



Opening



Doors

**Building Housing
Stability in Bethlehem**

June 24, 2026

Agenda

- **Welcome**
- **Strategy 3: Fostering Partnerships**
 - **Gateway on Fourth**
 - **Choice Neighborhoods**
 - **Pilot Alley House**
 - **Western Gateway**
- **Strategy 4: Protect Tenants/Residents At-Risk of Displacement**
 - **Bloomberg Harvard Fellow**
 - **Housing Rehab Program**
 - **Lead and Healthy Homes**
- **Homelessness Work**
 - **Packer Avenue**
 - **Bethlehem Emergency Sheltering**
 - **Community Connections**

Opening Doors Strategies:

-  Update Zoning and Land Use to Encourage a Variety of Housing Types & Infill Development
-  Offer Incentives to Create & Preserve Affordable Housing
-  Build Partnerships with Local Institutions to Support New Housing and Community Investment
-  Protect Tenants At-Risk of Displacement and Increase Supply of Deeply Affordable Rental Units
-  Advocate for State-Enabling Affordable Housing Policies, Programs & Regional Housing Planning

Strategy 3

Build Partnerships with Institutions

**Like the Bethlehem Housing
Authority to Support New
Housing and Community
Investment**



Hospital-built employee housing in Nantucket

Gateway on 4th



\$16M tax credit award is Bethlehem's **first since 2013**.

One of two Lehigh Valley projects selected.

10 different funding sources.

Construction of 60-unit first phase slated to begin in early 2027. Rents **start at \$279** up to \$1,442.



Governor Shapiro Announces New Main Street Matters Awards, Invests Over \$17 Million in 56 Projects to Continue Creating Vibrant Communities Across Pennsylvania

May 26, 2026

Since Governor Shapiro created the Main Street Matters program in FY2024, more than \$34 million has been awarded to 137 projects across the Commonwealth.

Investing in Main Streets across the Commonwealth is vital to the success of every community and the Shapiro Administration is committed to ensuring businesses have the support they need to thrive.

Governor Shapiro is calling for another \$20 million for the continued support of the Main Street Matters program in his [2026-2027 budget proposal](#).



West Reading, PA - Today, Governor Josh Shapiro and Pennsylvania Department of Community and Economic Development (DCED) Secretary Rick Siger visited small businesses in Berks County to announce that the Shapiro Administration is investing \$17.2 million in 56 community projects across Pennsylvania through the [Main Street Matters](#) program. These grants will help revitalize downtowns, support small businesses, and strengthen local economies. In its latest round of funding, Main Street Matters received more than 220 applications requesting more than \$68 million — underscoring the continued need

Northampton County

- \$1,000,000 to Bethlehem City for the Gateway on 4th mixed-use project located in the Southside neighborhood. The City, through developer Penrose, LLC, proposes to construct the first phase of a two-phase development project which will replace 1.54 acres of underutilized, blighted land with a mixed-income housing and commercial space with a total of 120 housing units.

\$2.34 M
in state
grants

11
partners

How much does it cost?



~ \$350,000 per market-rate unit



~\$450,000 per affordable LIHTC unit



Federal and state LIHTC rules drive up affordable unit construction costs
~**30% to 40% per unit**



This all means these projects need more public money to get to shovels in the ground

“(When) we are cobbling together 12, 14 sources of financing, that adds another 12 to 24 months to the delivery time.”

A Virginia nonprofit developer testifying to Congress in 2024

Gateway on 4th Timeline

January 2024:
Pennrose
selected as
developer

April 2024:
Community Meeting
and Project
Announcement

2024:
Applied
for 5
grants

11/21/24:
Zoning
Hearing Board
Approval

**January
2025:** Health
partner on
board

Gateway on 4th Timeline

February 2025:
LIHTC
application
submitted

April 1, 2025:
LVIP buys property

2025:
Applied
for 4
grants

**October 9,
2025**
Awarded
LIHTC

2026:
Final design,
permits and
construction.



**Completed and submitted
to HUD a comprehensive,
community-driven
neighborhood
transformation plan**

**\$150K a year
for 6 years**



**\$900K
neighborhood
investment**

Pembroke Workforce & Stability Initiative



What will it do?

Funds
community
ambassador
trainings and
stipends

Resource coordination
center on site



PEMBROKE VILLAGE, BETHLEHEM PA
06/20/25

GORMAN
Highly Innovative Community

Hires
Workforce
Development and
Economic Mobility
Coordinator

Childcare
Scholarships for
Families

Sets up job
training and
workforce
pathways

Community clear that Stefko Boulevard and Pembroke Road treacherous to cross.



Many students and families traverse on way to bus and Northeast Middle and Liberty high schools.

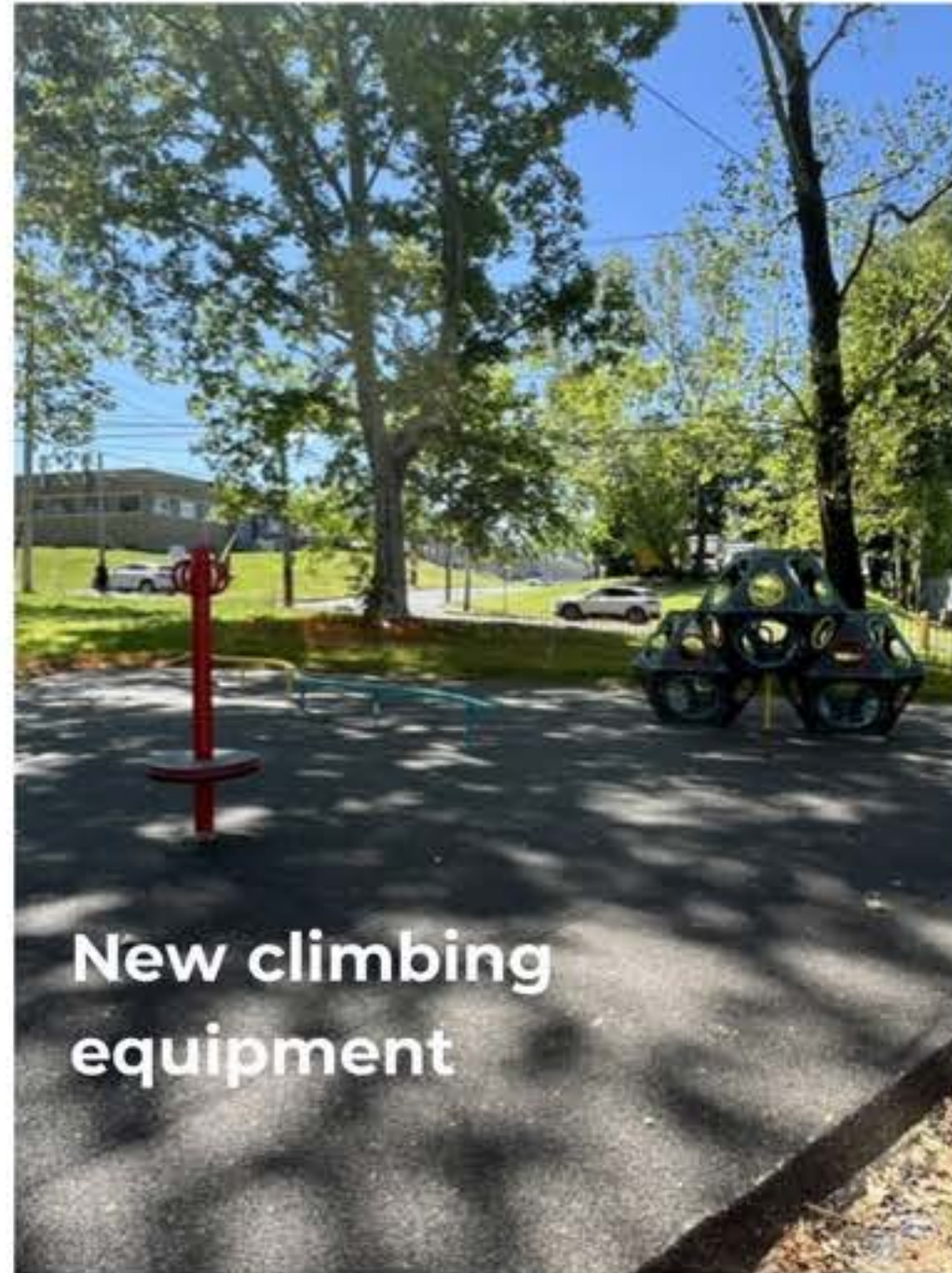
LANTA prioritizing Stefko for rapid bus routes.



Improved crossings at Stefko and Pembroke and Washington



Celebrate this transformation with a Party in the Park August 19



New Crosswalks Installed



Marvine Street & Fritz Drive



Pembroke & Fritz Drive



Garfield Street & Fritz Drive

HOUSING PLAN

SITE PLAN

RESIDENTIAL UNITS

TOWNHOMES	80 UNITS
2BR 1081SF	6
3BR 1297SF	52
4BR 1360SF	22

WALK-UPS	216 UNITS
1BR 561SF	54
2BR 851SF	162

APARTMENTS	104 UNITS
1BR 557SF	86
2BR 829SF	18

TOTAL 400 UNITS

PARKING*	
OFF-STREET	464 STALLS
COVERED	68 STALLS
ON-STREET	
FRITZ DR	70 STALLS

TOTAL 602 STALLS*

**SITE 815,000sf
18.72acres**

**PARKING TOTAL IS APPROXIMATE, PENDING
SITE REPORTS AND FINAL DESIGN COORDINATION*



HOUSING PLAN

VIEW EAST ON FRITZ DR





Small Cities Lab
smallcitieslab.org



CA
DEVELOPMENT
BETHLEHEM



COMMUNITY
ACTION LEHIGH
VALLEY



Alley House Pilot Program

Demo Complete



Western Gateway Revitalization Project





BEFORE



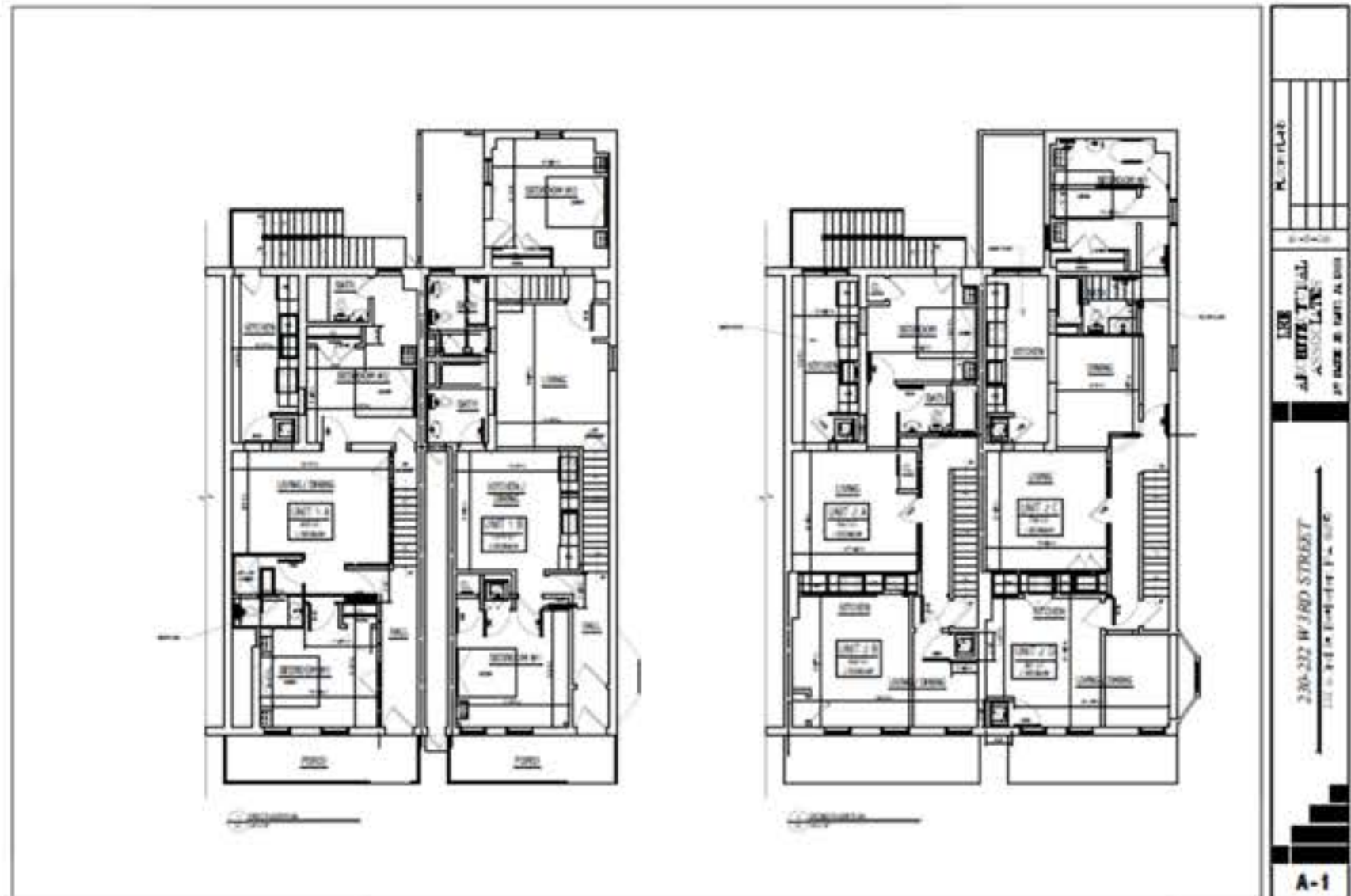
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AFTER

230 and 232 West Third Street



- 6 units
- Two 1BR and four 2BR
- Affordable rentals

Strategy 4

Protect Tenants At-Risk of Displacement

and Increase Supply of Deeply Affordable Rental Units





Jason Boyle



**BLOOMBERG
CENTER FOR CITIES**

HARVARD UNIVERSITY

The Bloomberg Harvard City Leadership Initiative is located at the Bloomberg Center for Cities at Harvard University.

Bloomberg will pay for this new grad to work for the City for two years on a deed-restricted affordable housing preservation plan.



PHFA awards \$93.4 million in PHARE funding to support nearly 450 affordable housing initiatives across Pennsylvania



Across all 67 counties, 432 housing and community development programs receive awards

HARRISBURG, Pa., June 11, 2026 /PRNewswire/ -- The Pennsylvania Housing Finance Agency today announced \$93.4 million of investment across the Commonwealth under the Pennsylvania Housing Affordability and Rehabilitation Enhancement fund. These PHFA-administered funds will support 432 housing and community development initiatives across all 67 counties to expand affordable housing opportunities for Pennsylvanians.

This funding includes \$30 million to be distributed to more than 30 proposed developments that previously received Low-Income Housing Tax Credits awards from PHFA.

Lehigh/Northampton	City of Bethlehem Rental Rehab Program	City of Bethlehem		\$ 250,000
	Habitat for Humanity of the Lehigh Valley Home Repair Program - Lehigh/Northampton Counties	Habitat for Humanity of the Lehigh Valley		\$ 200,000
	Housing Counseling Program (HCP)	Community Action Committee of the Lehigh Valley		\$ 50,000
	Housing Stability Collaborative	New Bethany Ministries		\$ 75,000
	LVRHAB Eviction Prevention & Rental Assistance	United Way of the Greater Lehigh Valley		\$ 200,000
	Sixth Street Shelter Housing Sustainability Initiative (HSI)	Community Action Committee of the Lehigh Valley		\$ 200,000



Housing Rehab

The City's owner-occupied housing rehab program can tackle emergency and code repairs for income-qualified Bethlehem homeowners.

40 units
annually on
average

35
emergency
repairs

4
full rehabs

\$353,000 on average annually





Lead and Healthy Homes

The Lead & Healthy Homes Program helps protect residents of the Bethlehem Area School District from lead poisoning and other health and safety hazards.

The Bethlehem Health Bureau was awarded \$2.4M for Lead Hazard Control and \$1.8M for the Healthy Homes Production grant.

36 total cases
annually on
average

27 HH cases
annually on
average

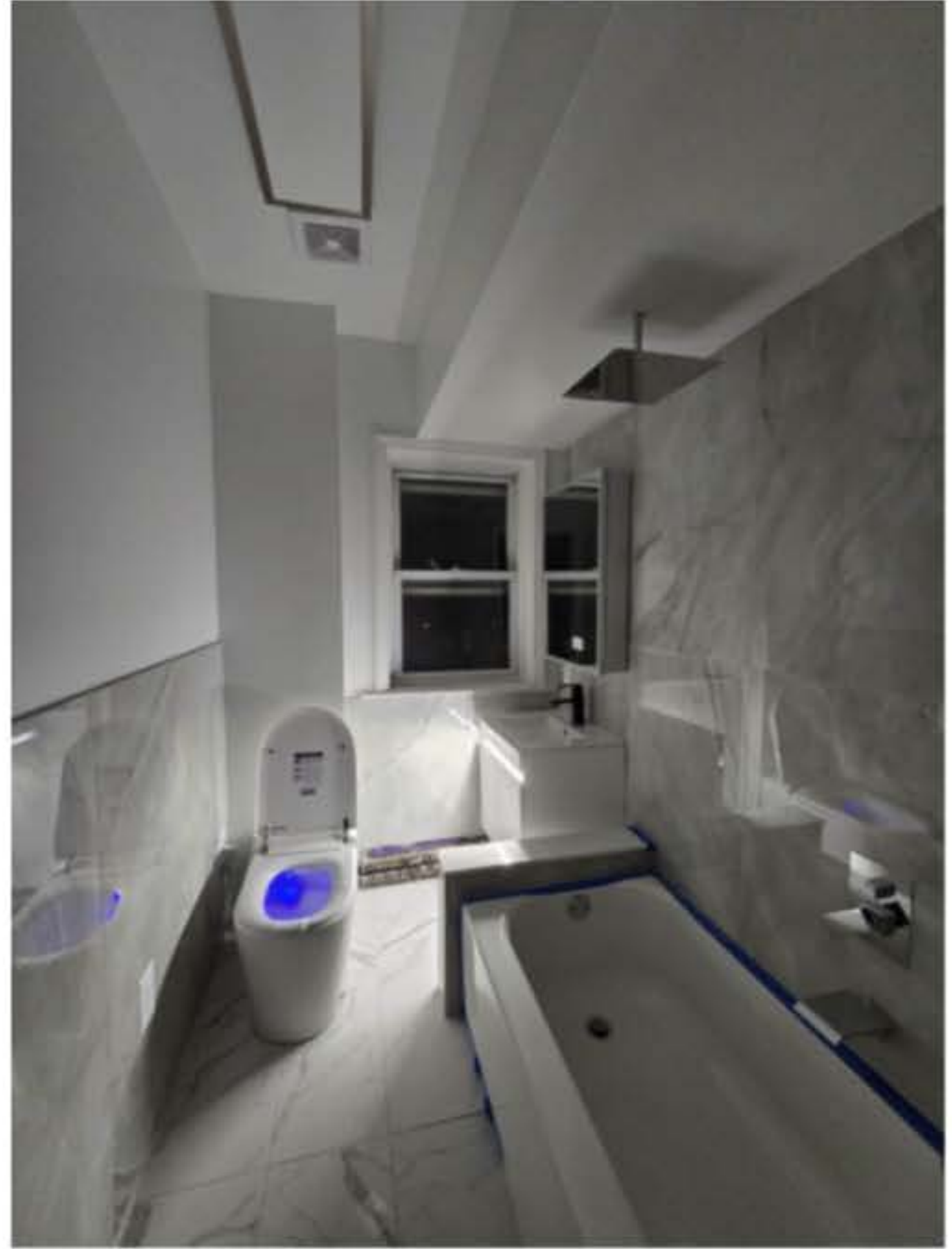
9 Lead
cases
annually on
average

\$948,977 spent in 2025

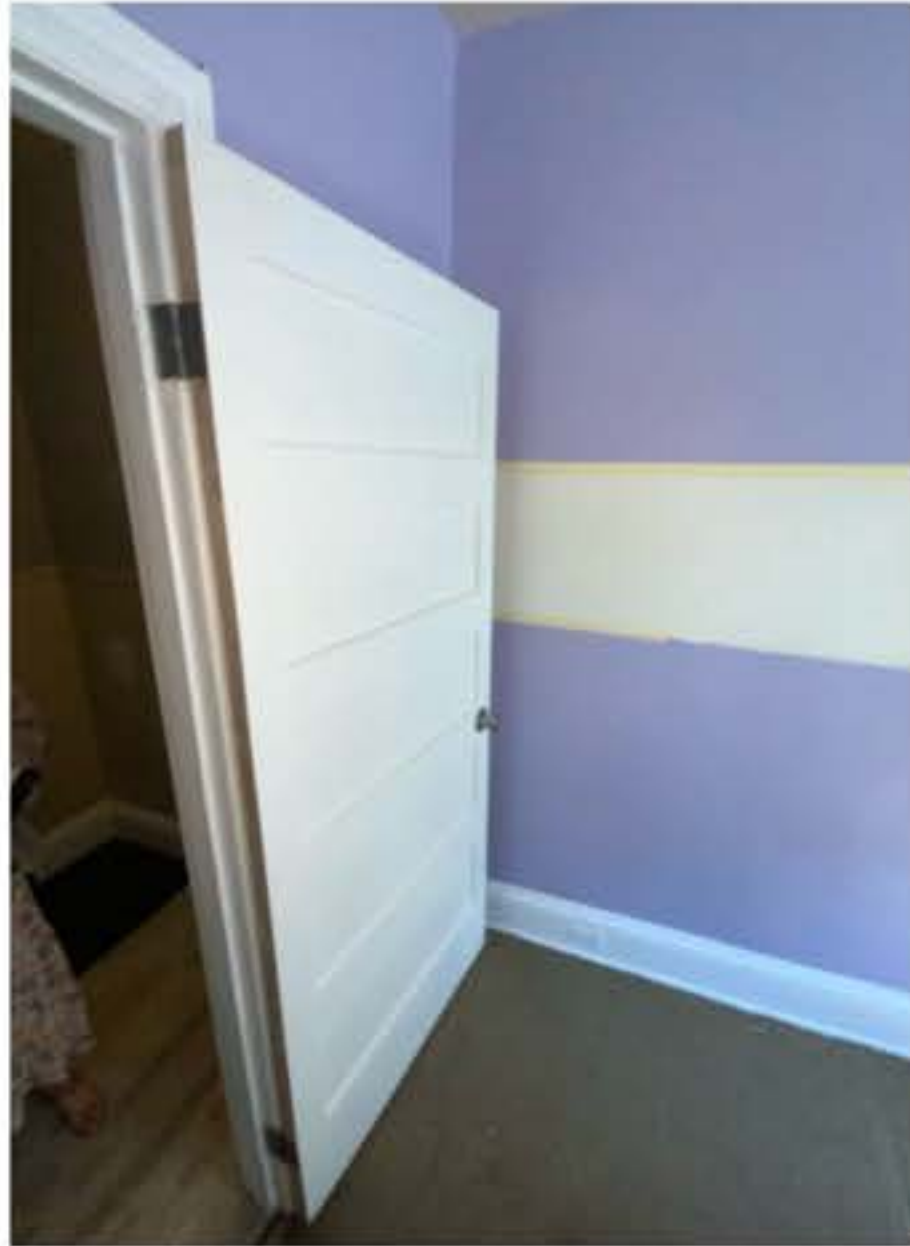




Already 12 Lead Hazard Reduction cases in 2026!







The Housing Continuum



Unsheltered | Sheltered | Supportive Housing

Public Housing | Section 8 Vouchers

High Market Rental | Homeownership

Homeownership Assistance | Resident Ownership |
Cooperative Ownership | Community Land Trusts

Naturally Occurring Affordable Housing | Low Market Rental | Workforce Housing

232-234 W. Packer Ave

Bethlehem is partnering with the **Lehigh Conference of Churches** to rehab a West Packer Avenue property into an **11-unit emergency family shelter** which the Conference will operate.

The project is fully funded and the City is about to hire an architect for final design and engineering.

- **\$1.4M** city HOME-ARP NCS grant funds
- **\$1.45M** state grant awarded June 2025

Bethlehem News

Bethlehem to use \$1.45 million grant for family emergency shelter

LehighValleyNews.com | By [Jim Deegan](#)
Published June 12, 2025 at 3:38 PM EDT



Makenzie Christman / LehighValleyNews.Com

Bethlehem Emergency Sheltering

Bethlehem is partnering with **Christ Church UCC and Bethlehem Emergency Sheltering** to upgrade the existing shelter into an **82-bed, year-round emergency shelter**.

The project is estimated at \$6 million. Several grant applications are pending.

Awards:

- **\$2M** City general fund
- **\$330,000 state** LSA





The Lehigh Valley Regional Homelessness Advisory Board strives to ensure that homelessness is a brief and rare occurrence.

But our region's shortage of emergency shelter and affordable housing makes that a very difficult goal to meet.



Every **\$100** increase in the median rent results in a corresponding **9%** increase in homelessness.

U.S. Government Accountability Office



Bethlehem's median rent has risen **more than \$556.**

The Lehigh Valley has seen a **120%** increase in unsheltered homelessness from 2020 to 2025.

2025-2026 BES Annual Impact



232 unique individuals served



32 connected to housing



9,656 hot meals served



15 veterans served for 1,002 bed nights



104 clients had a mental health diagnosis



62 unique individuals experienced domestic violence



76 had a disability



36 had a substance abuse disorder



were from Lehigh and Northampton counties



from PA

2025-2026 BES Annual Impact

4%

of guests were
out-of-state

50+

41% of
guests were

60+

22% of guests
were

21%

were
employed

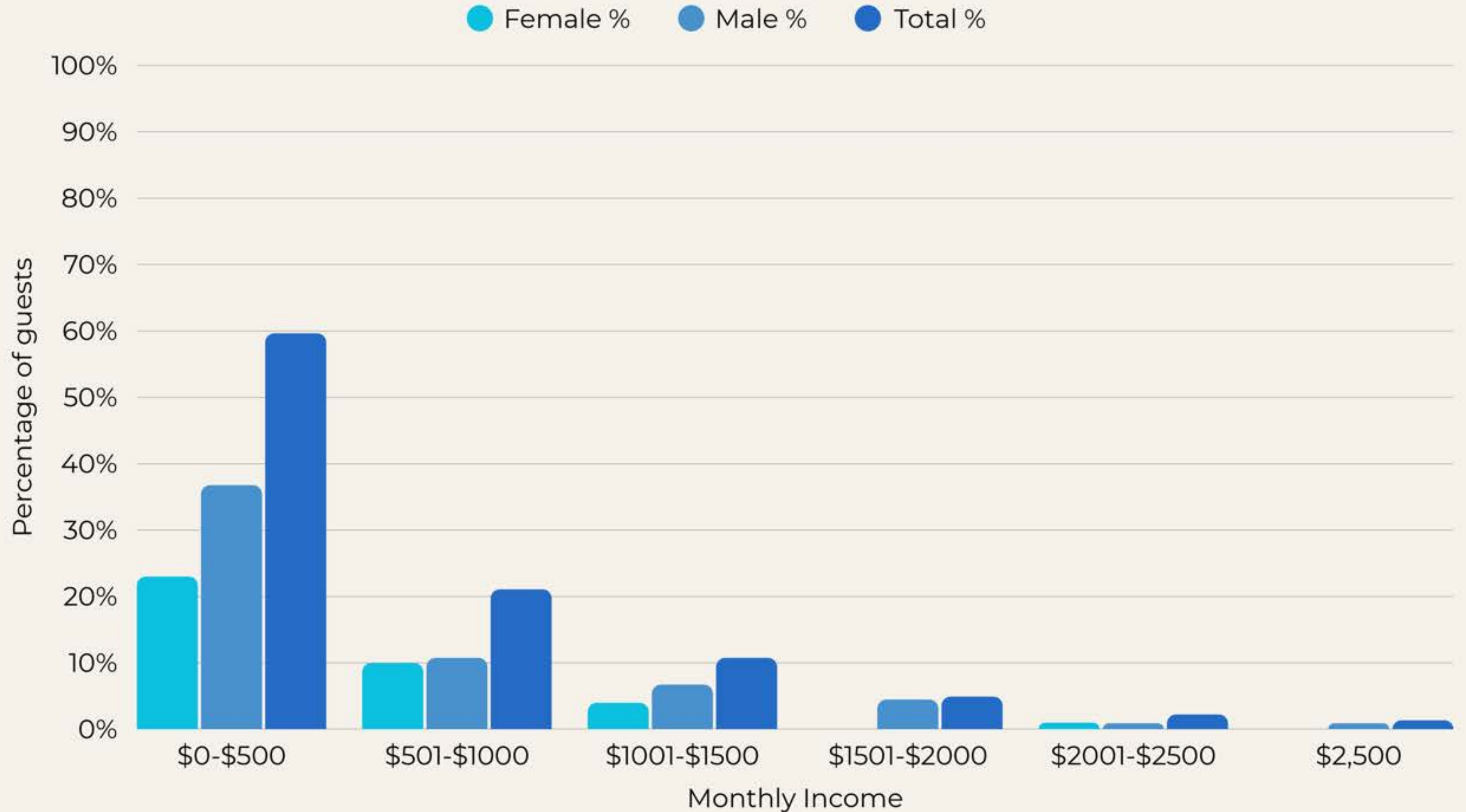
17%

of unemployed guests ages 18-49 were not fleeing DV
and/or did not have a disability or mental health
diagnosis

11,671 total bed nights

Income Range of BES Shelter Guests

2025-2026 Season



COMMUNITY CONNECTIONS

Homelessness Update: Key Focus Areas



Working together to connect individuals experiencing homelessness to services, remove barriers, and build a stronger, healthier Bethlehem.



OUTREACH & ENGAGEMENT

Building trust and relationships through consistent outreach and community engagement.



HOUSING OUTCOMES

Helping individuals navigate barriers and connect to stable housing.



55+ HOMELESS INITIATIVE

Focused support for older adults experiencing homelessness.



VETERANS

Connecting veterans to VA services, benefits, and community resources.



CARE EVENTS

Bringing services together to increase access and strengthen partnerships.



WHAT WE ARE LEARNING

Identifying common barriers and improving how we help people navigate systems.



SCAM PREVENTION

Educating and empowering residents to prevent fraud and financial exploitation.



HEALTHCARE & DISCHARGE COORDINATION

Working with partners to improve transitions and continuity of care.



PARTNERSHIPS

Collaborating across multiple sectors to address complex community needs.



LOOKING AHEAD

Continuing our focus on outreach, housing, coordination, and system improvements.



Progress is being made. Collaboration remains essential.
Together, we can support Bethlehem's most vulnerable residents.





**Strategy 2: Offer
Incentives to Create
and Preserve Affordable
Housing**

Can fund:

- Acquisition costs
- Predevelopment financing
- Construction financing
- Permanent debt

Revolving Loan Fund

Targets

Medium and large-scale projects of 10 units or more

Public funding can “close the gap” on desirable but otherwise infeasible projects and speed up development.

Strategy 1: Update Zoning and Land Use

To encourage a variety of housing types and infill development



"Missing Middle homes fit into the fabric of all sorts of places, span a useful range of density and height, and are often both the least expensive and most versatile way to meet housing needs."

Daniel Herriges | Strong Towns

Accessory Dwelling Units (ADUs) - **aka alley houses, granny flats, carriage houses, in-law suites** - are small, self-contained housing units that can stand alone or be attached to the main house.

They **exist all over Bethlehem**, but current zoning largely prevents new ones from being built.

Bethlehem is exploring how ADUs can fit into expanded Housing Options via a **zoning study**.



Congratulations

Community Housing Advocates

Spring 2026

Lys Sparrow-Serraino

Isa Sanchez

Mach Schoneveld

Toni Fernandez

Jennifer Swann

Tzeitty Soto

Alvin Johnson

Amy Chalifoux

Kathleen Ryan

Elena Kenney

Kailey Clifford

Kenoa Askerneese