



Darlene L. Heller
City of Bethlehem
Director of Planning and Zoning

06-January-2021

**Re: South New Street Apartments – Project Overview
319, 321, 323, 325, 327 South New Street
Bethlehem, PA**

Dear Darlene:

Please accept this overview of the project as an attachment to the development group's formal Historical Conservation Commission submission.

Clark+Quinn Development completed a comprehensive marketing/Demographics study of the Allentown-Bethlehem-Easton Housing Market Area (Allentown HMA) and specifically, the downtown Bethlehem area. We believe there is a strong need for market rate apartment housing for workforce individuals, healthcare providers, young professionals, life science and university communities, and graduate students.

Amenities such as a gymnasium, a food court, and a roof top patio are being proposed to accommodate the inhabitants of the project.

We believe our development will encourage other area residents to visit new and existing downtown retail venues, growing the downtown and growing the tax base.

Below is a project overview:

Structure:

The proposed building shall be a 12-story (135'-0") high mixed-use apartment building. The ground floor shall be composed of 6,500 SF. As the building height increases, the structure shall span the existing alley at E. Graham Place to increase the footprint of each story to approximately 8,000 SF.

The proposed structure shall be concrete with exterior masonry finishes to complement the existing historic district as described in the design guidelines established by the Historic Conservation Commission. The building shall be equipped with an automatic sprinkler system and otherwise designed to meet all applicable building codes.

Building Program:

The ground floor of the building shall house the building's main operations, lobby and community room for occupant use. It shall also house a retail component to serve both the occupants and the surrounding neighborhood. The building shall have sufficient space tenant amenities and utility space.

CLARK + QUINN DEVELOPMENT
53 Church Hill Road
Newtown CT 06470



Apartments:

Floors two through twelve shall consist of a mix of one-bedroom / one-bathroom and two-bedroom / two-bathroom apartments totaling 82 apartment units. Each apartment has been designed to provide maximum tenant comfort and is planned to accommodate the 'new normal' which shall include, but not be limited to, increased efficiency of utilities and thermal envelope, fresh air intake and mechanical airflows and anti-microbial finishes and materials.

Retail Component:

The ground floor retail component shall be leased to Palomino Food Court, which will consist of a multi-concept food court to incorporate multiple food types. As described, the food court will provide Tapas (Spanish), Mesa (Mexican), Humble Garden (Vegan), Burger (American) and Piccolo (Italian) to serve the areas vast diverse community.

Parking:

Building tenants shall be granted the opportunity to reserve parking spaces across the street at the newly constructed parking garage as a built in offering with their respective lease agreement.

As the population of the Bethlehem area continues to grow and evolve, so must the structures that house its community and residents. The proposed development will do just that. Our hope is that by providing a housing development to serve the growing population, it will further activate the existing retail and restaurants in the Southside as well as engage the existing Greenway to further stimulate community life.

Should you need any other information, please do not hesitate to contact us.

Sincerely,

J2

Jeffrey J. Quinn
Principal, C+Q

File
Phil Clark, C+Q
Jordan Clark, Claris/Ballina