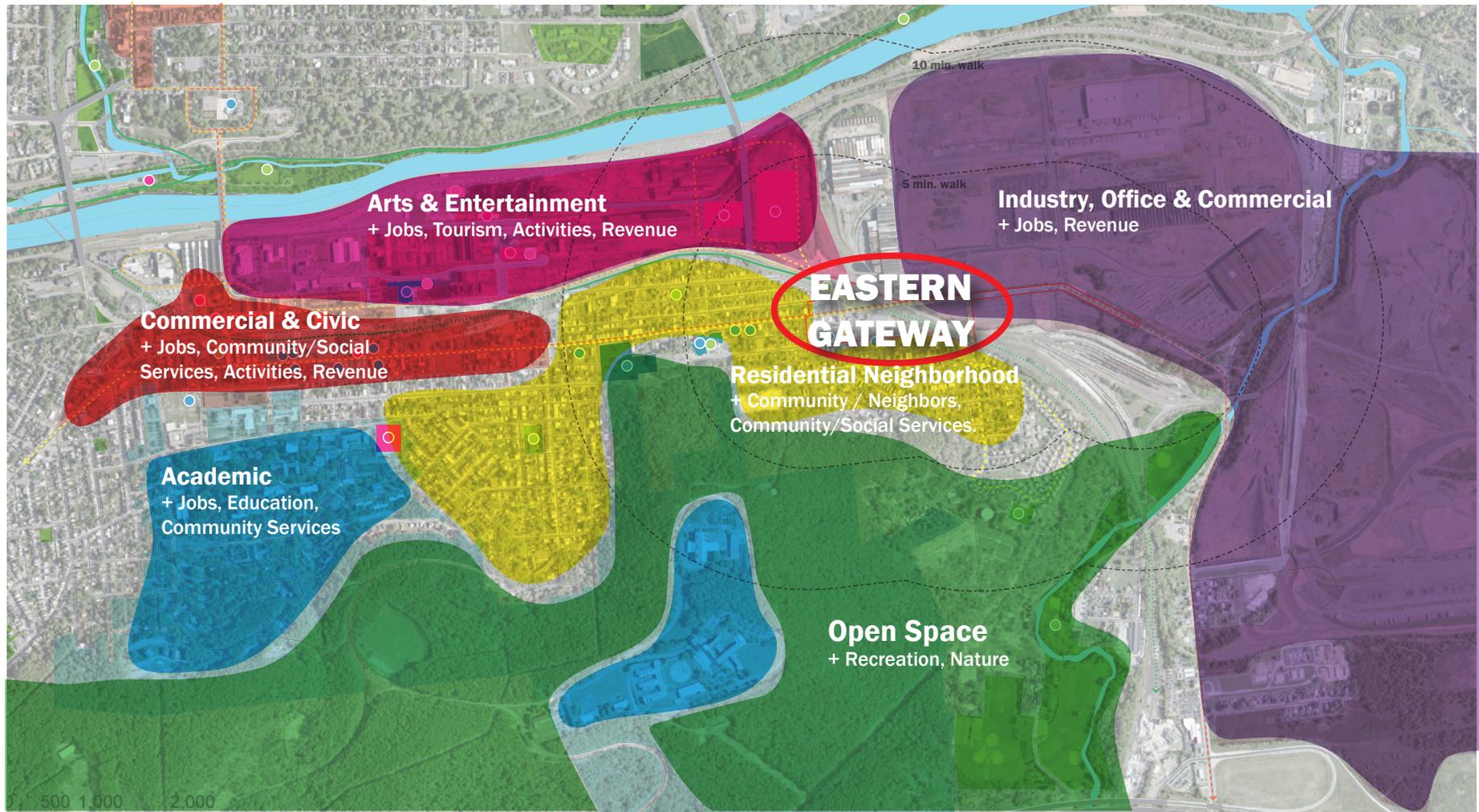
PPS and PPG began their “placemaking” activities at a neighborhood visioning party held at the Donegan Elementary School. This original event challenged community members to take a look at their public spaces, and dream of possibilities. As participants made observations about their community, they poured out their hearts and their souls. Ideas emerged along with hope and the beginning of a new vision. Community “experts” were also engaged in the planning process. They were challenged to share their views and ideas during thirteen separate focus groups. All of this information was then “digested” by the PPS and PPG staff, and organized into a few rough concepts. Finally, PPS and PPG held a design workshop and an open house where the original concepts were presented, discussed, and perfected for the development of the final plan.

Remarkably, PPS and PPG staff have always encouraged community action and neighborhood participation, and been guided by the public. They have taken what the community gave them, analyzed it using their own extensive knowledge, wisdom and expertise, and produced a distinctive plan. It was an honor and a privilege to have worked with them. We are delighted with the final product, and eager to begin implementation.

I would like to thank the City of Bethlehem staff, particularly Darlene Heller and Tracy Samuelson, for their partnership and assistance with this project. Also, I would like to thank the chair of the Eastern Gateway Committee, Tony Corallo of Lehigh University, for his leadership. Finally, all of this work would not have been possible without an energetic committee, whose other members are: Sean Dooley of Keystone Consulting Engineers; Carmelo Huertas, neighborhood resident; Erin Kintzer of Sands Casino Resort Bethlehem; Olga Negron, neighborhood resident; Justin Ryan of Lehigh Valley Industrial Park; Ron Unger of ArtsQuest; Judy Venturini, neighborhood resident; and Chris Gigliotti of Community Action Committee of the Lehigh Valley. With such a great team and plan, we can’t wait to begin transforming this Eastern Gateway neighborhood!



Ellen Larmer
Community Action Development Corporation of Bethlehem
Director



The Eastern Gateway District is at the heart of a growing Southside.

The Eastern Gateway In Context

An entrance to South Bethlehem, the Eastern Gateway is a gateway from all sides: for visitors arriving from the east, it is a gateway to the residential and commercial core of South Bethlehem, including the Four Blocks International area; for locals, it is a gateway to the future development and jobs of the Lehigh Valley Industrial Park (LVIP) to the east; the academic community of Lehigh University and the wooded slopes of South Mountain to the south; and the entertainment and arts district of the Sands Casino Resort Bethlehem (Sands) and the SteelStacks complex (on the former Bethlehem Steel site) to the north.

In addition, it is a local and regional transportation connector both with easy access to I-78 and the developing South Bethlehem Greenway, which will eventually connect to regional recreation and green space networks. What all this tells us is that the Eastern Gateway is not just a gateway for any one group or location, but rather it has the potential to be the node at the center of these diverse and growing activities and communities. It is a **crossroads**—physically, socially, culturally, and economically—more than it is a gateway to any one thing.

The Eastern Gateway is also a gateway in more than just the physical sense. The entire Southside neighborhood, itself, has and continues to function as a “gateway” community. Whether we are talking about steel workers arriving in Bethlehem from overseas at the turn of the last century, students arriving to attend Lehigh University, or new workers arriving to staff the SteelStacks complex or filling tech jobs in the growing Lehigh Valley Industrial Park, the area has, for generations, been a community of opportunity, where people arrive in Bethlehem. Now, new arrivals mix with families who have lived in the Southside for generations, creating a vibrant and dynamic, historically rich community culture in the Southside. This is the community that development in the Eastern Gateway must serve.

Neighborhood Demographics

The consultant team obtained demographic data from Claritas, a market research service, for the general Gateway neighborhood area shown in the figure to the right. These data, highlighted below, largely support the area's identity as a diverse and growing neighborhood of younger families, predominantly of Hispanic/Latino origin. This is also consistent with the Gateway's historic role as a "gateway" or "foothold" neighborhood for new residents, including many generations of immigrants from around the world, which provided affordable housing opportunities, jobs, local retail services and cultural life. The following findings are illustrative:

- The Gateway neighborhood has a total population of approximately 5,544 persons in 1,831 households.
- Hispanic/Latinos comprise approximately 74% of the total neighborhood population.
- The Gateway neighborhood experienced a 10% increase in households between 2000 (1,667 households) and 2011 (1,831 households). This was more than twice the city-wide household growth rate between 2000 and 2011, which was approximately 4%.
- Households in the Gateway are expected to increase by 4% over the next five years.
- The estimated median household income in 2011 is \$30,511.
- The Gateway neighborhood is relatively young, with a median age of 30.3 whereas the median age in the U.S. is approximately 37.

- The estimated household size in 2011 is 3.02 persons per household, which is significantly higher than the estimated household size for the City which is 2.29.
- Tenure of housing units is roughly split between owner-occupied (51%) and renter-occupied (49%) units.

The demographic data are indicative of a neighborhood of growth, opportunity, ambition and cultural diversity. Neighborhoods like the Gateway are an essential part of the economic, social and cultural fabric of every successful city. Cultivating and improving conditions to reinforce the character of this neighborhood while expanding economic opportunities for its residents is a paramount goal of this plan.





The Eastern Gateway Today

The Eastern Gateway is characterized by a broad mix of land uses including light industrial (such as auto repair and home heating oil), Community Civic (the Community Action Committee of the Lehigh Valley - CACLV), Commercial (a restaurant and convenience store), residential, and recreational (the Skateplaza phase 1). An inventory of the parcels within the Eastern Gateway, including their land uses, is contained in the Appendix. The grade varies greatly across the site, with the Greenway right-of-way and Skateplaza at relative low points, and the intersection of Daly Ave. and Rt. 412 as well as the south edge of the site being relatively higher.



Pending Plans in The Eastern Gateway

The Eastern Gateway, particularly its public realm, is a dynamic area. Over the next two years, a number of changes will be coming to the Eastern Gateway in the form of both projects and policies. The following projects were taken as a given in developing the vision: (1) The City of Bethlehem has recently undertaken a revision to the zoning code, which will go into effect in 2011. The Eastern Gateway has been rezoned as CL - limited commercial. (2) Rt. 412 / Hellertown Road extending east from the intersection at 4th Street and Daly Ave. will be widened, extending recent widening and traffic changes made to Daly Ave. just east of the intersection. Construction drawings are complete for this project and it is expected to proceed this year. (3) The South Bethlehem Greenway will be extended through the site in the old rail grade. The rail line connecting the rail yard to the south to the steel plant to the north will remain active along the northeast edge of the rail grade and be separated from the greenway by a fence or wall. Plans for this section of the Greenway are complete, and it will be constructed this year. (4) The skateplaza will be expanded to fill most of the area bounded by the Greenway route, 4th Street, Steel Ave., and the current Skateplaza. Plans for the expansion are done, and it will proceed as funding becomes available.

Methodology

Focus Groups & Community Visioning Party

The study described in this report included a process of broad community outreach and engagement as well as site research in order to insure that the recommendations developed for the Eastern Gateway area reflect community needs and desires and are physically as well as economically feasible. The outreach and engagement activities put local residents' and other stakeholders' voice and vision at the center of the process. This process began with a series of focus group discussions held over the course of two days with representatives of key stakeholder groups in the community.

These focus groups included: Local Business Owners, including small businesses as well as larger businesses such as LVIP and Sands Casino; Housing & Social Service providers; Universities; Artists and Arts groups; Churches and Religious leaders; Open Space and Recreation agencies and organizations; Transportation agencies and organizations; Youth services providers; and City Staff.

A list of attendees at each of these focus group meetings and notes of the meetings can be found in the Appendix. In addition to these focus groups, follow-up correspondence via phone calls and email enabled the team to gather additional information in order to clarify the needs, opportunities, and constraints critical to the project. The findings from these focus

groups further supported what was heard at the community visioning party (see below), providing further details as well as specific ideas for how to address key community issues and opportunities.

The process of actively engaging stakeholders in creating a placemaking plan included a visioning workshop on March 30th 2011 which was attended by over 60 Bethlehem residents, including families with young children, city staff, local merchants, artists and students, who brainstormed ideas for uses and activities in the Eastern Gateway. During the workshop, participants used the PPS Placegame® to evaluate 5 sites in and around the Eastern Gateway according to the following four factors: uses and activities, comfort and image, access and linkages, and sociability (see callout box 1). The Placegame activity also engaged residents in proposing ideas to improve the gateway and identifying key partners that could be engaged in realizing these ideas. The tables on the following pages summarize the ideas expressed for the Eastern Gateway at the community visioning party and in the associated focus groups and stakeholder interviews (described below); a complete list of specific community desires and ideas by site can be found in the Appendix under Visioning Party Recommendations.

Technical Workshop & Open House

The technical workshop facilitated on June 2 provided an opportunity for key Eastern Gateway stakeholders to work with the PPS/PPG team to review, revise, and refine the findings from the initial outreach and comment on the the initial recommendations. It was also an opportunity for the team to ask questions and gather further, more detailed input from key stakeholders. Forty stakeholders attended the half-day workshop.

The results of the workshop were presented that evening at an open house at ACLV's Forte Building where participants could come to see and comment on the findings and work completed to date. The results of this process provided the refinement for the "Emerging Vision" and "Recommendations" which are presented in Sections 4 and 5 of this report.

Site # 2

Preliminary Assessment

1. What do you like best about your site?
SPACE + ENTERTAINMENT FOR VISITORS
SEAT BOARD

Placemaking Evaluation

SOCIABILITY

2. Who uses the space now?
YOUTH SKATE BOARDERS
12-25

3. When is the space most busy?
WEEKENDS - AFTER SCHOOL

USES AND ACTIVITIES

4. What type of activities happen here now?
LOCAL USED SEATERS

5. What types of activities would attract people to the place?
CONTEST W/ SPONSORS + ADVERTISING
SHADE GAZEBOS FOR WALKERS PICNICKERS
~~WIFI~~ - HOT SPOT FOR COLLEGE
STUDENTS KID PARK W/ NETS SLIDING BOARD
DOG WALKING PARK W/ OBS DISENERS

6. What activities located elsewhere could be co-located here?
(i.e. mini-post office, art center, studios DMV, etc.)
SOLAR POWERED BEVERAGE DRINK
MACHINE MINIHOCKEY PAD

7. What types of buildings, businesses or services are needed here?
LARGER FOUNTAIN
RECYCLING RENTAL SPACE FOR
NEIGHBORHOOD RESTAURANTS ON WEEKENDS

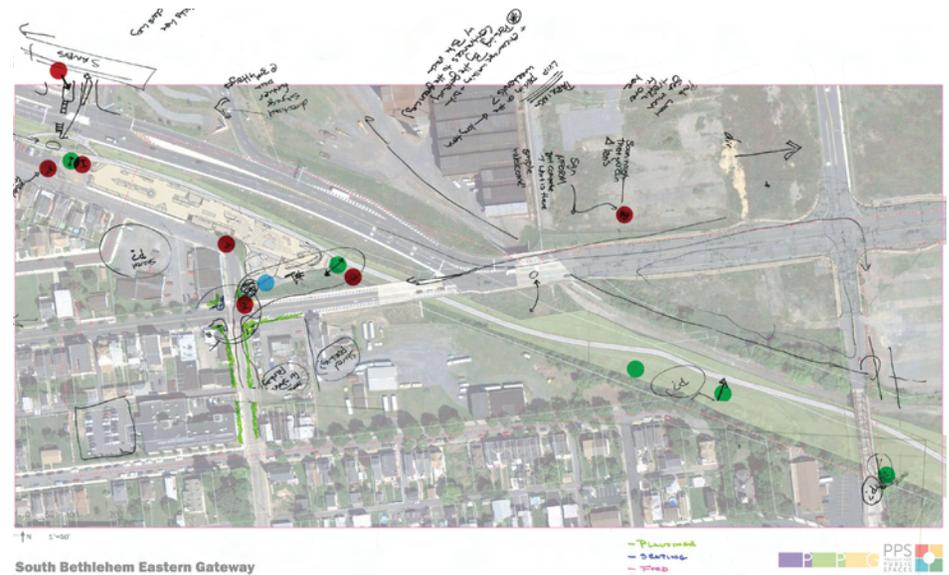
COMFORT AND IMAGE

8. What would make the place more comfortable?
GAZEBO WITH TABLES PARK BENCHES
SHADE WATER FOUNTAIN
BATHROOM

9. What types of amenities would be required to support the activities that you have outlined above? (seating, sound, lighting, shade, etc.)

ACCESS AND LINKAGES

10. What changes could be made that would make it easier for people to get here? (for example better transit, better crosswalk, clear entrance ways, visible destinations, etc.)
BANKERS THROUGHOUT THE CITY
FROM 78 → BETHLEHEM



A sketch plan from the technical workshop; technical workshop participants responded to preliminary recommendations from the consultant team, answered questions, identified further considerations and made new suggestions.

As a part of the community visioning party, attendees evaluated the performance and identified opportunities for five sites in and around the gateway using PPS's place evaluation form.



After evaluating the different sites, groups discussed their findings before presenting them to the other attendees at the Community Visioning Party.



Attendees of the technical workshop and open house were asked to view and vote on precedents for different potential activities and designs for the Eastern Gateway. Key results of this process are displayed in the recommendations section of this report.

Market Potential

Successful urban planning and land use policy must have a foundation in a sound understanding of the market potential for various potential land uses. This section summarizes what the Gateway neighborhood can realistically support in terms of residential, retail, office and arts and entertainment uses.

ZONING

The City of Bethlehem is expected to adopt a new zoning ordinance in 2011. The proposed zoning for the Eastern Gateway study area is CL – Limited Commercial. The consultant team assumed that the proposed CL zoning would guide future development within the Gateway, but it was also encouraged to offer suggestions for revisions to the ordinance. Permitted non-residential uses include a broad range of retail services and professional offices. Residential uses are permitted only as live/work units or as multifamily apartment units located above ground floor commercial uses. The maximum height for buildings is five stories. The zoning also includes a set of design standards for the CL district that promote high quality architectural design and a pedestrian-oriented form of development (e.g., buildings must be oriented toward the street and parking must be located in the rear yard). Off-street parking requirements may be reduced if a shared parking program is provided.

Criteria

In addition to market viability considerations, the consultant team also screened each of the

potential land uses based on the following criteria:

- Fulfill the community's vision and objectives for a neighborhood-oriented shopping location.
- Provide a balance of residential and non-residential uses.
- Support a pedestrian-oriented environment.
- Establish a synergy with the Skatepark and Greenway.
- Align with proposed CL zoning.
- Reinforce the diverse character and cultural heritage of the Gateway neighborhood.
- Support and complement the local business environment.
- Ensure an adequate parking supply.

In some cases, land uses which appeared to have potential in terms of purely economic/market factors (e.g., a hotel) were eliminated from consideration based on one or several of the above criteria.

Residential

The most important driver of housing construction is job growth. Due to its prominent location within a web of major city economic development projects, the Eastern Gateway is well positioned to capture a portion of the housing demand expected to be generated by

new job opportunities. Sands Casino is expecting to add hundreds of new jobs within the next few years. LVIP's Bethlehem Commerce Center has over 500 acres of land ready for commercial and industrial development within ¼ mile of the Gateway. In the long term, the Majestic development is expected to create over 4,000 new jobs at full build out. All of these projects are within a walk, a bus ride or a short drive from the Eastern Gateway. Regardless of the new jobs planned within the surrounding area, the Gateway neighborhood, which experienced a 10% increase in households since 2000, is still projected to grow at a more rapid rate than the rest of the city. Based on the above, there appears to be sufficient market support for residential uses within the Gateway.

Providing a diversity of product types will be critical to the success of the Gateway redevelopment. The overall concept should reinforce the Gateway neighborhood as a place of arrival for new Bethlehem residents as well as a desirable and stable community that sustains generations of families. Rather than targeting one market segment (e.g., high-end or workforce housing), residential redevelopers should pursue a conservative strategy that includes a mix of housing types (e.g., townhouses, stacked condo flats and multifamily apartments) for different income levels so that the overall project seeks to target the widest possible potential customer base. A mix of rental and for-sale units should be encouraged. It is recommended that a more detailed residential market analysis which focuses on the housing preferences of existing

residents and new Sands and other employees should be undertaken to identify the optimum product mix.

Given the Latino character of the Gateway neighborhood, potential redevelopers may want to consider “Latino New Urbanism” principles for a portion of the overall project. Latino New Urbanism is an approach to development that many architects, planners and developers in California and other major Hispanic growth areas have crafted to create thriving mixed-use places that respond to the unique market preferences of Latino communities. Latino New Urbanism is defined by the following elements:

- Multiple bedrooms to accommodate large families and intergenerational living arrangements
- Retail and mixed-use spaces centered around plazas
- Front porches and shared spaces for social interaction
- Vibrant colors
- Recreation spaces and community gardens for gatherings

According to former HUD secretary Henry Cisneros, “[latino new urbanism] communities should include homes of two, three, and four bedrooms...One attractive approach is building homes with more but smaller bedrooms, so that large families with children of different ages can be accommodated as they move from infancy

to adolescence while the house itself remains as affordable as possible.” In reality, the built form of the Gateway neighborhood already possesses many of the above qualities, although there is a desire in the community for additional community-oriented public spaces, community gardens and recreation facilities. New residential development should seek to incorporate front porches and internalized shared outdoor spaces for social interaction, encourage vibrant colors in new design and provide housing units with more and smaller bedrooms that are conducive to intergenerational living (i.e., stacked flats and two-family townhouses). Live/work units should also be seriously evaluated as it encourages and supports local entrepreneurship. In addition, it will be important to emphasize public realm improvements as streets and sidewalks play an integral role in encouraging social interaction and neighborhood cohesion in all communities.

Despite the residential market potential described above, the redevelopment costs in the Eastern Gateway – involving land acquisition, business relocation, infrastructure improvements, etc. – will likely exceed the private investment that can be justified by the future sales prices and rents. As a result, a public/private partnership(s), including soft loans and tax credits, will be essential to offset land, infrastructure and parking costs and to ensure that housing opportunities are available to a range of income levels.

Retail

Retail market analysis provides a backdrop for understanding the realistic potential for future retail. Demand for retail space depends on a number of factors, including household incomes, housing density, visibility, accessibility and the competitive environment.

Spending on goods, services and dining is generated by local residents, nearby daytime population, including workers and students, and visitors. Residents of the Gateway neighborhood rely on local retailers for their daily errands, such as convenience groceries, dry cleaning and hair salons. Local daytime employees and students need places to have lunch, relax after work or between classes, or run quick errands. Their retail needs are focused on restaurants (mostly fast-casual/take-out stores) and errand-oriented shopping over lunch breaks and after work.

Retailers also consider whether they can compete with existing and planned retailers to capture an adequate amount of consumer spending to be successful. On the Southside, the retail is predominantly clustered in the historic downtown area along the 3rd and 4th St. corridors. Currently, there are just a few small convenience stores and restaurants in the area immediately surrounding the Gateway. Successful redevelopment within the Gateway could help generate new customers for the existing stores that are within a short walk. It should be emphasized that there is a substantial amount of comparison retail planned in the surrounding area.

A 200,000 sq. ft. regional shopping mall within the Sands Casino complex is currently under construction. The SteelStacks project also contains a café/music venue, known as Musikfest Café. Another notable planned retail project is a Bottom Dollar Food, a discount grocery store which was recently approved for a site on Stefko Boulevard located across the Minsi Trail Bridge.

Sales Leakage

A gap analysis measures the difference (or “gap”) between the total amount of money people spend on retail goods and services and the amount of money that is captured by the community’s businesses. The difference between expenditures and sales by the local population implies unmet demand and a gap in local sales. If community residents are spending more money than local businesses capture, it means that they are probably shopping outside the community and the community has a sales “leakage.” If, on the other hand, local businesses are selling more than community residents are spending, the community has a sales “surplus.”

After considering other more qualitative market factors, such as the aesthetics, cultural character and physical features of a particular site, conclusions can be drawn regarding potential business categories worthy of recruitment efforts and a more realistic idea of supportable space can be gained (by dividing the existing leakage by median sales-per-square foot and average square-foot-per-unit figures based on national medians for that type of shopping area). The

findings yielded by this methodology generally provide an additional level of insight. As the edge of the Southside downtown area, the primary trade area is well-served by existing retail. However, there may be a few existing opportunities in convenience categories which could be expanded by the addition of new residents and the potential to capture a limited amount of spending by visitors to the local entertainment destinations and new employees.

A. Convenience Retail

For convenience retail, a trade area of approximately 0.5 miles from the intersection of 4th Street and William Street was utilized. This is a reasonable distance for people to walk or drive to satisfy their daily errands and shopping needs. Convenience retail opportunities were uncovered in the following categories:

- Food and beverage stores:
\$3,635,774
- Pharmacies and drug stores:
\$1,294,095
- Office supplies, stationary and gift stores:
\$264,892
- Foodservice and drinking places:
\$3,303,891
- TOTAL:
\$8,498,652

If it is assumed that the Gateway retail could capture approximately 15% of local spending

that is currently taking place elsewhere (which is reasonable considering the walkable character of the community), then approximately 6,000 sq. ft. of new retail space could be supported in the above categories based on an analysis of the existing retail supply and market demand. Retail demand generated by new residents is often overstated. In reality, the new housing units on the site would generate support for something like 2 to 4 square feet of retail per person, or 4 to 8 square feet per housing unit. If approximately 60 units are constructed, these residents alone could support only 240 to 480 sq. ft. of retail. Therefore, the total convenience retail opportunity is approximately 6,500 sq. ft. This figure is based purely on economic data, an important but not the only determining factor in a feasibility analysis. As such, it should be understood as a conservative estimate of the market potential for convenience retail.

B. Comparison/Destination Retail

Due to the site’s limitations in terms of access and visibility and surrounding competition, the retail analysis did not emphasize destination-oriented comparison retail categories. However, the consultant team did investigate the potential to accommodate a supermarket in the Gateway based on the community’s desire for more grocery shopping options. Not surprisingly, Claritas data obtained for the entire Southside area of Bethlehem indicated sales leakage of over \$15,000,000 in the grocery category. Based on this data, the Southside could theoretically support a 30,000 to 40,000 sq. ft. supermarket/

grocery store based on a rather aggressive assumption about how much grocery spending could be captured from Southside shoppers. It is important to understand, however, that these data do not factor in the planned Bottom Dollar Food store on Stefko Boulevard. While this store will be located across the river, it is reasonable to assume that it will capture a fair amount of spending from Southside shoppers who are either willing to drive or take public transportation across the bridge. This fact considered along with the aforementioned physical limitations eliminated a destination-oriented grocery store from the list of viable retail uses from a market perspective. In addition, the community expressed some concerns about how a “boxy” supermarket building could be integrated into the neighborhood fabric. However, a small-format green grocer/deli that caters to the local culture and preferences of Gateway residents, similar to those found in New York, Philadelphia and other urban environments, may be a viable ground floor use. The size of the green grocer store could range from 500 sq. ft. to 5,000 sq. ft. The product offerings should emphasize fresh vegetables and produce. An effort should be made to recruit a local entrepreneur who is savvy and knowledgeable about the neighborhood customer base.

C. Summary

The hard reality is that without a destination-oriented store the retail development will be slow in coming to the Gateway. Despite its market limitations, retail will be an important

part of defining the project’s identity as it is often the presence that people first see and most easily recognize. Under current conditions, the retail potential would probably not exceed 6,500 square feet of additional convenience retail space and would likely consist of small, independent entrepreneurial stores and not chain stores. In the event of new residential development and improvements to the existing access, visibility and circulation conditions (as outlined in the public realm recommendations), additional retail space may be viable. One or two catalytic projects – such as a great dining establishment – could increase the retail market potential of the Gateway beyond the 6,500 sq. ft. contemplated in this plan. The convenience retail would not be as risky as other types of retail. This is because a developer would likely build such retail less as a profit center and more as an ingredient to make the housing more marketable. Therefore, the developer would likely reduce the risk posed by marginal convenience stores by charging relatively low if not unprofitable rents. These stores should complement rather than compete with destination-oriented shopping in the surrounding area. The overall retail strategy should be to target niches in the existing convenience retail market (e.g., convenience grocery/deli) and also encourage uses – such as restaurants – that serve the local community but could also capture some spending from local visitors (e.g., casino visitors and skaters) as well as local employees and students. A distinctive/iconic restaurant developed by a visionary entrepreneur that builds on the ethnic diversity of the Gateway would be an appropri-

ate “pioneer” retailer because there is the potential to attract diners from the neighborhood as well as regional visitors and employees. To be successful, this retail must be integrated into a well-designed and walkable environment – it should not be primarily auto-oriented. The majority of new retail space will be located in the ground floor levels of existing and new residential uses. Including an excessive amount of parking will detract from the walkable neighborhood feel of the Gateway. Establishing pedestrian and public transportation connections to Sands, Bethlehem Commerce Center, Majestic, Northampton County Community College will be vital.

Office

Office development will not be a significant component of the Eastern Gateway. Recent market reports predict no speculative office development on the horizon and the Gateway could not compete with the available vacant land for office development within the Bethlehem Commerce Center. There may be some limited potential to include small professional office space. A doctor’s office or small healthcare facility may help fill some of the ground floor space that cannot be tenanted by retail users. The City of Bethlehem has recently embarked on a public/private partnership to develop a business incubator space in the Cantelmi Building at 521 E. 4th Street. If this proves to be a successful model, there is long term potential to include another incubator project – perhaps a commercial kitchen incuba-

tor space – in the Gateway. However, in the short term, there is little potential for a substantial office/incubator space component unless there is substantial public investment.

Hotel

From a market viewpoint, there may be some long-term potential to develop a hotel use within the Gateway area to serve visitors to Sands Casino, Steel Stacks and other local destinations. The Sands Casino hotel has reportedly performed very well in its first months of operation, which may support the notion that additional hotel rooms could be developed. Notwithstanding the market potential for a hotel, the site generally lacks the access and visibility necessary to attract such a use under current conditions. A hotel would likely require an aggressive signage program to establish a visual connection to traffic on Route 412. This could potentially have a detrimental impact on the character and aesthetics of the area. Most importantly, a hotel development – as an inherently destination-oriented form of development – would not fulfill the community’s desire for neighborhood-oriented uses within the Gateway. Based on the above, a hotel is not one of the preferred land uses recommended by the plan.

Arts & Entertainment

Much of the recent development on the Southside has focused on creating a regional destination for arts & entertainment. The Eastern Gateway should not seek to compete for

this type of development. Rather, the Gateway should leverage the momentum established by the Skatepark and the Greenway to bolster its emerging identity as a recreation destination and its potential role as a neighborhood hub. New retail, for instance, should have synergy with the Skatepark and new residential projects should provide linkages and amenities that support the Greenway.

Open Space Uses

Bethlehem residents are intent on the development of open space/recreation amenities not only to fulfill a present need within the Gateway neighborhood, but also to complement the proposed residential and commercial components of the redeveloped Gateway. The Gateway provides an opportunity to create a great urban park on the Southside that provides recreational and open space opportunities within walking distance for residents. This would complement Saucon Park and the various small parks located throughout the area. Recreational uses, like civic and institutional uses are “loss leaders”. These uses provide pedestrian activity, but do not generate significant capital or operating revenue. Furthermore, these uses are tax exempt. Thus, the opportunity cost for the City is high considering the potential acquisition costs, required operation subsidies and the lost benefits associated with a more economically viable use. The City has already invested in the Greenway and Skatepark. Another major open space/recreation project may not be financially feasible. Alternately, the City could provide incentives

for property owners to provide small publicly-accessible open space, recreation or plaza areas linked to the Greenway.

Conclusion

Residential, rather than retail, will drive the redevelopment of the Eastern Gateway. The limitation of retail, office and other commercial development is due to three factors. First, there is simply too much competition from recently opened, planned or under construction retail and office projects in the surrounding area (e.g., Sands Casino mall, Bethlehem Commerce Center and Bottom Dollar Food on Stefko Boulevard). Second, the site lacks the access and visibility necessary to attract major retailers, especially given the restriction on a right turn from the eastbound lane of Route 412. Finally, the existing household incomes in the primary trade area do not support a significant amount of new retail space. As a result, the overall redevelopment strategy should focus on developing a diverse residential base that provides the activity and critical mass necessary to support a limited amount of local retail and create a place that becomes a local dining destination for visitors, employees, students and residents from other neighborhoods. Such a strategy should build on the ethnic diversity of the neighborhood in terms of the dining and specialty retail offerings. In addition to enhancing the connectivity between the Gateway and surrounding locations, a coordinated marketing campaign will be necessary to entice Sands and SteelStacks visitors, Lehigh students, staff and

faculty, LVIP/Majestic employees and other potential customer bases to patronize Gateway restaurants and businesses. A conservative residential development strategy that includes a mix of housing types (e.g., townhouses, stacked condo flats and multifamily apartments) for different income levels is recommended so that the overall project seeks to target the widest possible market. A successful residential component may help cross-subsidize the ground floor retail uses so that new space is more affordable to local entrepreneurs and convenience stores.

An Emerging Vision

The South Bethlehem Eastern Gateway will become an active, dynamic, lively public space that serves as a physical and programmatic hub – not just a gateway – of the City of Bethlehem. It will reflect the Southside’s history, culture, and community and build on its physical landscape and infrastructure. The Eastern Gateway will become a neighborhood-oriented mixed-use district that serves existing and new residents, employees, and other stakeholders wishing to take part and invest in the long-term success of the neighborhood.

Community Needs and Priorities

At the heart of the Eastern Gateway are the people themselves- the residents, employees and business-owners - who drive the activity and character of the Gateway and South Bethlehem. As it evolves, the Eastern Gateway will feature all that South Bethlehem’s civic, educational, and creative institutions have to offer – education, art, culture, fun, community, variety, and economic opportunity – and build off of the existing assets of the area and the enthusiastic, diverse, and dynamic community that surrounds it. It is the community’s desires for a long-term vibrant and viable community that drives this vision. The recommendations in the following section follow from the visions and ideas expressed throughout the community engagement process. Based on the needs, desires, issues and opportunities identified in community stakeholder meetings and interviews, the following broad objectives were identified:

Objectives

Ensure that redevelopment promotes local values and meets local needs. This was the resounding message received from the community. There was a consensus that new development within the Gateway should first serve the needs of the residents and employees of South Bethlehem, and that the community impacts and benefits of any new development should be carefully considered. Redevelopment should lead to quality of life improvements and economic opportunities for the entire Gateway community. In order to achieve this objective, the project should build on the discussions between property owners, CADCB, the City and other stakeholders that took place during the planning process.

Provide high quality public spaces to complement the Skateplaza and the Greenway. There is a perceived lack of public parks, recreation facilities, and green space in South Bethlehem. A resounding desire was expressed by members of the community for more high quality public places for people of all ages to gather, play, recreate, and gain access to nature. The Skateplaza and the next section of the Greenway are major recreational resources for the neighborhood and the city. There are additional (space) opportunities within and adjacent to the Greenway corridor which could be repurposed for additional recreation amenities and community gathering spaces. Careful attention should be given to the programming and design of these spaces in order to ensure that they meet community needs and succeed as high quality destinations.

Encourage uses that are economically viable and based on market realities. Planning for redevelopment within the Gateway should be based on a sound understanding of market trends and opportunities as well as the major economic challenges that will have to be overcome. The plan must provide a sufficient economic incentive to encourage property owners to participate in the redevelopment process.

Support local businesses and enhance job opportunities for the Gateway community. Redevelopment should tap into the talents, skills and entrepreneurial spirit of the Gateway community. New development should not undermine other community development efforts or seek to compete with existing local businesses. Rather, the Gateway should promote niche-oriented economic development strategies that complement CADCB and the City's various other development initiatives. The Gateway should leverage the cultural and social character of the community to capture spending from visitors, create local jobs and improve the quality of life for all Gateway residents.

Promote alternative transportation connections to Bethlehem destinations. Improvements to the public realm should prioritize those that significantly improve and enhance access and mobility to, from, and within the Eastern Gateway and the greater Southside neighborhood. This might include changes to transit routes, adding bus stops, as well as facilities for bicycles and pedestrians. Improved sidewalks and crossings that would improve the general

walkability of the areas as well as access to transit stops are strongly recommended.

Ensure land use mix is compatible with parking supply. Parking demand and the need for parking to support future development was identified as an issue that must be addressed as part of any future development proposal. Meeting parking demand could be addressed in a variety of ways including construction of new parking, shared parking, the use of existing underutilized lots, or even the reduction in the demand for parking through alternative transportation options. All options should be explored.

Develop an identity and create a sense of arrival. Giving the Eastern Gateway a unique identity, conveying the character and community of the neighborhood, and welcoming and orienting people to South Bethlehem is a high priority.

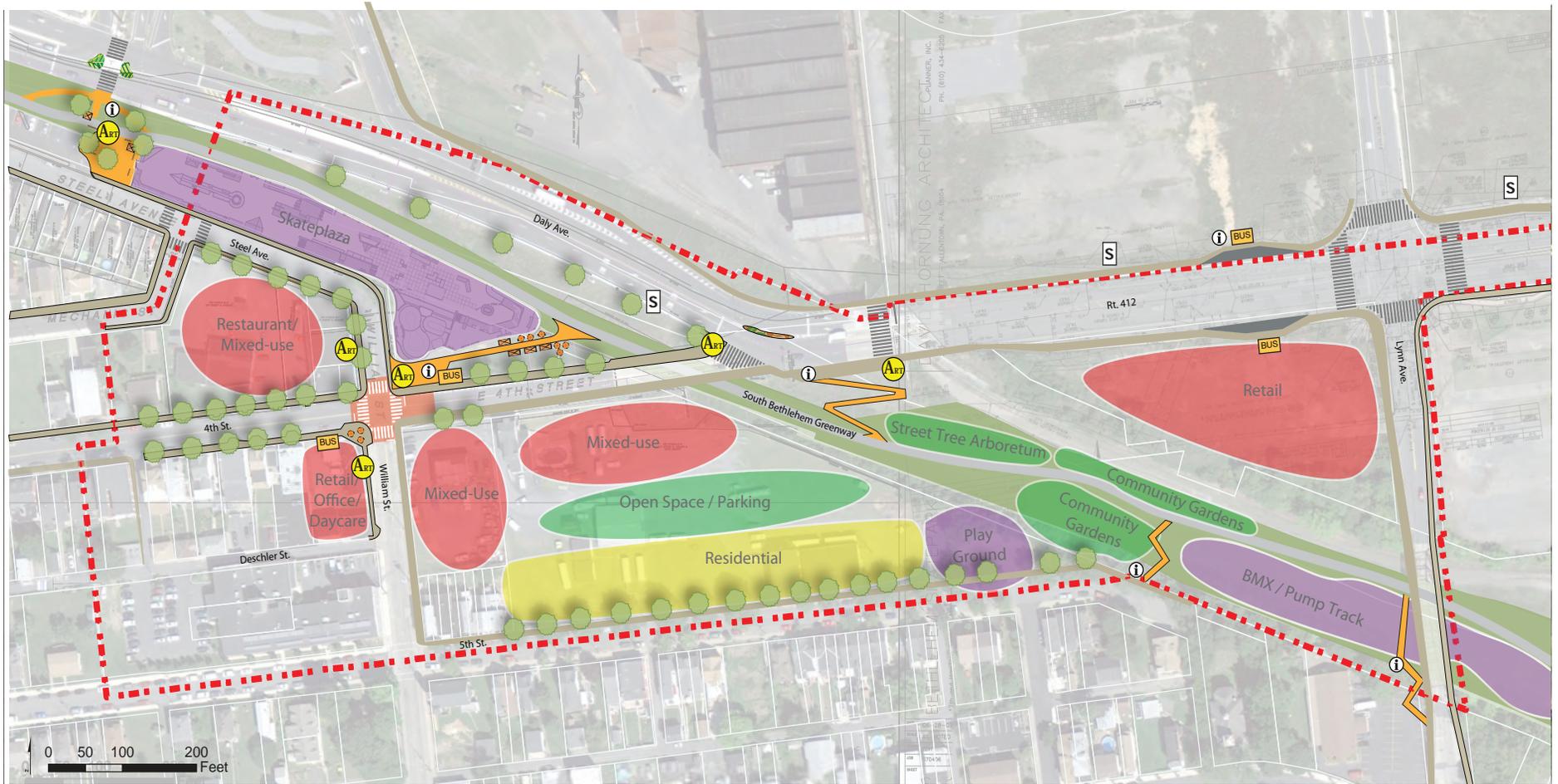
Recommendations

The Eastern Gateway represents a node of opportunity for the Southside. The recommended redevelopment strategy for the Eastern Gateway seeks to create a neighborhood-scale shopping, living and recreation destination that seamlessly connects to the fabric of the Gateway area and provides opportunities for local entrepreneurs to capture spending from local tourists and new workers. Development should proceed in an incremental fashion and build on the cultural identity and aesthetic character of the Gateway neighborhood. Preferred land uses for the Eastern Gateway include neighborhood-serving retail, new housing opportunities, recreation and park space, and space for entrepreneurial businesses.

Key public destinations already in the works, including the expansion of the Skateplaza and the South Bethlehem Greenway, will be destinations around which to build other activities and development, and their completion should be supported and prioritized. The streets and sidewalks of the Eastern Gateway will be the framework on which future development builds. As such it should set the standard for the character and quality desired in the long-term development through the use of context-sensitive design, high quality materials and responsiveness to user needs. Again, an incremental approach that takes advantage of funding and other opportunities as they emerge will be required, but priority should be placed on those improvements that address the most strongly expressed needs of local residents and users and improve the overall livability and aesthetic character of the Gateway core, centered at the intersection of 4th and William.

In order to achieve the vision and establish the gateway as a cohesive whole, development of private parcels will need to proceed in concert with the development of the public realm. While local property owners have expressed interest in redevelopment, it is clear that there must be a legitimate economic opportunity available for them to consider selling or relocating. Ongoing communication and cooperation among existing property owners, the City, CADCB and the development community is vital to achieving the redevelopment elements of the Gateway vision.

This conceptual diagram for the Eastern Gateway (see the following page) reflects the programming and design recommendations for achieving the vision laid out for the Eastern Gateway. The following section describes the components of this plan in greater detail.



-  Opportunities for Art
-  Key information / wayfinding locations
-  Bus Stops
-  Greenway Access locations
-  Signage / Wayfinding

Conceptual diagram of the Eastern Gateway recommendations

Redevelopment Concepts

Parcel A

This would be the logical location for a signature dining venue. While it does not have direct access from Route 412, this property is very visible from 412, Sands, the Skatepark and the Greenway. A new building that creates visual interest with a prominent and funky/eclectic architectural statement (i.e., a beacon) oriented towards Route 412 could provide a logical location for a destination dining venue. Depending on the size of the restaurant space, additional retail spaces could be included to accommodate a skate shop or small convenience store catering to skaters and visitors. The restaurant could be standalone, but the site could also accommodate residential units on the upper floors. A 3-story building could include as many as 24 residential units, if some parking can be “tucked under” the upper stories.

Parcel B

Unfortunately, the historic interior of the former CJ’s Tavern has been stripped. However, this building still provides a potential adaptive reuse opportunity. The 4th Street façade has retained many of its architectural features and should be rehabilitated. A prior owner reportedly attempted to convert this space into a health care center. A community-serving professional office use or daycare center may be practical, but it would not provide the street-level activity necessary to revitalize this important intersection. An active ground floor use, such as a fast-

casual dining use, would be more desirable. The William Street façade of the building could be a prime opportunity for a mural or other public art installation.

Parcel C/D

These two parcels should be assembled for a mixed-use redevelopment. If combined, these parcels could potentially yield approximately 60 multifamily residential units. As per the proposed zoning, active ground floor uses should be required for the 4th Street and William Street frontages. This is the logical location for a row of convenience retail stores. The northwest corner portion of the property (located at the intersection of 4th Street and William Street) is the logical location for a green grocer/deli establishment. Store spaces should generally be approximately 800 sq. ft. to 2,000 sq. ft., with the exception of the corner space which may be a larger footprint. As the market may not be able to support retail in all of the ground floor space, other potential ground floor uses that should be encouraged include a day care center, a small healthcare facility or professional office space. It is recommended that active ground floor uses should not be required for the property’s frontage along 5th Street given the residential character of this area. The overall concept for this site should focus on providing a mix of residential unit types oriented around an internal shared open space area. Parking should be integrated within the residential buildings, such as in a “4 over 1” prototype where the parking is located

on the ground floor. Some amount of surface parking will likely be necessary.

Consideration should be given to extending the Deschler Street alley through these properties to provide vehicular access to the new development and/or provide a pedestrian “mews” connection to the Greenway.

Parcel E

This parcel is the most valuable commercial development site in the Eastern Gateway. The most likely user will be an auto-oriented convenience retail use. The City and the Southside Vision Committee should work with the property owner, LVIP, to ensure that the redevelopment of this property supports the gateway improvements and wayfinding recommended elsewhere in this report.

Conclusion

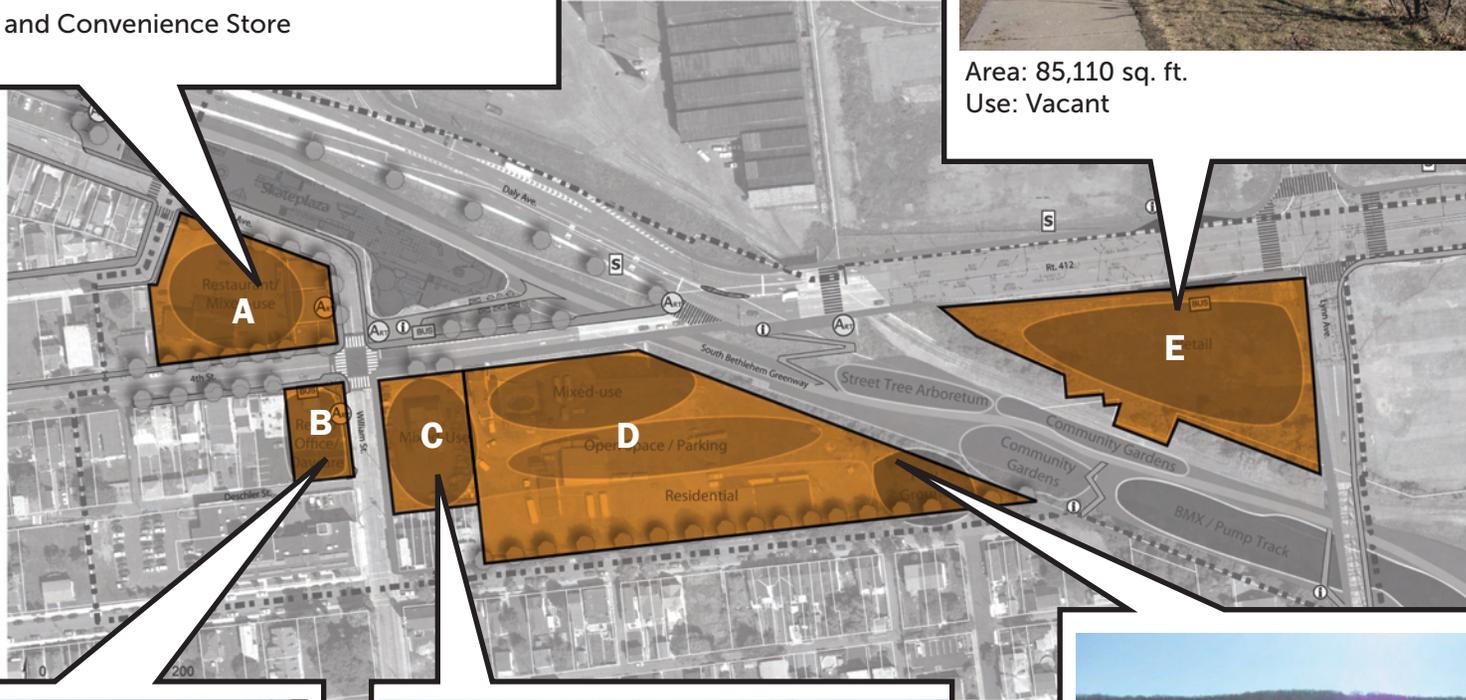
The preferred land uses and redevelopment concepts described in the foregoing section provide a framework to help guide the redevelopment of the Gateway in a manner that balances market realities with priorities and preferences voiced by the community. The overall vision for a walkable, neighborhood-oriented development will only be possible with improvements to the streets, sidewalks and overall aesthetics of the area. The following section describes a series of public realm strategies to help catalyze and sustain a community-serving redevelopment.



Area: 47,137 sf
Use: Auto Repair and Convenience Store



Area: 85,110 sq. ft.
Use: Vacant



Area : 11,265 sq. ft.
Use: Vacant (former tavern)



Area: 23,042 sq. ft.
Use: Auto repair



Area: 143,349 sq. ft.
Use: Fuel supplier



What makes a great place?

Uses and Activities

Activities are the basic building blocks of a place. Having something to do gives people a reason to come to a place – and return. When there is nothing to do, a space will be empty and that generally means that something is wrong. In planning for uses and activities, it is important to consider a wide range of activities for: men, women, families, people of different ages, use at various times of the day, week, and year and for people alone as well as for group activity.

Comfort and Image

Whether a space is comfortable and presents itself well – has a good image – is key to its success. Comfort includes perceptions about safety, cleanliness, and the availability of places to sit – the importance of giving people the choice to sit where they want is generally underestimated. Creating a positive image requires keeping a place clean and well maintained, as well as fostering a sense of identity. Amenities such as landscaping, adequate lighting and signage also contribute to creating a good first impression of a place.

Access and Linkages

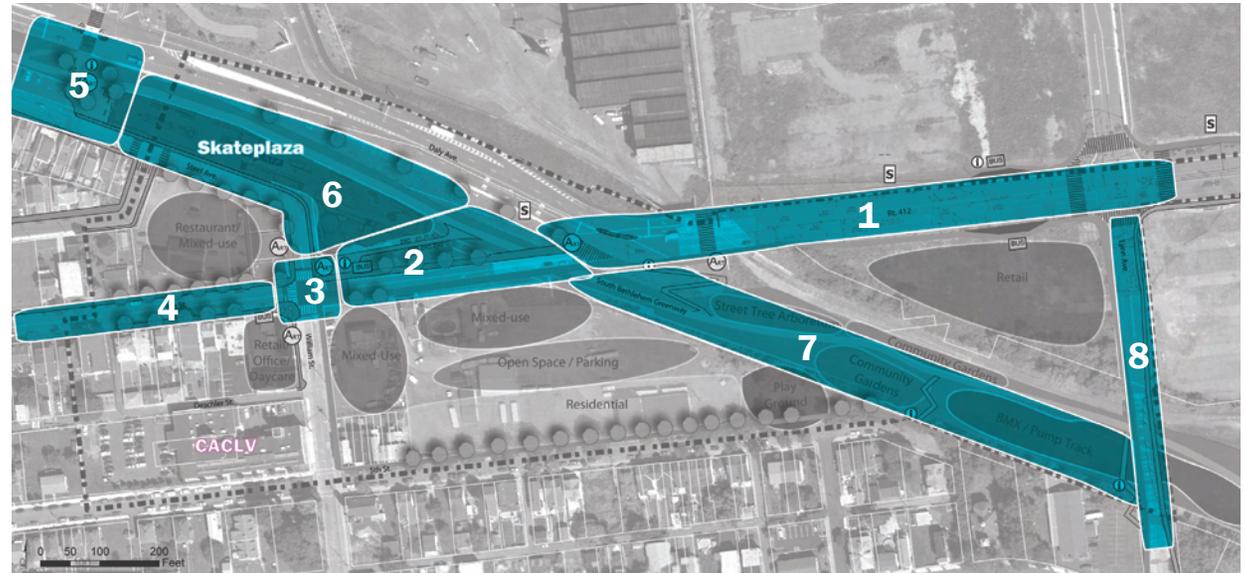
The accessibility of each place depends on its connections to its surroundings, both visual and physical. A successful public space is easy to get to and get through; it is visible both from a distance and up close. The edges of a space are important as well: for instance, a row of shops along a street is more interesting and generally safer to walk by than a blank wall or empty lot. Accessible spaces have a high parking turnover and, ideally, are convenient to public transit.

Sociability

This is a difficult quality for a place to achieve, but once attained it becomes an unmistakable feature. When people see friends, meet and greet their neighbors, and feel comfortable interacting with strangers, they tend to feel a stronger sense of place or attachment to their community – and to the place that fosters these types of social activities. Therefore, planning for people and thinking about sociability first helps to reinforce the goal of creating a place that will attract people; everything should be designed to support this goal.

The Public Realm

The public realm, including roads, streets and sidewalks, as well as public lands such as the Greenway and skateplaza, provides the framework for future development. As such, the function, quality, and aesthetics of the public realm should reflect the diverse, dynamic, mixed-use character of the neighborhood. Early improvements should enhance basic safety and access for residents to gateway destinations (such as the Greenway and skateplaza), as well as area destinations (such as jobs and shopping) through the enhancement and expansion of transportation options. Such early actions include adding amenities and making physical improvements to key locations within the gateway that improve the visual character of the area and encourage people to stay and linger. Long-term recommendations include a robust development of recreation and open space facilities and transportation enhancements to provide easy access to and from destinations in and around the gateway. The following section looks at individual areas within the existing public realm of the Eastern Gateway District and provides recommendations for how they can become coherent places and achieve the vision set forward by and for the Southside Community. Some are parks, some are streets, but they all are part of the fabric that will define the Eastern Gateway of the Future.



Public Space Criteria

- Create destinations with uses and activities and not just open spaces.
- Create destinations and amenities that meet the needs and desires of local residents.
- Cluster activities and amenities together and locate them in highly visible and accessible locations.
- Provide amenities that enhance users' experiences by improving comfort and safety.
- Make public spaces accessible to all.
- Engage existing civic and community organizations in the planning, programming, design, and maintenance of open space.

Opportunity Areas

- 1. Rt. 412 / Daly Approach
- 2. 4th Street Entrance
- 3. 4th Street Square
- 4. 4th Street Neighborhood Streetscape
- 5. Sands / Skateplaza Gateway
- 6. Skateplaza / Steel Avenue
- 7. Greenway Park
- 8. Lynn Ave Connector

1. RT. 412 / DALY APPROACH

This marks the primary vehicular approach to the Eastern Gateway. This approach should create a transition from the wider, busier 412, and the context of the Lehigh Valley Industrial Park, to the heart of the Eastern Gateway District. Arriving from the east, the direction from which most people arrive, motorists can enter the Eastern Gateway by staying straight onto 4th Street rather than bearing right onto Daly Avenue. Coming from the west, a driver must exit Daly Avenue onto 3rd Street or Hayes Street soon after passing the entrance to Steel Stacks, or by turning onto Lynn Avenue and circling back into the gateway. People arriving in the Eastern Gateway District and its surrounding destinations need orientation and direction, information which should be located in and around this site. This stretch of roadway should be made safe and welcoming not just for those arriving by car, but also for pedestrians, cyclists, and transit passengers.

→ Create clear signage on Rt. 412 and Daly Avenue for the Eastern Gateway indicating routes to the Eastern Gateway and Southside destinations. This should include information for visitors arriving from the east by car. This signage should be located far enough from the actual turn for 4th Street to allow drivers to decide to move into the turn lane. Signs may need to begin before Emery Street (see access and circulation section for more on signage and wayfinding).

- Install continuous wide sidewalks to not just accommodate, but welcome pedestrians.
- Install well-marked crosswalks in all directions at the intersection of Lynn Avenue and Daly Avenue.
- Install a crosswalk to connect the north and south sides of Daly Avenue east of the bend; this will likely require moving the stop bar of the traffic signal further east of its current location.
- Create an overlook to the Greenway at the intersection of 412 and Daly Avenue.
- Place sheltered bus stops on both the north and south side of 412 between Daly and Lynn Avenues.
- At both bus stops, provide information on route and arrival times for the bus as well information on destinations in the Eastern Gateway, LVIP, and the greater Southside with information on how to get there by foot, bike or transit.
- Establish Greenway access from the overlook down to the Greenway via an ADA accessible ramp between the rail right of way and Greenway path.
- Provide signage and wayfinding information for people arriving to the area by bus or from the Greenway by foot.
- Mark the Eastern Gateway at 4th and Rt. 412 with a vertical art element.



today



2. 4TH STREET ENTRANCE

This is the definitive entrance to the area, and is the link from the “external” gateway at 4th and Daly to the heart of the Eastern Gateway District at 4th and William. This stretch of road should look like a part of the neighborhood; not like an extension of Rt. 412.

- As 4th Street descends from the bridge towards the intersection at William, open it to the Skateplaza to the north, creating a plaza space and entrance to the Greenway.
- Widen sidewalks to accommodate more foot traffic. This can be accomplished by expanding the sidewalk in the striped lane.
- Plant street trees where possible.
- Use planters on the bridge to add green to the area and buffer pedestrians from passing traffic. If planters are not feasible, public art or artistic bollards, that add color as well as providing protection to pedestrians should be considered.
- Plant trees, shrubs and low-maintenance native meadow plantings in the Greenway adjacent to the bridge and along Daly Avenue to create a “green” character for the entrance without blocking views.
- Put seating along the street, particularly the north side, to offer views of the activity in the Skateplaza and Greenway.
- Use signs oriented towards pedestrians and slow-moving drivers to inform and direct people to parking, the Skateplaza, CACLV, and other Southside destinations.



- Adjacent development parcels should include ground floor neighborhood retail and restaurants, keep parking to the rear, and minimize their setback from the street to help create a vibrant streetfront.

Take a Seat

More opportunities for public seating will encourage people to stay and linger in the gateway. Seating should be concentrated near destinations with other reasons for people be there, such as restaurants / markets, bus stops, community centers, entrances to shops, the skateplaza, the greenway, and locations with good views. Seating should be arranged in order to allow people to interact and mingle. In the constrained streetscapes in much of the gateway, seating may need to make efficient use of limited sidewalk space.

Technical workshop and open house attendees had the opportunity to study a variety of preliminary programming and design precedents for many of the recommendations developed by the consultant team. Attendees were asked to vote how much they would like to see something similar to each of these examples in the Eastern Gateway. The results of this process shaped the emphasis and character of the recommendations made and the most popular results are shown through the following section of the report.



Seating

Seating in landscaped enclaves

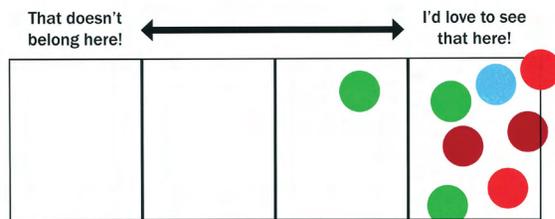


Image credit: Project for Public Spaces



Seating

Barcelona, Spain

Seating along Las Ramblas provides a social and comfortable atmosphere between friends and strangers

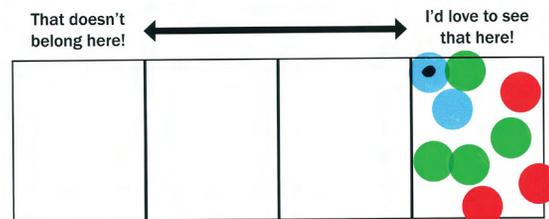


Image credit: Project for Public Spaces



Seating

San Francisco, CA

Space for sidewalk seating can be created by pop-up cafes or plazas which take the place of 1 - 3 parking spaces to create protected on-street seating, particularly around destination restaurants and shops. San Francisco, CA has a popular city-wide program to create such spaces (<http://sfpavementtoparks.sfplanning.org/>).

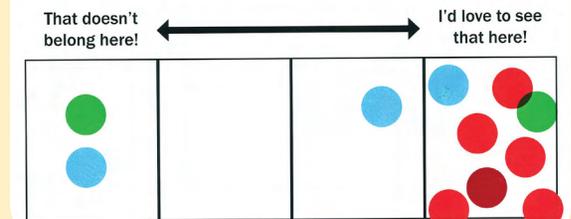


Image credit: Project for Public Spaces

3. 4TH STREET SQUARE

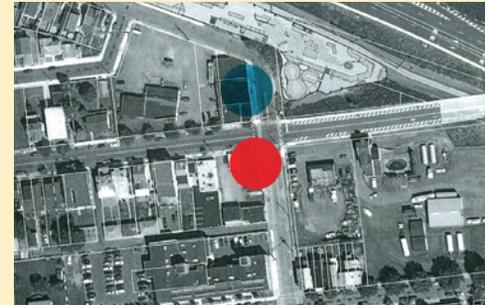
The intersection of 4th and William Streets should serve as the civic “square” around which activities and destinations can cluster at the heart of the Eastern Gateway district. It is a critical orienting point in the neighborhood and a node from which existing and developing destinations can be seen and accessed.

- The Greenway entrance and plaza between 4th and the Skateplaza would extend to the corner, opening into a plaza space with seating, a sheltered bus stop, and a wayfinding feature with information about the neighborhood.
- Widen the sidewalks on the streets around the intersection where possible.
- Use bump-outs or curb extensions at the intersection to expand the sidewalk space, reduce crossing distances for pedestrians, improve the ease of boarding buses, and provide space for other amenities such as seating.
- Install public benches, as well as café tables and chairs in front of local businesses to provide needed seating options.
- Install a sheltered bus stop for the east-bound bus located at the northeast corner of the intersection.
- Add artwork to the blank building walls on the west sides of Steel Avenue and William Street.
- Encourage adjacent developments to include outdoor space that opens onto the square.



Using Art to Enliven Vacant Buildings and Blank Walls

Artwork can be a relatively simple and inexpensive way to enliven blank building walls, vacant buildings and vacant lots. The artwork can be permanent, or temporary until long-term uses are found for the space. With the Banana Factory, Arts Lehigh, ArtsQuest and numerous individual local artists, South Bethlehem has a wealth of resources to draw from to do this. Murals or mosaics are some of the most common forms of art used to animate blank building walls, but with artistic creativity and ingenuity, there are a variety of other options available. The examples shown below were well received at the technical workshop and open house.



Attendees at the technical workshop and open house were keen to see art adorn the blank building walls that face east as one approaches the 4th Street square.



Art on Buildings

New York City, NY

Windows or displays in unoccupied buildings need not remain vacant. This Highlighted facade is part of a program led by Chashama, a 501(c)(3) nonprofit, to support communities by transforming temporarily vacant properties into spaces where artists can flourish. This organization has given 10,000 artists access to discounted workspace that has enabled the presentation of over 2,500 public events, reaching nearly 500,000 viewers through NYC (<http://www.chashama.org>).

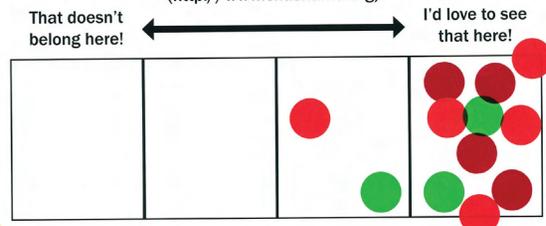


photo credit: www.Chashama.org



Art on Buildings

New York City, NY

Projection is a reasonably simple and temporary way to activate building facades and public space at night. The above photos are of pieces prepared for the Festival of Ideas for the New City as a part of Flash:Light (<http://www.flashlightnyc.org/>). This, and past night-time projection art events (<http://www.bringtolightnyc.org/>) were organized by the group Nuit Blanc New York.

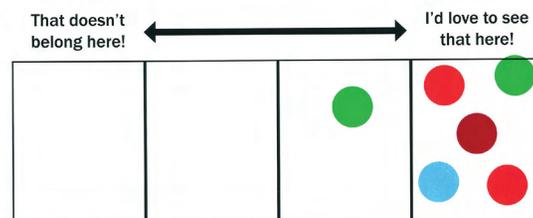


Photo Credit: www.flashlightnyc.org/



Art on Buildings

(1) Dresden, Germany; (2) Seattle, WA

Redesigning functional parts of buildings can be a simple way to activate building facades. On the left, the movement of water through twisting and turning downspouts enlivens the space. On the right, the drainage system uses the rainwater to feed greenery that has been placed in U-shaped offshoots pipes.

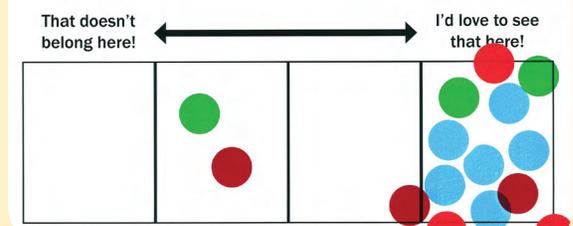


Image credit: Lushe (<http://www.lushe.com>); Lisa Town (<http://lisastown.com>)

4. 4TH STREET NEIGHBORHOOD STREETScape

4th Street is a main east-west connector through the Southside, but it is also a neighborhood street. Although flanked with residences, businesses and a school, its potential for becoming a great main street is challenged by the large number of vacant buildings located along its length. Improvements to 4th Street will support the efforts of local property owners to beautify and enliven the street.

- Work with the public works department and property owners to repair sidewalk surfaces to make them easily navigable for all users, especially in snowy and icy conditions (see implementation section for strategies).
- Utilize sidewalk bump-outs (curb extensions) or temporary sidewalk extensions to provide space for amenities such as bus stops, trees, and seating, as sidewalks on 4th street are very narrow.
- Work with property owners and local arts organizations to enliven the facades and windows of vacant buildings with artwork.
- Green the street with trees and other plantings. Where there is limited space bump-outs or plantings such as herbaceous plants that require less space or soil, can be used.
- Encourage or incentivize signage and the lighting of shopfronts and businesses.
- Support and incentivize land uses and urban design that encourage vibrant street life including awnings, open storefronts, and on-street activities.



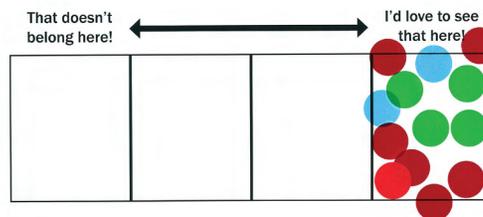
Gardens and Greening

E. Lansing, MI

Tree lined streets provide shade and beautification. Vines creep up around the trunks to soften their appearance.



Window displays and narrow signboards and planters can help maximize limited sidewalk space.



Street trees and other planting were in high demand among workshop attendees.



Bump-outs or curb extensions can help create space for amenities on narrow sidewalks.

5. THE SANDS / SKATEPLAZA GATEWAY

While this area is technically outside the Eastern Gateway study area, it will be the primary entrance to the Southside for visitors arriving from the west along the Greenway, and from the Sands/Bethworks complex to the north. Thus it must be considered as an entrance to and destination within the neighborhood. This entrance benefits from the Skateplaza as a strong anchor as well as the surrounding residential neighborhood and the Greenway.

- Create a Skateplaza meeting spot with fun seating, food carts, and artwork.
- Host skate and bmx-related events in the parking area.
- Provide opportunities for vendor carts and trucks to use the parking lot and Greenway (non-motorized) to serve food.
- Attract skate and bicycle related retailers to this part of the Eastern Gateway.
- Locate seating surrounding the entrance to the skateplaza for friends, family, and visitors as well as skaters.
- Enhance the Daly Avenue crossing by striping the crosswalk and adding color to the island to make the crossing more visible.
- Create an entrance beacon or kiosk, visible from a distance, with wayfinding and orientation information.
- Provide information on the Skateplaza including information on its founding and future phases as well as its hours of operation and upcoming events.



Food!

One of the most voiced needs in the Eastern Gateway from everyone who participated in the focus groups, visioning party, or workshop was for more places to eat and get food. People were particularly interested in options that would serve the users of the skateplaza and greenway, or that might appeal to parents or others visiting skateplaza users. Restaurants or cafes that might draw new visitors to the area or encourage residents to linger were also suggested. Whatever the audience, there was agree-

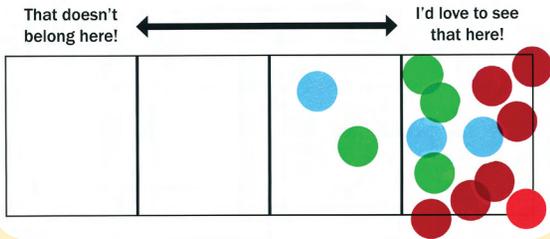
ment that locally owned and operated restaurants and vendors that provided entrepreneurial opportunities to residents and showcased local cuisine and culture were preferred to chains. While some ways to bring more dining options to the area will depend on the development / redevelopment of properties in and around the gateway, there are other strategies to explore including park vendors and permitting private food vendors or food kiosks in the Skateplaza parking area and on the Greenway. Here are a few that were popular at the technical workshop and open house.



Restaurant and Food Vending

South Saint Paul, MN

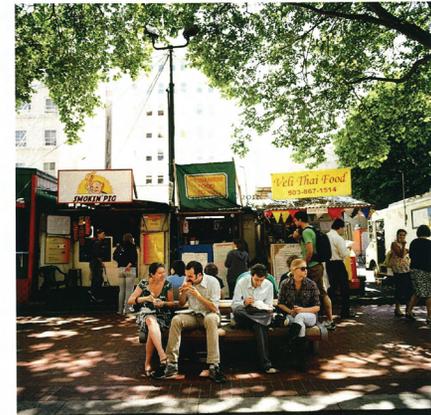
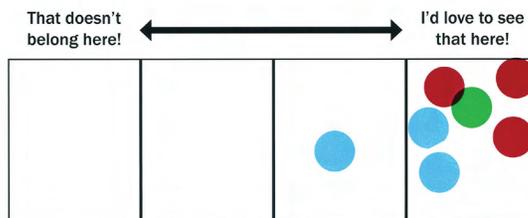
Outdoors cafe seatings with movable chairs can become a gathering place



Restaurant and Food Vending

Paris, France

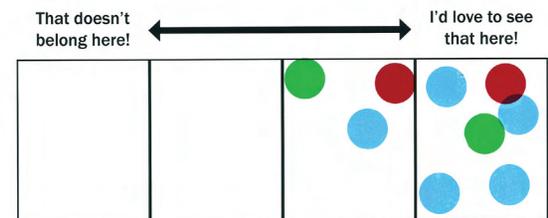
Simple, temporary structures can house many types of shops and food vendors on vacant or underutilized lots to create space for food vendors and retail in the interim time before new development can take place.



Restaurant and Food Vending

Portland, OR

Parking lots can be transformed to a local food court when food trucks are allowed to pull up and park for a weekend, a day, or even a lunch-hour.



6. SKATEPLAZA / STEEL AVENUE

The Skateplaza is a major destination and focal point of the Eastern Gateway District, and a recreational and social resource for the neighborhood. Improvements to and future development along Steel Avenue should reflect and respond to the energy and attraction of the Skateplaza and make it reach out into the neighborhood like an octopus. This will be critical in order to accommodate the new uses of the expanded Skateplaza and Greenway. Steel Avenue needs to be a safe street that serves local residents and skateplaza and Greenway users, and potentially visitors crossing Daly Avenue from the Sands.

block crosswalks, or even street trees and seating in order to slow vehicular traffic and make movement across Steel Avenue for skateplaza users and other pedestrians easy and safe.

- Encourage / incentivize development on Steel Avenue to offer food and coffee, activities for parents, and activities for younger kids, as well as provide outdoor seating space where possible.

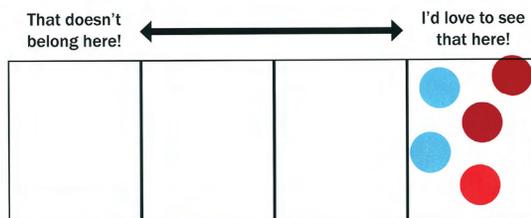


Restaurant and Food Vending

Washington Park, Denver, CO

You don't necessarily need a truck to vend food. Bike vendors are an emerging type of mobile vendor. Bike vendors can reach a new market in places where cars cannot go such as parks and greenways. Perk Cycle in Washington Park in Denver is operated by a local coffee shop.

Image source: Andy Cross, Denver Post; Information: <http://patterncities.com/archives/194>



- Complete the build-out of the Skateplaza.
- Include play areas and areas for younger children in or adjacent to the Skateplaza.
- Work with property owners and local arts organizations to create murals or other artwork on blank building walls.
- Locate seating (benches) along Steel Avenue with good views to the Skateplaza.
- Provide shade along Steel Avenue, within the Skateplaza, and, where possible, along the Greenway.
- Provide lighting for the Skateplaza at night (as per the current plans for the Skateplaza).
- Provide public restrooms and water fountains for Skateplaza (as per the current plans for the Skateplaza).
- Provide traffic calming or modifications of the road design through the use of textured pavements, speed bumps, bump-outs, mid-

photo credit: Andy Cross, Denver Post (<http://patterncities.com/archives/194>)

7. GREENWAY PARK

Currently, the plan for the Greenway between the 4th Street and Lynn Avenue bridges is for it to be a low-maintenance “natural” area with meadow plantings. While this section of the Greenway should retain a green and vegetated character, there are opportunities for including recreational and community programming in the Greenway right-of-way and potentially partial use of adjacent parcels. Given the constrained and linear nature of the space, uses should focus on those activities most desired by local residents and that best complement the existing recreational resources of the Skateplaza and the Greenway itself and establish the Gateway District as a recreation destination for Skateboarding, cycling, and related sports.

- Provide space for casual / informal recreation amenities such as fields for throwing ball and pick up games of football and soccer.
- Retain space for passive recreation opportunities and the opportunity to watch as well as participate in activities.
- Work with local community groups to establish community gardens in spaces along the Greenway. These gardens should be located at visible locations near entrances to the Greenway to beautify the neighborhood, entice users to the Greenway, invite new gardeners, and make them accessible to gardeners of all abilities.
- Work with the Parks department to establish a small “street tree arboretum” where people can learn about different street trees in Beth-

lehem and select the tree they want for their block.

- Provide lighting to illuminate the Greenway and activities along it at night.
- Provide shade along the Greenway, preferably with trees.
- Provide seating along the Greenway, particularly near entrances and programmed locations.
- Provide clearly marked entrances to and from the Greenway that use consistent Greenway signage, but also provide additional information about the Eastern Gateway and the Southside.
- Provide information on the plants and ecology of Bethlehem and the region.
- Include public playgrounds for younger children in the Greenway right-of-way or adjacent development.
- Explore facilities for other recreational activities that would complement skateboarding including BMX biking, rock climbing, and adventure courses.



today



What to do in the Greenway?

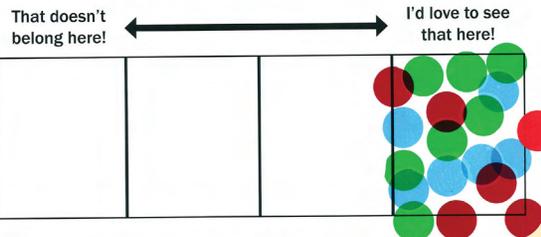
There was a desire among attendees at all of the focus groups and workshops to incorporate more recreation and community activity options into the Greenway. Some of the most popular of the suggested activities are shown below.



Gardens and Greening

Boston, Massachusetts
Community Garden

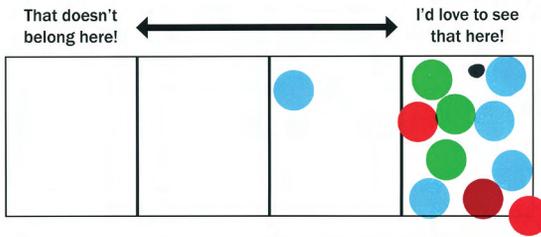
Community gardens can display a sense of community pride and ownership.



Recreation

Laguna Beach, CA

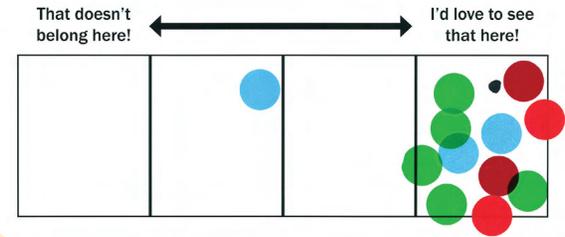
A destination park along a greenway/boardwalk for strolling, basketball and volleyball courts, play structures, a recreation center with lawn bowling and several open grassy areas for games and picnicking. This park offers recreation on all levels, including art and culture, and draw thousands of users per day.



Playground

Queens, NY

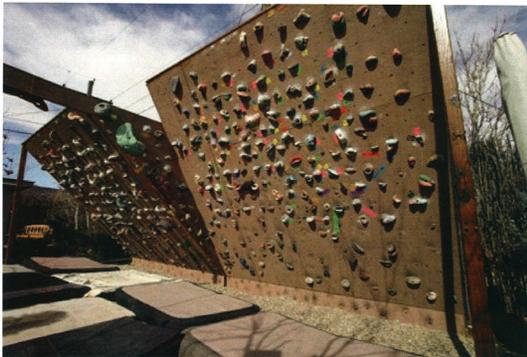
A colorful playground with various shapes, forms and play equipment creates an active and exciting place for children to explore.



8. LYNN AVENUE CONNECTOR

Lynn Avenue will become an increasingly important access point to the South Bethlehem Greenway and the Southside as the Greenway and land within LVIP are developed.

- Build sidewalks along the length of Lynn Avenue including the bridge. Currently the Lynn Avenue Bridge is scheduled to be replaced in the near future. When this happens, it should include pedestrian access to, from and across the bridge. This would be a project for the public works department.
- Establish an access point to the Greenway at /near the Lynn Avenue bridge. The upcoming renovation of the Lynn Avenue bridge provides not just an opportunity for enhancing pedestrian access north and south, but also for incorporating access to the Greenway. This will create an access point to the Greenway both for people arriving from LVIP / Rt. 412 to the north as well as the residential areas in the southeast corner of South Bethlehem. The specific location of the access point (east v. west) side of the bridge will depend on the physical character of the site and land ownerships / easement availability.
- Create clear directional signage guiding people (drivers, pedestrians, etc.) to the Greenway and the Eastern Gateway from the intersection of Daly and Lynn Avenue via Lynn Avenue.



Recreation

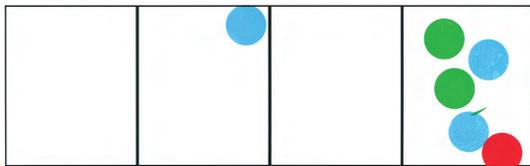
Moab, UT

A rock climbing wall can be fun and adventurous for all age groups.

That doesn't belong here!



I'd love to see that here!



Access and Circulation

Easy access to destinations and circulation into, out of, and through the gateway will be critical to its success. This applies to all visitors to the Gateway, but most of all to those people on foot, who will contribute most to Street life within the Gateway District. The public realm recommendations highlighted access and circulation improvements at specific points within the Gateway. More broadly, the following improvements are recommended:

Pedestrians and Cyclists

This section is meant to address who are considered to be “vulnerable road users;” people traveling without the protection of a motor vehicle and at slower speeds, including the elderly and the mobility challenged. While this largely entails pedestrians, it also includes cyclists and skateboarders, as well as users using small, motorized vehicles such as electric wheelchairs or segways.

Repair sidewalk surfaces to make the streets safe and accessible to all users.

The state of disrepair of the sidewalk surfaces was a common complaint and creates both a physical and psychological barrier that discourages people from walking around the neighborhood and encourages them to drive walkable distances. This is exacerbated by the area’s steep topography. Improved sidewalk surfaces will enable easier access by all users, enhance the aesthetic of the Gateway and convey a commitment to maintenance. This should be a high

priority. Sidewalk repair is the responsibility of adjacent property owners and must be coordinated with the department of public works. Thus, innovative strategies for funding this work and encouraging and incentivizing property owners to undertake sidewalk repairs will need to be explored.

Improve crossings for pedestrians. Ease of movement of pedestrians into and through the gateway will depend on the frequency and availability of safe crossings, particularly on high traffic roads such as Daly Avenue and Rt. 412. Improvements could include striped crosswalks, textured paving, and additional enhancements such as bump outs or median islands. Locations for new or enhanced crossings are shown on the circulation diagram.

Provide bicycle facilities where feasible.

With the Skateplaza and the Greenway in close proximity, on-Street bike lanes or shared-lane markings (called “sharrows”) will make cycling safer for all users. Potential locations for bicycle lanes should be explored with the city. This is of particular interest to residents because of the large number of children who cycle to the Skateplaza.

Provide multiple access points to the greenway from within the Eastern Gateway. Creating many visible and accessible entrances to the South Bethlehem Greenway will be critical to providing residents, visitors, and local employees access to the greenway

as well as attracting Greenway users to visit Gateway businesses. Suggested access points are noted on the circulation diagram. In addition, private development should be encouraged to address and incorporate the Greenway in their design by orienting entrances and exits onto the greenway and not putting up fences, blank walls or other barriers to it. Easements for Greenway access can be explored where feasible and desired.

Provide quality facilities for pedestrians and cyclists when making changes to roads and infrastructure.

As the Gateway develops, road construction, improvement and repair projects will be a part of that change. All new and repaired roads should provide facilities for pedestrians and cyclists. In the near term, Rt. 412 is scheduled to be widened this year, and the Lynn Avenue bridge is scheduled to be replaced. Both projects should incorporate pedestrian, and where feasible, bicycle facilities. The success of the Eastern Gateway as a neighborhood destination will depend in part on people being able to safely and comfortably navigate the area on foot. The most vulnerable road users (pedestrians and cyclists) should be considered on equal footing with vehicles in all road and transportation projects in and around the Eastern Gateway. Vehicular improvements should not be made at the expense of pedestrian and cyclist safety, mobility, or access.

Transit

Explore changes to transit routing (LANTA buses and the Loop) to improve access to and from the Eastern Gateway District and surrounding destinations.

Two standard LANTA bus lines, the F and the G, as well as numerous school buses serving Donegan Elementary and other schools pass through the Eastern Gateway District each day. Additionally, the Loop, which connects Sands with the Historic and Southside shopping districts, enters the northwest corner of the Gateway. Many residents of the Southside rely on public transit to get around Bethlehem and the region. The bus routes through the Gateway area are shown on the circulation diagram; however, until it is replaced, the G bypasses the Lynn Avenue Bridge. Participants in the visioning workshop and focus groups identified routing improvements as a high priority including extending service further into the neighborhood, and altering or expanding the Loop service to include 4th Street. Research into these suggestions found the following:

- Standard bus service cannot be extended to the Streets running uphill from 4th Street due to physical constraints of the bus. Any transit expansion up the hill would need to entail a small bus or van system.
- For the near term, bus service on the Eastern End of the Southside will be focused on 4th Street.
- There is great potential, with minor route

Bus Stops

One critical component of the bus system is its stops. Transit stops of all sorts are nodes of activity. With the right programming, design, and amenities they can attract people, community activity, and business. Many attendees at the visioning workshops wanted to see more covered bus stops with seating. At the technical workshop and open house, participants had a chance to look at and vote on a number of different bus stop



designs.

New York city decided on one bus stop design to create a recognizable and consistent



look throughout the system.

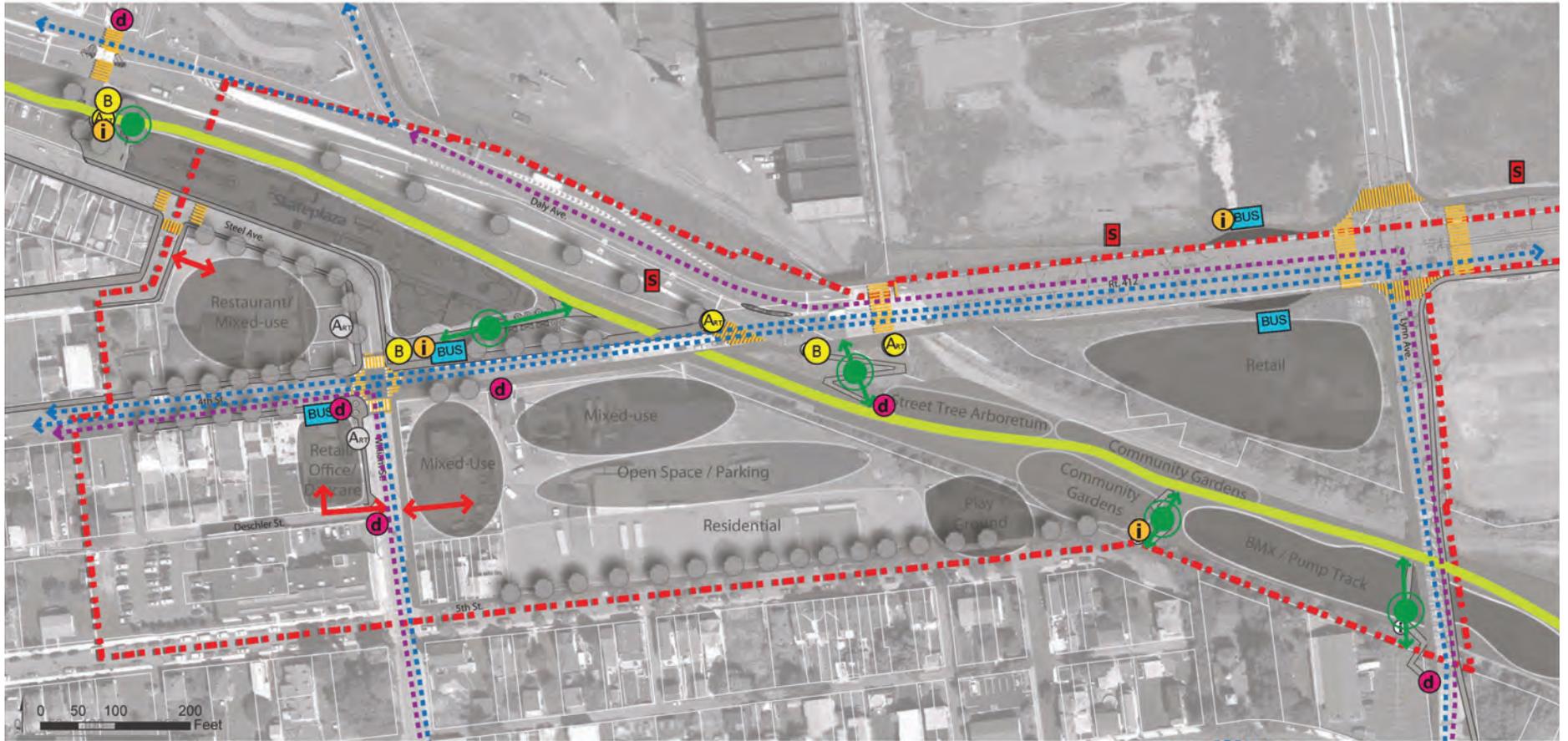
While the design might not be for everyone, this bus stop from Palm Springs is based on

the particular aesthetic of the place.

The Lehigh and Northampton Transportation Authority (LANTA) which operates buses in Bethlehem has a covered bus stop design with an advertisement panel. Revenue from the advertisement goes to fund the maintenance of the bus stop. A neighborhood or community group may choose to select the bus stop without the ad panel or use their own bus stop design, but they must agree to maintain the bus stop or pay for LANTA to do so. Both options are available in the Eastern Gateway.

LANTA is also currently making a variety of improvements to their bus stops that may include stops on 4th Street including:

- reforming and updating its Bus Stop signage throughout the city. Examples of these signs can be seen at 4th and New Streets in the Southside,
- consolidating some of their stops, which will result in fewer stops but more amenities at each stop,
- incorporating more electronic and real time signage, and
- developing an ap for mobile phones to track bus location and arrival times.



-  Greenway
-  Greenway access
-  New or improved pedestrian crossings

-  Proposed vehicle access to parcels
-  Proposed Sheltered Bus Stops
-  Existing bus routes
-  Potential Loop Extension

- Potential wayfinding locations**
-  Directional signs (vehicles)
-  Wayfinding Beacons
-  Community Information and Bulletin Boards
-  Directional signage (pedestrians)

Key access and wayfinding locations

modification, for the Loop to better serve the Eastern Gateway. However, the Loop service is not a standard LANTA service. It was developed to connect the historic shopping district in North Bethlehem with the Southside Shopping District and Sands Casino and has been heavily subsidized by the city. Currently an ongoing funding source for the Loop has not been identified. Continuation and expansion of Loop service into the future will be dependent on the availability of funding beyond LANTA.

Improve bus stops and provide amenities including seating, shelter, and arrival information at most heavily used stops.

To better serve transit users and encourage use of the transit system, key bus stops should have amenities that provide seating and protection from the elements. All bus stops should be clearly marked and have information on routes and schedules. Bus stops should have information on how to reach destinations within the neighborhood for disembarking passengers.

Parking and Access

As residential uses are expected to drive redevelopment activity, it is expected that much of the parking supply will be provided on-site and within the boundaries of the neighborhood. The lack of on-street parking along William Street and 4th Street (between William Street and Route 412) is a challenge in terms of providing an adequate parking supply for new retail uses. Ideally, a shared parking program could be provided for the uses on Parcels C, D and possibly

A to help reduce the overall parking requirement. The City should investigate the potential to accommodate a few on-street parking spaces along William Street by widening the right of way in the event that Parcel A is redeveloped.

Any surface parking lot or structure should be placed behind retail, residential or other uses so that parking spaces are hidden from view of all adjoining public Streets (consistent with the City’s proposed design standards for the CL district). No parking should be allowed above grade unless screened with architectural elements or located behind active uses. Parking for multifamily residential buildings should be located partially below grade, within structured garages wrapped by residential units (on Parcels C and D) or in surface lots screened from the public realm. Parking for townhouses could be provided in garages and/or driveways accessed by a rear alley.

Vehicular access to the key redevelopment sites should be as follows:

- For Parcel A, vehicular access to the property should be provided along Steel Avenue or Mechanic Street in coordination with traffic calming and Streetscape improvements recommended elsewhere in the report.
- For Parcel B, the owner should investigate the idea of removing one or both of the one-story structures located in the rear yard area of the property in order to facilitate access to an expanded rear parking area.
- For Parcels C and D, access could be provided via a single curb cut along 4th Street

and a single curb cut along William Street (roughly aligned with Deschler Street). Vehicular access to the property along 5th Street should be avoided in order to preserve the residential character of the Street.

→ Parcel E will have direct access to Route 412.

Vehicular access from outside the neighborhood

Create a distinction and transition between state highways / arterials and local Gateway Streets. The character of Rt. 412 and Daly Avenue are that of a state highway; unlike other roads in the Eastern Gateway, these fall under the jurisdiction of the Pennsylvania Department of Transportation (PennDOT) rather than the Bethlehem Department of Public Works. Recent and upcoming changes to these roads have been made to widen them and add lanes, reportedly to accommodate anticipated increases in vehicular traffic resulting from development at Sands, Steel Stacks and LVIP. The overwhelming desire of the community is for the character of 4th Street and other local streets within the Gateway to be slow traffic streets serving all road users; easily walkable, bikeable, skateable, and transit-friendly. Creating a transition between the state roads and these local streets that cause drivers to slow down for pedestrians, cyclists, and skateboarders is critical. This can be accomplished through a combination of Streetscape improvements that include traffic calming and signage. This will be most important along 4th Street (see the public realm recommendations for “4th Street

South Bethlehem Eastern Gateway Vision

Entrance”), at Lynn Avenue and outside the designated Gateway District at 3rd Street and Daly Ave).

Provide clear access and direction into the Eastern Gateway and to key destinations.

There is currently little direction for drivers entering the area indicating the amenities and destinations that exist in the Eastern Gateway and South Bethlehem. While there is not a desire to attract through-traffic to 4th Street or the Gateway, a desire was expressed to draw additional visitors into the neighborhood, to attract potential new residents, and to provide more clear directions to more regular users of the roadway. Vehicular traffic (vehicles as well as regional bus service) arriving from the east will enter the Eastern Gateway via Rt. 412. This traffic may be local traffic from within LVIP and along Hellertown Road, or regional traffic coming from I-78. Anecdotal reports from workshop participants as well as ArtsQuest staff fielding requests for directions to the SteelStacks complex suggests that the vast majority of visitors to the area arrive from the east. Coming from the west, a driver must exit Daly Avenue onto Hayes Street (and then 4th Street) or 3rd Street soon after passing the entrance to SteelStacks, or turn onto Lynn Avenue and circle back into the Gateway. From any direction, people arriving or returning should be offered orientation and direction to the Eastern Gateway District and its surrounding destinations. Signage indicating direction to the Eastern Gateway and key destinations should be placed at key locations approaching the Gateway indicating the preferred routes into the Eastern Gateway. The recommended route



Primary vehicular entrances to the Eastern Gateway with key sign locations.

for drivers arriving from the west should be via Hayes and 4th Street (see diagram).

While entrances into the Eastern Gateway should be clearly marked and easy to navigate, vehicular access improvements should not be made at the expense of other road users

(see pedestrians and cyclists section). One access complaint made by some residents and users of the Eastern Gateway was the lack of the ability to make a right turn from Daly Avenue onto 4th Street. As discussed in the Redevelopment Opportunities section, the lack of a right turn here is a major liability in terms of the commercial redevelopment potential of the Gateway. The feasibility of constructing a right turn here may merit further investigation. However, it is unlikely that the costs of such a project would outweigh the potential neighborhood benefits. The creation of a “free” (unsignalized) right turn onto 4th Street, the use of a long deceleration lane or exit ramp, or expansion of the road into the already limited space available to the Greenway (including any creation of a tunnel condition for the Greenway) is not advised. While the addition of a right turn here might make vehicular access to 4th Street here easier, there is a greater risk that it would shift the character of the Gateway to an auto-oriented destination and threaten the pedestrian-friendly environment advocated by the community. The current condition slows down and disperses vehicular traffic by requiring drivers approaching from different directions to take different, sometimes more circuitous routes into the Gateway. This is not ideal, but people will deal with these practical difficulties

if the restaurants, businesses and recreation opportunities within the Gateway are top notch. Therefore, the preferred, and more cost effective, approach would be to invest in improvements to signage and to local Streetscapes.

Note PennDOT was not present at any of the focus groups or technical workshop, so their input and not been incorporated into this report.

Signage and Wayfinding

Signage and wayfinding will be a key component of enhancements to access and circulation within the Eastern Gateway and the broader South Bethlehem neighborhood. In terms of its locational characteristics, the Gateway is well positioned to become the starting and orientating point for both locals and visitors wishing to explore Bethlehem and the Lehigh Valley region. However, visitors will need visual orientation as well as a resource for information about what there is to do and how to get there.

Establishing an effective signage and wayfinding system will enable visitors and residents alike to navigate the Eastern Gateway District and the Southside. This wayfinding system will better serve users and promote an identity for the Southside if it is consistent across districts, rather than a system for the Eastern Gateway alone. Thus, the Eastern Gateway Committee should work with Four Blocks International, the Skateplaza, local public art advocates, groups working on the Greenway, and others to develop a wayfinding strategy for South Bethlehem which includes:

- Welcome and directional signage for vehicles arriving via Rt. 412 and Daly Avenue
- Community Information and Bulletin Boards: Pedestrian-scaled wayfinding signage with maps indicating location and route to important destinations, as well as information on nearby destinations and potentially space for community message boards.
- Wayfinding Beacons: Markers for Greenway entrances and potentially other key locations.
- Directional signs / placards guiding pedestrians to key destinations.
- Signs / labels for important destinations and public buildings or facilities.

The 2008 Lehigh Valley regional wayfinding analysis and recommendations provided a regional framework within which signage and wayfinding for South Bethlehem and the Eastern Gateway can be developed. However, destinations in and navigation of South Bethlehem, particularly the eastern side of the neighborhood, are underrepresented in the plan. Many of both the vehicular and pedestrian wayfinding needs that exist, and will emerge with the development of the Greenway and other destinations, are not specifically addressed. To what degree signage and wayfinding for South Bethlehem is coordinated with city-wide and regional signage plans will need to be decided.

Creative Wayfinding

Wayfinding helps people figure out where they are, how to get to where they are going, and to discover new places they might want to explore. Good wayfinding can give visitors and residents alike a new look at a neighborhood. Wayfinding can mean signs, but it can be so much more. We use many other cues and devices to help us navigate our environment. Wayfinding systems can take advantage of this to find creative ways to help people navigate their environment. The approaches to wayfinding shown below were particularly popular at the open house and technical

workshop. They represent a range of relatively simple, but effective strategies to add wayfinding to an existing community. More information on these systems and additional examples can be found in the report appendix.



Signage & Wayfinding

Brooklyn, NY

This wayfinding system for downtown Brooklyn provides a map to help you find your way but also gives you information on interesting and important places to visit in the neighborhood.

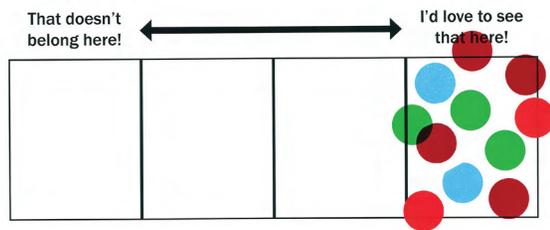


image credit: Project for Public Spaces



Signage & Wayfinding

London, England

A classic wayfinding quickly shows the directions of main places to visit.

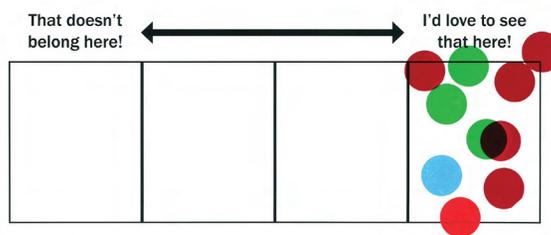


image credit: Project for Public Spaces



Signage & Wayfinding

"Murmur," Toronto, Canada

Cell phones and other mobile devices offer new and different opportunities for wayfinding. [murmur] is a community-based oral history program in Toronto which allows people to listen to stories in the place where they have happened. Sites are indicated by small green signs which list a telephone number.

Visitors simply call the number and listen to a story about the place in which they are standing. After the story, the listener can hear another story about the place, record their own personal narrative or hang up and keep on walking. The signs tend to be located in diverse urban neighborhoods which are recognized for their historical and cultural significance. In this way, [murmur] allows people to provide a place-based narrative history of the city that would otherwise be undocumented. The [murmur] signs are supplemented by a website which archives all of the stories and illustrates them on a map.

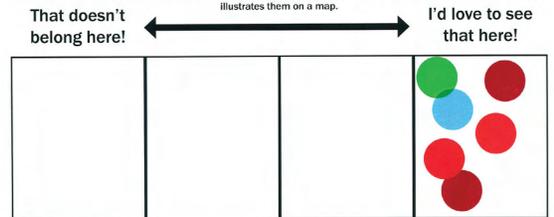


image credit: [murmur] (<http://murmurtoronto.ca/>)

Creating a “Gateway”

As a “gateway” to the Southside, creating a sense of arrival and an identity for the Eastern Gateway will be a critical component of its long term development. The approach taken to signage and wayfinding, as well as the art chosen for welcome features and to adorn walls and buildings will be a large part of creating this branding identity, but it will be bigger than that. As described in the vision, the Eastern Gateway District has the potential to serve as a physical, cultural, social, and economic crossroads for the neighborhood, city and the region. This was the overarching and consistent character of the Southside, and desire for the Eastern Gateway District expressed by community leaders and residents alike. This said, no one identity, or “brand,” for the Eastern Gateway district emerged from the visioning process. Given this, it was deemed premature at this point to develop a specific logo or branding strategy for the district. To guide the process of further developing the message, graphic character, and individual features of the gateway, the following are recommended:

The overall design and aesthetic of the core area of the Eastern Gateway should reflect the character of the Southside as a diverse and dynamic physical, social, cultural, and economic crossroads. While designed elements will need to be coordinated, the Southside is not singular in its character,

and no single aesthetic or development style will serve the Gateway. There should be a coherency in the design and components such as signage and wayfinding should be “of a piece.” However, designs and individual features should be drawn from and be based upon the cultural styles and practices of residents as well as the burgeoning artist community.

The development of the Eastern Gateway district as a whole will be the most important Gateway element. While signage, wayfinding, and orienting features will be important, it is the overall urban design of the district that will be the most defining feature of the Gateway rather than any one iconic physical element. The human-scaled neighborhood character of the residential and commercial Southside surrounding the Eastern Gateway district should be maintained and expanded in the Eastern Gateway, making this community fabric visible. Because of the topography and location of access points into the Eastern Gateway, vantage points from which one can “take in” the gateway area should be identified and taken advantage of.

Designed features should welcome visitors at key entry points. A feature or series of features that (1) identify the Gateway, (2) offer direction into the Gateway, and (3) act as an orienting point are desired. They should be visible

and serve visitors approaching from (1) Rt. 412 from the east, and (2) the Sands / Bethworks complex, and (3) the Greenway from the west. While these features should be visible orienting points, the Eastern Gateway area is dominated by the large and highly visible Steel Stacks and the Sands sign on the old steel cranes. Eastern Gateway features should not attempt to compete with these elements but rather complement them and reflect the more local character of the Eastern Gateway and the local residential and business districts of the Southside. The aesthetic should draw from the work of local artists and culture of Southside residents. The location and potential character of these features are addressed in the following sections. It will likely be important for wayfinding to be a component of these features. The access and circulation section of the recommendations address this component.

Implementing the Vision

The vision sets forth ambitious goals for the Eastern Gateway. The recommendations lay out strategies to achieve this vision. The next step will be putting these strategies to work. To do this, work will need to be phased over time.

Short-Term Actions

While the development and implementation of the vision for the Eastern Gateway will be a long-term process, it is an ongoing process, and key early actions will be needed to set the processing in motion and show progress towards the vision.

REDEVELOPMENT

Consider expanding the Eastern Gateway Committee: Ongoing communication and cooperation between existing property owners, the City, CADCB and the development community is vital to achieving the Gateway vision. Accordingly, the Eastern Gateway Committee should consider expanding its private sector membership to include additional property owners and developers. The Committee could identify and secure funding sources, help with the relocation needs of existing businesses in the Gateway, market the properties to potential developers and coordinate assembly strategies. The Committee might also pursue the additional action steps outlined in the remainder of this section.

Obtain updated environmental assessments for Parcels B, C and D. Based on the historic use of these properties, there may be some level of environmental contamination. It should be noted, however, that the owner of Parcel D indicated that a prior assessment revealed little or no contamination on the property. Regardless, it will be important to obtain up to date and accurate information on the environmental conditions of the properties in order to identify any necessary remediation at the outset of the project.

Conduct a detailed residential market study: An in depth analysis of the residential real estate market will be necessary to gain an accurate understanding of the rents and sales prices which can be supported in the Gateway.

Focus on Parcels C/D as the linchpin of the Gateway: Given the size and location of these properties, Parcels C and D could be the catalytic pieces in the Gateway. A successful mixed-use project on this property would help catalyze retail development in the area and also provide a stimulus for the public realm improvements contemplated in this report. The property owners have expressed interest in exploring redevelopment opportunities. These two parcels should be assembled (either through public or private means) and a master developer should be recruited.

Make minor amendments to CL zoning: Currently the CL district permits residential uses above ground floor commercial uses. The City should provide some flexibility on ground floor uses along 5th Street.

Identify public incentives and funding sources: As noted, soft financing will be important to making redevelopment in the Gateway viable. CADCB and the City should put together a list of all of the available financing tools which can help facilitate the project. This would include Enterprise Zone incentives, LERTA tax abatements, New Markets Tax Credits, Low-Income Housing Tax Credits and various subsidies available for mixed-income housing development.

THE PUBLIC REALM

Showing real progress towards the vision in the short-term is a critical first step. With this in mind, it is recommended that four to six “lighter, quicker, cheaper” projects be implemented in the next 8 months to illustrate action on the vision plan and show visible on-the-ground progress. “Lighter, quicker, cheaper” describes a local development framework that is lower risk and lower cost that capitalizes on the creative energy of the community to efficiently generate new uses and revenue for places in transition. These are projects that can be implemented with limited permitting, in a relatively

short time frame and at a relatively low cost. This said they will entail collaboration among CADCB, different city agencies, and likely other neighborhood groups. The following seven potential projects have been identified:

Install murals, mosaics, or other artwork on the vacant building facades on William Street and Steel Avenue. Artwork on the very visible building facades is a simple and inexpensive way to add color and vibrancy to the gateway core. The artwork should be site-specific and engage local artists or cultural groups. This could be done through a competition among local artists voted on by residents or through the activity and sponsorship of local groups.

Install planters with seasonal plantings on sidewalk or in the striped road area on 4th Street between Daly Avenue and William Street. Planters are a relatively inexpensive way to quickly bring color and vegetation to a streetscape. They can also serve to buffer pedestrians from car traffic. While simpler and less expensive in the short-term, planters require maintenance. In Bethlehem, potting, maintaining and watering plants in the public right-of-way are the responsibility of abutting business owners, even when planted by a downtown program. The City and CADCB will need to engage the support of a private, non-profit, or volunteer program or entity to support and maintain the planters. Thus, this will first entail the development of a planter program with the support or participation abutting property owners or a participating non

profit or volunteer community group.

Plant wildflowers on the slope and lot north of 4th Street between William Street and the Bridge. This is a key area in need of beautification. While in the long-term most of this area will become the expanded skateplaza, and a more detailed design will need to be developed for the slope. Simple, colorful, low-maintenance plantings such as native wildflowers can do a lot to improve the appearance of this area, which is one of the first things that visitors to the area see when entering from the East.

Permit and recruit local food vendors to the Sands / Skateplaza Gateway area (preferably to the parking lot). There was a great demand for greater food options in and around the Skateplaza. While there is a long-term goal to bring restaurants and cafes to the area, mobile vendors including food trucks and food carts could serve the area effectively in the near-term. Food vendors would need to be permitted, and some restrictions would need to be placed on the type and number of vendors permitted, as well as their location. Locating the trucks or carts in the Skateplaza parking area or between the parking area and the Skateplaza entrance would be recommended. Key requirements would include, but not be limited to: vendors being local entrepreneurs / residents and not chain operations, not interfering with traffic or locating in places that create potentially dangerous traffic situations, and some local home/business owner review of the vendor for the look, noise level, and products served.

Install seating, such as public benches at the Skateplaza entrance. Seating will be needed for people to have a place to stop and eat, or simply to watch the activity at the Skateplaza. This will help allow family and friends of Skateplaza users to enjoy the area as well as the skaters themselves. Additionally, as the Greenway is developed and Sands continues to grow, foot traffic around the Skateplaza will increase; seating will provide chance visitors a place to “park” and enjoy the space, lingering in the Eastern Gateway.

Plant trees at the Sands / Skateplaza entrance. Shade will further enhance the Sands / Skateplaza entrance for gathering. The inclusion of trees will be dependant on participation by the Department of Parks, as they would be responsible for planting and maintenance. Tree plantings should be done so as to not interfere with future improvements in the greenway access or a plaza at the Skateplaza entrance.

Place a sign or flyer on the Skateplaza providing information about its history, future development, and hours of operation. This will help inform people who may not know about the Skateplaza or are wondering about future plans or how they might get involved to learn more. This would be a responsibility of the Department of Parks and the Skateplaza proponents.

Add color and/or plantings to the pedestrian refuge islands and zebra-stripe the crosswalks at the Daly avenue pedestrian crossing. This is one of the key pedestrian

entrance points to the Skateplaza and Eastern Gateway and should be as visible and as safe as possible.

Add a sheltered bus stop with seating on northeast corner of 4th and William Streets. This is an approved project for next fiscal year by Southside Vision 2014.

In addition to these first-step physical interventions, a number of planning activities will need to be initiated in short order to set longer-term goals and projects in motion:

Investigate the feasibility and potential funding sources for a program to fund or incentivize sidewalk repair and improvements. Basic repair of sidewalks and streetscape improvements, including beautification are high priorities. In Bethlehem, responsibility for sidewalk repair falls on the abutting property owner (City Ordinance Articles 905 and 909). However, in the current economy, and with a number of vacant properties, upkeep of the abutting realm may not be a high priority for many landowners. Enforcement of existing maintenance standards is one approach, but to achieve the level and scale of improvements identified in the vision study, a program to provide matching funds, materials, or design assistance to property owners making improvements may help facilitate the process and should be considered. This will need to be done in coordination with the Department of Public Works and with consultation of property owners within the Eastern Gateway.

Amend the current greenway plan based on the recommendations in the Eastern Gateway Vision. This vision study recommends new uses and access points to the Greenway within the Eastern Gateway district. Since plans for the Greenway are already in place, recommendations within this Vision Plan shall be considered as an update to the Greenway Master Plan and shall be shared with other partners. While these revisions will need to be phased in over time, discussion of the desire for and feasibility of these additional program and design components should begin now.

Complete the Skateplaza expansion and Greenway extension. These will be key destinations in the Eastern Gateway, important community resources, and drivers of activity. Many of the recommendations build upon the activity and resources that they will provide. As projects already in the works, there are also fewer hurdles to their completion. They should be prioritized.

Work with the parks and public works departments to increase street tree planting, planters, and other plantings in public rights-of-way: Greening can be harder than it looks. Finding the space and establishing the right conditions for plants to grow will require expertise in planting, and an understanding of the space and tools available for greening in the Eastern Gateway. Working with representatives of the Departments of Parks and Public Works, the Eastern Gateway Committee should review the recommendations made in

the vision study to identify and begin to plant the highest priority and most feasible of the locations identified in the vision study.

Meet with PennDOT to discuss the feasibility of pedestrian and signage and wayfinding improvements recommended: PennDOT did not attend the focus groups or technical workshop, but a number of the recommendations will affect or be affected by their work on Rt. 412. Discussion of the feasibility of these recommendations should begin as soon as possible.

Initiate a program to consider signage and wayfinding options. As discussed in the recommendations, this task force should involve representatives from throughout the Southside, and should coordinate with city-wide efforts for wayfinding and signage. The development of a signage and wayfinding system will be a process that will require many individual decisions and input from a wide range of stakeholders, so it is critical that the process begins early. Similar to the market analysis, this is likely to require further study, and may entail hiring a consultant to develop a signage and wayfinding plan and designs.

Identify potential funding sources: Funding will be critical to moving the recommended public realm improvements forward. While funding is tight in the current economic environment, there are often small pots of funding available for targeted community-focused efforts from both public (state and federal) and private (foundations) sources. Many

of the public realm recommendations fall into categories of funding which tie into current federal priorities such as “livability” and “walkability.” Potential funding sources are identified in the appendix.

Looking into the future:

A LONGER-TERM WORKPLAN FOR THE PUBLIC REALM

The above are immediate actions that can begin the process of implementing the recommendations laid out in this vision study. The implementation schedule lays out the full list of recommendations according to actions that can be taken in the short, medium, and long term to achieve the Eastern Gateway vision. This is a good guide to begin with, however, the Committee should recognize that the process of redevelopment is a dynamic process. This implementation guide is meant only as a framework. The evolution of the Eastern Gateway is dependent on many factors and players, both public and private. Projects in and around the gateway may proceed at different paces than predicted; various opportunities may arise to move projects along faster, or hurdles may arise to slow them down. Additionally, as projects are implemented and the community changes, new ideas may arise, while others may become obsolete. This implementation guide should be viewed as a dynamic document; an outline for action that is revisited and revised periodically.

AREA	RIGHT AWAY <i>(In the next year)</i>	SHORT TERM <i>(2-3 years)</i>	MID-TERM <i>(3-6 years)</i>	LONG-TERM <i>(>6 years)</i>
Redevelopment	<ul style="list-style-type: none"> → Consider expanding Gateway Committee → Identify funding sources → Interview developers 	<ul style="list-style-type: none"> → Identify assembly strategy for Parcels C and D → Promote adaptive reuse of Parcel B → Conduct detailed housing market study → Obtain environmental assessments 	<ul style="list-style-type: none"> → Prioritize Parcels C and D for redevelopment → Encourage redevelopment of Parcel A 	<ul style="list-style-type: none"> → Build out of neighborhood-scale mixed-use environment
Rt. 412 / Daly Approach	<ul style="list-style-type: none"> → Begin discussions with PennDOT and LVIP regarding potential transportation improvements. → Well-marked crosswalks at the Lynn Ave Intersection. → Sheltered bus stops 	<ul style="list-style-type: none"> → Signage and wayfinding for drivers. → Develop signage and wayfinding options for transit riders, pedestrians, cyclists. → Route and arrival signs at bus stops → A crosswalk to connect the north and south sides of Daly Ave. east of the bend. 	<ul style="list-style-type: none"> → Continuous wide sidewalks → A vertical art element to mark the Eastern Gateway. 	<ul style="list-style-type: none"> → An overlook to the greenway → Greenway access from the overlook down to the greenway
4th Street Entrance	<ul style="list-style-type: none"> → Begin sidewalk improvements. → Find ways to incorporate color or vegetation onto the bridge, such as planters. → Street trees. → Plantings, including trees, in the greenway adjacent to Daly Ave. 	<ul style="list-style-type: none"> → Signage and wayfinding for all road users. → Plant street trees where possible. → Plantings in the greenway adjacent to the bridge (coordinate with completion of the greenway and skateplaza). → Seating on the bridge. 	<ul style="list-style-type: none"> → Plaza between 4th street and the skateplaza at greenway entrance. 	

AREA	RIGHT AWAY <i>(In the next year)</i>	SHORT TERM <i>(2-3 years)</i>	MID-TERM <i>(3-6 years)</i>	LONG-TERM <i>(>6 years)</i>
4th Street Square	<ul style="list-style-type: none"> → Sheltered bus stop on northeast corner (approved project for next fiscal year by Southside Vision 2014). 	<ul style="list-style-type: none"> → Additional public seating around the intersection at both bus stops. 	<ul style="list-style-type: none"> → Bump-outs at the corners of the intersection. → Plaza at northeast corner. → Wayfinding / information kiosks. → Repair and widen sidewalks. 	<ul style="list-style-type: none"> → Encourage adjacent developments to include outdoor space that opens onto the square. (ongoing) → Support and incentivize land uses and urban design that encourage vibrant street life including awnings, open storefronts, etc. (ongoing)
4th Street Neighborhood Streetscape	<ul style="list-style-type: none"> → Artwork on blank walls and vacant buildings. 	<ul style="list-style-type: none"> → Begin sidewalk repair. → Signage improvements. 	<ul style="list-style-type: none"> → Bump outs and curb extensions along street for amenities. → Street trees and other plantings. → Lighting improvements. 	<ul style="list-style-type: none"> → Support and incentivize land uses and urban design that encourage vibrant street life including awnings, open storefronts, and on-street activities. (ongoing)
Sands/ Skateplaza gateway	<ul style="list-style-type: none"> → Skateplaza meeting spot. → Skate and bmx-related events. → Develop a policy for vendor carts and trucks. → Seating. 	<ul style="list-style-type: none"> → Daly Ave. crosswalk enhancements. → Entrance beacon or kiosk, with wayfinding and information. → Informational signage for the Skateplaza. 		

AREA	RIGHT AWAY <i>(In the next year)</i>	SHORT TERM <i>(2-3 years)</i>	MID-TERM <i>(3-6 years)</i>	LONG-TERM <i>(>6 years)</i>
Skateplaza Steel Avenue	<ul style="list-style-type: none"> → Skateplaza phase 2. → Artwork on blank walls and vacant buildings. → Lighting. → Trees / shade structures at skateplaza. 	<ul style="list-style-type: none"> → Locate seating (benches) along Steel Ave. with good views to the Skateplaza. → Complete the build-out of the Skateplaza. → Restrooms and water fountains. → Development on Steel Ave. should be encouraged to offer food and coffee, activities for parents, and activities for younger kids, as well as provide outdoor seating space where possible. (ongoing) 	<ul style="list-style-type: none"> → Street design modifications. → Trees / shade structures on Steel Ave. 	
Greenway Park	<ul style="list-style-type: none"> → Complete Greenway trail. → Passive recreation space. → Lighting. → Trees and other shade. → Seating. 	<ul style="list-style-type: none"> → Fields / informal recreation space. → “Street tree arboretum” 	<ul style="list-style-type: none"> → Playgrounds. → Places to learn to bike and skateboard. → BMX & other recreation facilities. → Community gardens. → Signage and wayfinding. 	
Lynn Avenue Connector			<ul style="list-style-type: none"> → Sidewalks on length of Lynn Ave. → Greenway entrance from Lynn Ave. Bridge. → (coordinate both with bridge reconstruction) 	

AREA	RIGHT AWAY <i>(In the next year)</i>	SHORT TERM <i>(2-3 years)</i>	MID-TERM <i>(3-6 years)</i>	LONG-TERM <i>(>6 years)</i>
Access and Circulation *- site-specific improvements are noted above	→ Explore changes to transit routing (bus and the loop) to improve access to and from the Eastern Gateway District and surrounding destinations.		→ Improve bus stops and provide amenities including seating, shelter, and arrival information at most heavily used stops. → Make improvements to transit routing and frequency.	
Signage and Wayfinding *- site-specific improvements are noted above	→ Establish a Southside committee for signage and wayfinding.	→ Signage and wayfinding for drivers. → Develop a signage and wayfinding plan / strategy for the southside.	→ Implement signage and wayfinding plan.	

Appendices

1. Summary tables of ideas from community visioning party and focus groups.
2. Summary table of individual property descriptions
3. Potential Funding Sources
4. Community Visioning Party and Technical Workshop findings (provided digitally upon request)

Community Visioning Party

- Summary of Findings

Technical Workshop

- Executive Summary
- Introductory Presentation
- Precedent Activity Results
- Plans and Diagrams

Summary tables of ideas from community visioning party and focus groups.

	What we heard you wanted . . .	General Suggestions	
Uses & Activities (places, destinations, events)	More high quality public places for people of all ages to gather, play and recreate	Co-locate active recreation facilities to attracts similar or complementary target audiences; Playgrounds and green space; Horseback riding trails; Exercise stations/circuit course; Games, tables for games (dominoes), Hopscotch, chess, checkers, four-square, aTot-lot; Splash-pad; Pocket parks, public space; Square like at Lehigh University; Sledding on Hobart Street in the winter; Playing fields; tennis and basketball courts; Bowling Alley; Activities for parents to do while their kids are at the skateplaza (where they can see the skateplaza from); Wi-fi connections; Activities for kids; After school programs; Small-scale indoor / outdoor kids recreation (mini boys & girls club)	
	More places to eat and get food	More food and concessions run by local businesses (maybe in rotation), rooftop restaurant; Quick food shops or kiosks: coffee, sandwiches, ice cream shop, breakfast / lunch place, cybercafe; Vending machine: for healthy drinks, solar powered; Neighborhood restaurants allow one day a year that people can come and eat free. It could be billed as a “Taste of the South Side.” ; Farmers market ; Affordable eateries; Grocery store, fresh food	
	Basic convenience and service retail for the neighborhood	Farmers and other markets on the greenway, weekend market (Szilagyi or greenway sites); Dry cleaners, tailors, shoe repair; Super market or superstore; Pharmacy, bank; Outdoor store / shopping activity; Taxi stand; Convenience store; Revolving rental space; WiFi Hotspot	
	More community and civic resources for residents of the neighborhood	House museums / walking tours; Commercial reuse of buildings and residential apartments; Community center; Building for boys and girls club so that they don’t have to walk so far to get to their activities (on a currently vacant lot); Bike path, bike rental; Water feature / splash pad; Bandshell / pavilion; Animal/pet friendly places, dog park	
	Places with gardens, planting, and other green space	Victory Gardens / Community Gardens/Cassitas, particularly on the greenway or Szilagyi site, (could tie-into the push for greening, growing, eating local); An arboretum for street trees where people can go to look at examples of trees that could be planted on their street; Add street trees and landscaping, (xeriscaping that it is self-sustaining); Urban Orchard; Greenhouse; Planting on the street (herbs), flowers, urban gardens, greening, hanging plants	
	Events and festivals to bring people to the neighborhood and allow residents to celebrate	Close the street for a block party, festivals / entertainment; First Fridays; Competitions (organized), Novice skate/BMX classes, Exhibition (skating / BMX); Movie night that could go with open spaces; Bridge party; Weekly notice boards	

by site				
At the skateplaza	At 4th & William	At 4th & Daly & 412	At Lynn Ave & 412	At Donegan Elementary
<ul style="list-style-type: none"> → Games: → Hopscotch, → chess, → checkers, → four-square, → a Tot-lot; → Splash-pad 	<ul style="list-style-type: none"> → Playground, → Playing fields, → Bowling Alley, → Things for parents to do while their kids are at the skateplaza (where they can see the skateplaza from), → Wi-fi connections, → Exercise equipment / circuit course → Bike path, → bike rental, → Water feature / splash pad 	<ul style="list-style-type: none"> → Activities for kids 	<ul style="list-style-type: none"> → Playing fields; → tennis and basketball courts, → Access to the greenway; → Activities for kids, → After school programs, → Small-scale indoor / outdoor kids recreation (mini boys & girls club), → Parks 	<ul style="list-style-type: none"> → Games, → tables for games (dominoes); → Pocket parks public space, → Square like at Lehigh University; → Sledding on Hobart Street in the winter
<ul style="list-style-type: none"> → Food/concessions run by local businesses (maybe in rotation), → quick food shops or kiosks: Coffee, sandwiches, etc.; → Vending machine: for healthy drinks, solar powered 	<ul style="list-style-type: none"> → Ice cream shop, → Breakfast / lunch place, → Coffee, → cybercafe, → Restaurants (including rooftops), → site for the farmers market 	<ul style="list-style-type: none"> → Restaurants, → markets 	<ul style="list-style-type: none"> → Affordable eateries; → Grocery store, → fresh food; 	<ul style="list-style-type: none"> → Farmers market
<ul style="list-style-type: none"> → Convenience store, → Revolving rental space, → WiFi Hotspot 	<ul style="list-style-type: none"> → Weekend market (Szilagyi or greenway sites), → Wi-fi connections 			<ul style="list-style-type: none"> → Super market or superstore, → Pharmacy, → bank, → Outdoor store / shopping, → Taxi stand
<ul style="list-style-type: none"> → Community center, → A building for boys and girls club so that they don't have to walk so far to get to their activities (on a currently vacant lot) 			<ul style="list-style-type: none"> → Bandshell / pavilion, Animal/pet friendly places, dog park 	<ul style="list-style-type: none"> → Commercial reuse of buildings and residential apartments,
<ul style="list-style-type: none"> → Landscaping (xeriscaping that it is self-sustaining) 	<ul style="list-style-type: none"> → Community gardens / cassitas, → Urban Orchard (Szilagyi or greenway sites), → Greenhouse, → Planting on the street (herbs), → flowers, → urban gardens, greening 	<ul style="list-style-type: none"> → Gardens, → Trees, → Landscaping, → Gardens, → Hanging Plants 	<ul style="list-style-type: none"> → Parks 	
<ul style="list-style-type: none"> → Competitions (organized), → Novice skate/BMX classes, → Exhibitions (skating / BMX) 		<ul style="list-style-type: none"> → Festivals, → Movie night that could go with open spaces 	<ul style="list-style-type: none"> → Bridge party, → Weekly notice boards 	<ul style="list-style-type: none"> → Close the street for a block party, → Festivals / entertainment, → First Fridays

South Bethlehem Eastern Gateway Vision

	What we heard you wanted . . .	General Suggestions	
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Comfort & Image (amenities, wayfinding, etc.)</p>	<p>Information about what there is to do in the neighborhood and how to get there (better signage and wayfinding)</p>	<p>Better signage directing people to the neighborhood from all directions, particularly off major highways and 412, to show what is right and left of main road; Attraction sign added to Sands sign; Wayfinding and area map within the neighborhood: a map of the area showing where you are local destinations and resources e.g. shops, food, places kids could get equipment repaired, etc.; Signs and banners to show what is going on in the area, map of area destinations; Visitor’s kiosk; Sign / banner showing coming phases of the skateplaza and information on hours of operation; Lit-up signs on the businesses along 4th street; “You are here” sign; Welcome signs; Pre-gateway signage (both directions: 4th street and Lynn)</p>	
	<p>A physical feeling of entrance to the South Side, when arriving from the east on 412</p>	<p>Create a gateway feature; Steel girder gateway (to emphasis Bethlehem’s steel heritage) with signage; Create a ‘pre-gateway’</p>	
	<p>Enliven vacant or unattractive buildings, lots, and streets with art</p>	<p>Murals or Mosaics on the facades/sides of (ugly) gateway buildings (grey wall at Paul B. Wood); Contract with Community artists of Bethlehem (they did the Walnut Street garage and Wildflower café) or Banana-Works summer mentor program; Use buildings along North-South corridors; Paint the sides of buildings and restaurants with the names of the businesses; Banners; Streetscape art like Congress Street in Tucson - drain pipes, sewer covers, maps; Art & fun on bollards (Donegan); Art at the school, murals along Hobart St.; Creative seating, artist designed street furniture (bus stops, benches, etc.), street furniture that are functional sculptures (this would be a photo-op)</p>	
	<p>Repair and maintain private properties in dis/underrepair.</p>	<p>Improve building facades, paint buildings; Clean up houses and gutters on Hobart, keep homes clean (this increases / inspires pride in the neighborhood); Code enforcement; Beautify yards</p>	
	<p>Additional public amenities at key destinations</p>	<p>Trash cans; Electricity improvement; Bathroom / porta-potties; Drinking fountains; Gazebo;</p>	
	<p>More and better places to sit.</p>	<p>Benches; Shade; Picnic area / tables, pavilion / shed with tables; Could attach benches to the walls of adjacent buildings, with awnings, because of the limited space; Benches and bus shelters at the bus stop</p>	

by site				
At the skateplaza	At 4th & William	At 4th & Daly & 412	At Lynn Ave & 412	At Donegan Elementary
<ul style="list-style-type: none"> → Sign / banner showing coming phases of the skateplaza, → Sign with information on skateplaza hours of operation, → Signage/wayfinding to show what is off of the main road; → a map of the area showing local resources e.g. shops, food, places kids could get equipment repaired, etc.; → Attraction sign added to Sands sign, → Direction to site from major highways and 412, 	<ul style="list-style-type: none"> → Lit-up signs on the businesses along 4th Street., → Better signage and wayfinding!! Especially along 412. → Map that shows “you are here”, so that families can find what they need 	<ul style="list-style-type: none"> → Signs; Welcome signs 	<ul style="list-style-type: none"> → Signage, → Banners; → Pre-gateway signage (both directions: 4th Street and Lynn) 	<ul style="list-style-type: none"> → Signs to show what is going on in the area, → map of area destinations, → Visitor’s kiosk
<ul style="list-style-type: none"> → Steel girder gateway (to emphasis Bethlehem’s steel heritage) with signage 		<ul style="list-style-type: none"> → Create a ‘pre-gateway’ here 		
<ul style="list-style-type: none"> → Art (murals, creative seating) 	<ul style="list-style-type: none"> → Murals or mosaics (on blank building walls), → Mural or mosaic on the grey wall at Paul B. Wood, → Artistic / Artist designed street furniture (bus stops, benches, etc.), → street furniture that are functional sculptures (this would be a photo-op) 	<ul style="list-style-type: none"> → Artwork on buildings 	<ul style="list-style-type: none"> → Public art / mosaics on new buildings and benches 	<ul style="list-style-type: none"> → Art & fun on bollards, murals / art at the school, → murals along Hobart St., → paint the Donegan bollards in pretty colors,
<ul style="list-style-type: none"> → Beautify yards 				<ul style="list-style-type: none"> → Clean up houses and gutters on Hobart, → keep homes clean (this increases / inspires pride in the neighborhood); → Improve façade of stores, → painting the buildings; → Code enforcement
<ul style="list-style-type: none"> → Bathroom / porta potties; → Drinking fountains; → Gazebo 		<ul style="list-style-type: none"> → Trash cans 		<ul style="list-style-type: none"> → Trash cans; Electricity improvement
<ul style="list-style-type: none"> → Seating / benches, → shade, → Picnic area / tables 	<ul style="list-style-type: none"> → Benches (could attach them to the walls of adjacent buildings, with awnings, because of the limited space), → Benches and bus shelters at the bus stop 	<ul style="list-style-type: none"> → Benches 	<ul style="list-style-type: none"> → Benches, Shade / Pavilion / shed with tables 	<ul style="list-style-type: none"> → Benches

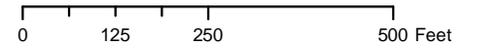
	What we heard you wanted . . .	General Suggestions	
	Make it safer and increase the feeling of personal safety in the neighborhood	“Safe Haven” program: buildings that agree to be places kids can stop safely after dark; Emergency phones / alarms and security cameras; Street lighting to make it more safe walking home at night and create a secure feeling, including 3rd Street (to draw people up further into the neighborhood during 1st Friday arts walk)	
	Physical improvements to existing roads and sidewalks to make it safer, easier, and more comfortable to walk places, and slowing down vehicle traffic	Wider, better, repair sidewalks; Improve walking conditions through more/better lighting; More trees, buffers between sidewalks and cars driving past; More/better crosswalks, particularly across 412 which is a dangerous intersection; Bump outs and road blocks to slow traffic; Pinch-point at the intersection (would get drivers to slow down and let them know they are entering a neighborhood); Roadway design features that say “stop here” or “Drive slow” rather than “drive on”; Rumble Strips; Move the guardrail to outside of sidewalk (between pedestrians and vehicle traffic); Wide grass strip between the side walk and road or a barrier wall between the two; Access to the greenway; More (pedestrian and bike) connections to the greenway and other open space from the community, to abutting businesses and activities; Use existing pipeline ROW that runs up the mountain on Edward street, and existing deer paths to create recreational paths and connect the neighborhood to the greenway.	
Access & Linkages (transportation, transit, walkability, parkin)	Improve connections from the neighborhood to the Greenway and parks	Better access / more (pedestrian and bike) connections to the greenway from the community, to abutting businesses and activities; Provide / enhance connections to open space; Use existing pipeline ROW that runs up the mountain on Edward street, and existing deer paths to create recreational paths and connect the neighborhood to the greenway.	
	Encourage walking and other non-motorized transportation	Incentivize walking through behavior and programs using social media with check-ins	
	Better transit service	Enhance LANTA service to and through the South side by developing new routes that serve the new arts destinations and neighborhood anchors; Better bus service; Improve the LOOP; Cheaper, “Free Fridays”; More bus stops; Create a shuttle	
	Better bus stops	Additional and repaired bus shelters (can be free with advertising); Artists designed Shuttle stops for the Loop Bus; Benches and bus shelters at the bus stop	
	Facilities for bicycles	Bicycle facilities and racks; Bike stations in or along or at the end points of the greenway; Bike racks, could be metal sculptures that are functional racks; Marked bike lanes	
	Provide parking	Angled parking on one side to get back some of the spaces, no parking on the other; Level road by adding more steps; Use of business parking lots after hours	

by site					
	At the skateplaza	At 4th & William	At 4th & Daly & 412	At Lynn Ave & 412	At Donegan Elementary
	→ Street lighting to make it more safe walking home at night and create a secure feeling	→ Lights	→ Street lights		→ More lights
	→ Cross walk to make it easier to cross the street because the intersection is dangerous (412).	→ Bump-outs / pinch-point at the intersection (would get drivers to slow down and let them know they are entering a neighborhood); → Roadway design features that say “stop here” or “Drive slow” rather than “drive on”; → Better sidewalks	→ Wider sidewalks, → Rumble Strips; → Move the guardrail to outside of sidewalk (between pedestrians and vehicle traffic), → Wider sidewalks	→ Crosswalk; → Wide grass strip between the side walk and road or a barrier wall between the two, → Side walk widened; → Access to the greenway; → Traffic calming	→ Bump outs to slow traffic; → road block to slow traffic; → Better cross walks; → Traffic calming (speed is a big problem)
	→ Provide / enhance connections to open space			→ Access to the greenway;	
	→ Provide / enhance connections to open space → Level road by adding more steps	→ Use existing pipeline ROW that runs up the mountain on Edward street, and existing deer paths to create recreational paths and connect the neighborhood to the greenway.			→ Create connections from Greenway up to neighborhood, to abutting businesses and activities
	→ Bus stop	→ Improve the Loop, create a shuttle			→ Better bus service; → Improve the LOOP; → Transit improvements (Loop): Better service, Cheaper, “Free Fridays”
		→ Bus shelters		→ Fix-up the bus stop	→ Bus shelters (can be free with advertising)
	→ Bike racks; could be metal sculptures that are functional racks	→ Marked bike lanes			→ Bike racks
				→ Use of business parking lots after hours	→ Angle parking on one side, no parking on the other

Summary tables of individual properties

(see map on following page for property locations)

#	Address	Lot Area (sq. ft.)	Land Use	#	Address	Lot Area (sq. ft.)	Land Use
1	DALY AVE	523,464	Vacant	29	1415 E 5TH ST	1,212	Single-Family Attached
2	DALY AVE	89,555	Vacant	30	1413 5TH ST	1,127	Single-Family Attached
3	DALY AVE	46,596	Vacant (Greenway)	31	1411 E 5TH ST	1,020	Single-Family Attached
4	HELLERTOWN RD	128,110	Vacant (Greenway)	32	1409 E 5TH ST	1,024	Single-Family Attached
5	STEEL AVE	2,444	Auto repair	33	1407 E 5TH ST	951	Single-Family Attached
6	1339 E 4TH ST	2,803	Auto repair	34	1405 E 5TH ST	1,127	Single-Family Attached
7	1339 E 4TH ST	909	Auto repair	35	1403 E 5TH ST	981	Single-Family Attached
8	1335 -37 E 4TH ST	1,217	Convenience store	36	1401 E 5TH ST	1,085	Single-Family Attached
9	E 4TH ST	5,809	Auto repair	37	E 4TH ST	35,360	Vacant (Greenway)
10	1323 E 4TH ST	27,431	Auto repair	38-43	1540 E 4TH ST	85,110	Vacant
11	1313 E 4TH ST	8,972	Single-Family Detached				
12	1305 -07 E 4TH ST	5,266	Convenience store				
13	E 4TH ST	551	Vacant				
14	1401 E 4TH ST	17,088	Vacant (Skatepark Phase 2)				
15	1306 -10 E 4TH ST	6,372	Multifamily residential				
16	1321 E 5TH ST	11,542	Single-Family Detached				
17	1312 -14 E 4TH ST	3,792	Single-Family Detached				
18	1316 E 4TH ST	3,766	Single-Family Detached				
19	1318 E 4TH ST	5,135	Single-Family Detached				
20	1322 -24 E 4TH ST	5,305	Convenience/liquor store				
21	1328 -30 E 4TH ST	5,822	Restaurant				
22	1326 E 4TH ST	4,437	Retail (Vacant)				
23	1338 E 4TH ST	11,266	Mixed Use (vacant)				
24	1337 E 5TH ST	40,233	Office and community space				
25	1345 E 5TH ST	5,698	Office and community space				
26	1400 E 4TH ST	23,042	Waste management/Auto repair				
27	1473 -85 E 5TH ST	143,350	Fuel supply				
28	1417 5TH ST	1,658	Single-Family Attached				



Potential Funding Sources

STREETSCAPE AMENITIES GRANT, LEHIGH COUNTY DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT

Lehigh County municipalities and Main Street/Elm Street Programs are eligible to receive up to \$15,000 reimbursement grant for purchasing streetscape amenities such as banners and benches. The grant specifically aims to assist larger streetscape programs that, coupled with smaller amenities, can visually enhance communities. The Lehigh County Department of Community and Economic Development focuses on urban revitalization, regional partnerships, job creation initiatives, housing programs, grant management and quality of life initiatives.

Specifics:

- Preference will be given to those Lehigh County applicants having a strategic plan in place which focuses on the improvement of the downtown area and/or have previously received a Lehigh County Main Street Initiatives Planning Grant.
- Grants can be up to \$15,000
- Grantees must expend the funds and Lehigh County will reimburse upon proof of expenditure.
- Lehigh County will fund up to 50% of the projected cost.
- The match by the applicant may not include any funds received from other Lehigh

County sources including Community Development Block Grant (CDBG) funding.

- Activities/Uses: Banners, benches, trash receptacles, planters, bicycle racks, gateway signs, directional signage, informational kiosks, mural projects and street tree planting programs.

More information: <http://www.lehighcounty.org/Departments/CommunityEconomicDevelopment/MainstreetInitiatives/StreetscapeAmenitiesGrant/tabid/395/Default.aspx>

NORTHAMPTON COUNTY COMMUNITY DEVELOPMENT BLOCK GRANTS

The grant program favors recipient projects that specifically benefit people who have low or moderate incomes. Certain projects may assist specific low-income persons or households while other projects benefit an area where a predominance of people with low-incomes live, like a park used primarily by residents of a low-income area. For construction projects, recipients are required to follow a number of federal requirements in bidding and executing the project.

Specifics: Projects must be in accordance with the Northampton County Five-Year Consolidated Plan.

More information: <http://www.northampton-county.org/northampton/cwp/view.asp?a=1542&q=623724&northamptonNav=|34963|>

PENNSYLVANIA SAFE ROUTES TO SCHOOL (SRTS) CAPITAL IMPROVEMENTS/INFRASTRUCTURE GRANTS

PennDOT makes federal-aid highway funds available to school districts, schools, municipalities, county government, and planning partners to address infrastructure projects that provide safer walking and bicycling routes. These funds are intended to benefit elementary and middle school children in kindergarten through the eighth grade. Applicants must demonstrate comprehensive approach that efficiently addresses the barriers to walking and biking.

Specifics:

- Proposed projects must combine both infrastructure and non-infrastructure components
- School's participation ensures that projects are sustainable and that the limited funding is spent effectively

More information: <http://www.saferoutespa.org/infrastructure-funding>

LOCAL ECONOMIC REVITALIZATION TAX ASSISTANCE (LERTA)

"LERTA is a property tax abatement program that creates a graduated increase in the payment of taxes on improvements and new construction to commercial, industrial and other business property located within the City of Bethlehem's state-designated Enterprise Zone

and the North Side Central Business District. This incentive creates a 20 percent graduated increase in the payment of taxes on improvements to commercial, industrial and other business property over a five-year period and a 10 percent graduated increase in the payment of taxes on new construction of commercial, industrial and other business property over a 10-year period. The graduation of taxes applies only to the taxes that are attributable to the improvement project.”

Specifics:

- Enterprise Zone Incentives: Certain zones in the City of Bethlehem are targeted by the Pennsylvania Department of Community and Economic Development to encourage private investment, promote job growth and economic development.
- PaDCED authorizes tax credits for certain specified Pennsylvania taxes to private companies making qualified investments in rehabilitating, expanding, or improving buildings or land in designated Enterprise Zones.
- Loans are available for property and building acquisition, renovation, and machinery and equipment purchase carry an interest rate of 3.75% for businesses located within the Enterprise Zone.

More information: http://www.bethlehem-pa.gov/econ_dev/

COMMUNITY AND BUSINESS DEVELOPMENT PROGRAM, PENNSYLVANIA DEPT. OF COMMUNITY AND ECONOMIC DEVELOPMENT

Included in this encompassing and extensive grant program are specific aims geared towards improving and/or developing new civic, cultural, recreational, industrial and other facilities or activities. Furthermore, one the grant program’s goals are to “enhance the health, welfare and quality of life of citizens of this Commonwealth.” Eligible grantees include local governments, redevelopment authorities, industrial development authorities and non-profit organizations.

Specifics: Grant awards are made in three funding rounds during the fiscal year. DCED will grant approximately 1/3 of the program appropriation in each round.

More Information: <http://www.newpa.com/what-can-pa-do-for-you/about-dced>

ELM STREET PROGRAM, PENNSYLVANIA DEPT. OF COMMUNITY AND ECONOMIC DEVELOPMENT

The program provides grants for planning, technical assistance and physical improvements to residential and mixed use areas. Proximity to central business districts is an important component of projects’ eligibility. The grants can be used for revitalization of residential and mixed use neighborhoods and connectivity to downtowns. Eligible recipients include municipalities, redevelopment authorities, non-profit main street organizations, economic development

South Bethlehem Eastern Gateway Vision

organizations, and neighborhood improvement districts.

Specifics: \$250,000 maximum

More Information: <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/elm-street>

North by Northwest Neighborhood in Bethlehem Project (received Elm St. Program grant): <http://www.nbnw-bpa.org/about/>

GROWING GREENER II, PENNSYLVANIA DEPT. OF COMMUNITY AND ECONOMIC DEVELOPMENT

The program assists community downtown redevelopment projects by focusing on the improvement of downtown sites and buildings. Eligible recipients include municipalities and non-profits. Eligible projects include business development projects and/or public improvements, all of which must demonstrate the effects within core communities. The program provides redevelopment grants to municipalities and nonprofits to help a community’s downtown redevelopment effort, focusing on the improvement of downtown sites and buildings. The eligible projects may include approaches that assist in business development and/or public improvements in core communities.

Specifics:

- Typical grants average between \$250,000 and \$500,000
- No required match level, but matching

South Bethlehem Eastern Gateway Vision

should be demonstrated

→ No minimum or maximum

More information: <http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/growing-greener-ii>

COMMUNITY DEVELOPMENT BLOCK GRANTS, PENNSYLVANIA DEPT. OF COMMUNITY AND ECONOMIC DEVELOPMENT

Grants and technical assistance program for municipalities for any type of community development including housing rehabilitation, public services, community facilities, infrastructure improvement, development and planning. The specific amount of funding is set by a formula but the competitive program has a \$500,000 maximum.

Specifics: 70% of each grant must be used for activities that benefit low- and moderate-income persons. Refer to program guidelines

More information:

<http://www.newpa.com/find-and-apply-for-funding/funding-and-program-finder/community-development-block-grant-cdbg>

Application: http://www.newpa.com/sites/default/files/uploads/CDBG_2011_F.pdf

PENNSYLVANIA DEPT. OF CONSERVATION AND NATURAL RESOURCES DEVELOPMENT GRANTS

Community Recreation and Conservation Projects Grants are awarded to municipalities and authorized non-profit organizations for recreation, park and conservation projects. These include the rehabilitation and new development of parks and recreation facilities (development projects); acquisition of land for active or passive park and conservation purposes (land acquisition projects); and technical assistance for feasibility studies, trails studies, conservation plans, site development planning, and comprehensive recreation, greenway and open space planning (planning projects). The majority of sources used for funding community projects require a 50% match except for some technical assistance grants and development projects eligible as small community projects whose total project cost is \$60,000 or less.

More Information: <http://www.dcnr.state.pa.us/brc/grants/indexgrantsinstruct.aspx>

Application Information: [http://www.dcnr.state.pa.us/brc/grants/GuidanceDocuments/DevelopmentProjects\(Final\)12_30_09.pdf](http://www.dcnr.state.pa.us/brc/grants/GuidanceDocuments/DevelopmentProjects(Final)12_30_09.pdf)

CHALLENGE AMERICA FAST-TRACK, NATIONAL ENDOWMENT FOR THE ARTS (NEA)

The Challenge America Fast-Track category offers support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations The

grant material highlights improving “livability” by strengthening arts within the community. In addition to many other facets of this grant program, one section, “Design activities for new or existing cultural facilities or civic spaces,” is geared towards either the planning and design process of cultural/arts projects or engagement of professional design services such as streetscapes, wayfinding signage or landscape architecture. Activities also may include all design stages for the renovation, restoration, or adaptive reuse of existing structures to be used as cultural facilities. Funding is not available for fund raising, donor research, or actual renovation or construction costs.

Specifics:

- Extend the reach of the arts to underserved populations.
- Are limited to the specific types of projects outlined below.
- Are for \$10,000 each.
- Receive an expedited application review. Organizations are notified whether they have been recommended for a grant approximately six months after they apply; projects may start shortly thereafter.
- Organizations with operating budgets of less than \$50,000 and organizations that have not applied for public funds previously to consider applying to local or state sources to gain practical experience with managing public funds.
- Partnerships can be valuable to the success of these projects. While not required, appli-

cants are encouraged to consider partnerships among organizations, both in and outside of the arts, as appropriate to their project.

More information: <http://www.nea.gov/grants/apply/GAP12/Challenge.html>

PENNSYLVANIA PARTNERS IN THE ARTS (PPA) PROJECT STREAM

The PPA Project Stream is a funding opportunity of the Pennsylvania Partners in the Arts (PPA), a regionalized funding program of the PCA. The Project Stream provides grants up to \$3,000 to eligible organizations or individuals to conduct arts projects.

Specifics: All projects must take place between Sept. 1 and August 31

More information: <http://pacouncilonthearts.org/pca.cfm?id=42&level=Third>