

CITY OF BETHLEHEM
REZONING REQUEST



the EMERY

Apartments @119 Technology Dr.

SERFASS
DEVELOPMENT & ACQUISITIONS

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Current Zoning – IR
Industrial Redevelopment
Requested Zoning – CB
Central Business

Future Land Use Map
Per City Comprehensive
Plan ✓



THE EMERY APARTMENTS

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Apartments @119 Technology Dr.

February 2nd, 2023

City Council
City of Bethlehem
10 East Church Street
Bethlehem, PA 18018

Re: Memo to City Council - Rezoning Request
119 Technology Drive

Serfass Development & Acquisitions is submitting a rezoning request for 119 Technology Drive. The current zoning is IR (Industrial Redevelopment). The rezoning will allow for one of the largest redevelopments in recent Bethlehem history. The proposed development is a 240 unit, 6 story, apartment building with onsite parking and amenities that will rival our larger metropolitan neighbors. The site is located one block North of the Southside's main retail corridor (3rd Street), and one block Northeast of the soon to be redeveloped Banana Factory.

The current industrial zoning does not fit the vibrant, trendy, and diverse community that the Southside has transformed into over the past decade. The rezoning is necessary to continue Bethlehem's evolution and growth. The soon to be vacant building that current occupies the site has several large outdoor liquid nitrogen tanks, chemical stacks, and electrical gear that is all visible from 2nd Street and the Fahey Bridge.

With the new development will come 300+ new residents to the Southside. This will create a burst of energy to the 3rd Street corridor and help accelerate other projects such as the Riverport Public Market. The development will provide much needed housing for the area that according to LVPC grows by approximately 4,000 people per year.

We are not seeking any tax abatement or other subsidies from the City. We project the new tax revenue generated will be over \$600,000 a year. In addition, the construction of the building will bring jobs and economic growth to the City. Employment opportunities for construction works, architects, engineers, as well as ongoing jobs for property management and maintenance staff.

The new development will lean heavily into the art district, and pull inspiration from other post-industrial cities that have found renaissance through art, such as Seattle's SoDO, and Miami's Wynwood District. Amenity space will be dedicated for artist studios, and on the exterior of the building landscaping will feature sculptural elements. The architectural style of the new building will pay homage to Bethlehem's industrial past but include unique elements that communicate we are a City that is focused on an artistic and entrepreneur future.

In closing, we believe this rezoning will initiate several City benefits:

- Redevelopment of a soon to be vacant dated industrial building
- 300+ new residents to patronize shops & restaurants
- Significant increase to tax base
- Champions the City's Arts District
- Located adjacent to public parking deck and provides onsite parking
- Conforms to Smart Growth initiatives
- Rezoning conforms with City of Bethlehem's comprehensive plan
- Progressive architecture that promotes the evolution of the City of Bethlehem



Project Benefits

- Redevelops a soon to be vacant industrial property, and removes extremely hazardous chemicals/gases from nearby residents and businesses
- Provides on site parking, as well as directly adjacent parking in community deck
- Brings significant number of new residents to Southside to bolster retail
- Would result in approximately \$600,000 of NEW tax revenue for the City and school district
- Takes demand off of the Historic District which has been seeing the bulk of new development
- Conforms with Smart Growth goals as well as Bethlehem's Comprehensive Plan
- Art Focused: Amenity space earmarked for the arts and outdoor "Sculpture Garden"
- Directly addresses the housing crisis



SUSTAINABILITY Initiatives

- Low VOC paints and coatings
- Operable windows
- Renewable materials
- Native plantings
- Building envelope Comcheck thermal rating
- Electric vehicle charging stations
- Pursuing car share programs
- Structured parking (reduces impervious heat gain)
- Smart mechanical controls
- All LED lighting
- Efficient mechanical systems
- Recycling program

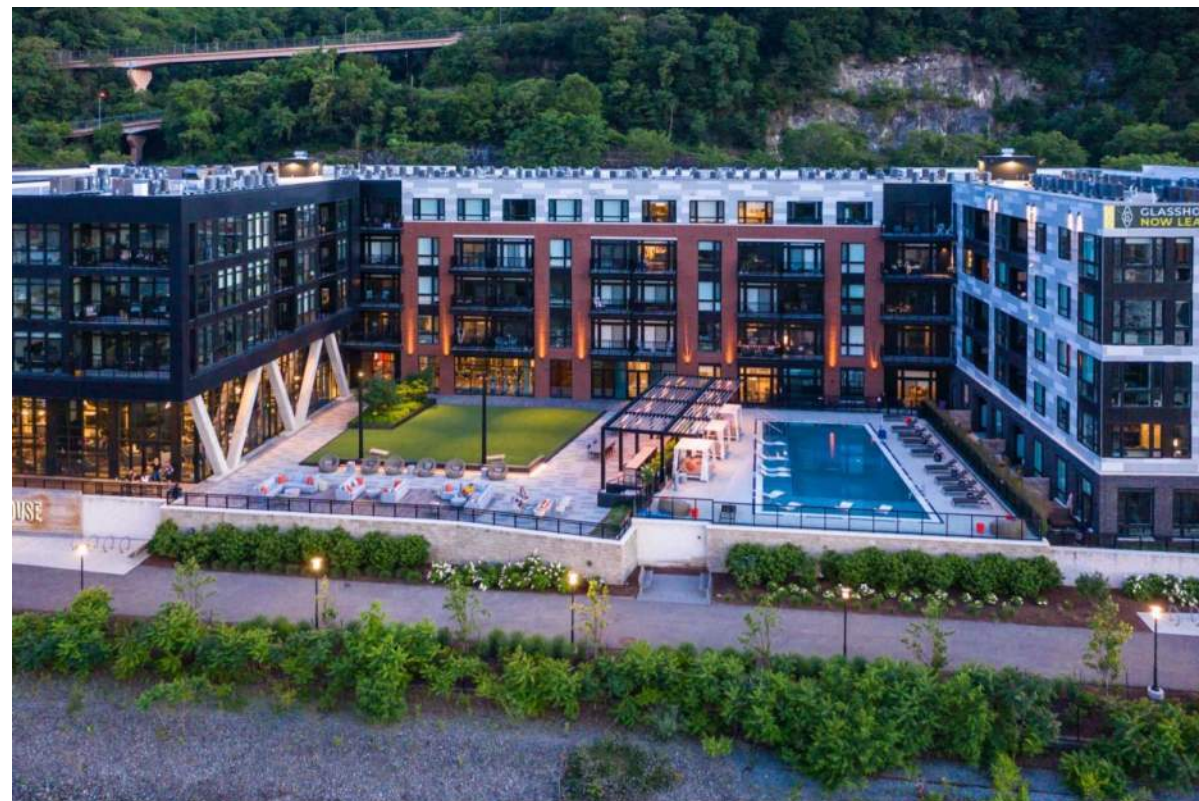
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Precedent Images





ARTS & AMENITY



SCULPTURE GARDEN

