

## RECOMMENDATIONS

This chapter is the heart of the Bethlehem Elm Street Plan. Specific recommendations identify how to address the goals stated in the previous chapter. As a preface to the recommendations, the City has delineated an Elm Street Target District within the larger overall Study Area, based upon findings reported in the Existing Assets and Constraints chapter. To comply with the guidelines of the Pennsylvania Elm Street Program, the Elm Street Target District is:

- A residential or mixed-use district
- Pedestrian-oriented
- Dominated by traditional older buildings, mostly built before 1961
- Generally within ½ mile from the edge of the downtown commercial district
- In evident need of revitalization

The Elm Street Target District will be the primary focus of revitalization efforts the City carries out under the Elm Street Plan. The Target District encompasses the pedestrian-oriented, residential and mixed-use neighborhoods referred to in this Plan as the Near North Side and Near West Side. The Target District is bounded by 8<sup>th</sup> Avenue, Spruce Street, 1<sup>st</sup> Avenue and Spring Street in the Near West Side, and by Mauch Chunk Road, Fairview Street, Pulaski Street, and Broad Street in the Near North Side. The exact boundaries of the Target District are shown on Map 11. In conformance with state guidelines, these 19<sup>th</sup> century neighborhoods are generally within ½ mile of the Central Business District. The data collected for this Plan indicate that these neighborhoods are also in the most need of revitalization. Specific indicators present in the Target District include:

- Above-average poverty rates
- High percentages of rental housing
- Deferred maintenance of the housing stock
- Single-family homes being converted into apartments
- Deteriorated sidewalks, few shade trees, and other streetscape deficiencies
- Pockets of crime and drug use

A majority of the following recommendations focus on the Elm Street Target District described above. The City can help fund these recommendations using Elm Street grant monies. This Plan also makes revitalization recommendations for locations outside of the Elm Street Target District. These actions directly influence the quality of life within the Target District, but will need to be funded with sources other than the Elm Street Program. A third category of recommendations is not location-specific. These recommendations address conditions that exist in various places throughout the Study Area. Within the Target District, Elm Street funds could be used. Where these conditions exist outside the Target District, other funding sources must be secured. Recommendations described in this chapter are grouped in the same subject area categories used in previous chapters.

## **Housing and Historic Preservation Recommendations**

### **HH-1. Market and promote the City’s Housing Rehabilitation grant program to homeowners in the Elm Street Target District.**

Bethlehem maintains a Housing Rehabilitation grant program funded primarily through federal Community Development Block Grants (CDBG) and Home Investment Partnerships Programs (HOME). Several of the neighborhoods within the Elm Street Target District would qualify for housing rehabilitation activities funded through these programs. However, many homeowners are not aware of these resources. The City should increase the profile of its Housing Rehabilitation program, both **on the City Website and in pamphlets** available at City Hall and other locations. Special efforts should be made to have this information available to homeowners in the Elm Street Target District.

### **HH-2. Work with local banks and other lending institutions to provide and publicize a variety of loan options for potential home buyers, especially first-time and/or low-income home buyers.**

Banks and other lending institutions offer a variety of home loans, and first-time home buyers often do not know where to begin looking. The City could help publicize loan options that are available from the City’s various banks, as well as from national lending foundations. **Purchase with renovation loans** would be particularly helpful for the aging housing stock in the Elm Street Target District. Successful applicants would receive a loan amount equal to the projected post-renovation value of the home. The City should also publicize **loan options for low-income buyers**, many of which are available through the Pennsylvania Housing Finance Agency and the U.S. Department of Housing and Urban Development. In addition to the City **website**, information could be posted at **City Hall**, in the **City Library**, at **banks**, in **newspapers**, and could also be **sent home from school**.

### **HH-3. Step up enforcement of rental housing inspections.**

The City currently mandates annual inspections for multi-family housing units which contain five or more unrelated persons. Other rental units must be inspected when tenants change. However, enforcement of the latter rule is largely based on the “honor system.” To better address the deferred maintenance that is occurring in numerous rental units in the Target District, the City should step up enforcement and /or provide incentives for mandatory rental inspections. Enforcement may include fines, while incentives may include partial reimbursement of inspection fees for timely inspection. The City should consider whether to require inspection **during a change of tenant, or periodically** (every 4 to 5 years, for example) for all rental units.

### **HH-4. Provide and publicize more information on historic rehabilitation tax credits.**

The National Park Service offers tax credits for the rehabilitation of historic buildings. The most commonly used credit is the **Rehabilitation Investment Tax Credit (RITC)**, which is administered through the Pennsylvania Bureau for Historic Preservation. The RITC is offered at a 20% rate for

buildings on the National Register for Historic Places, and at a 10% rate for buildings not on the register, but built before 1936. Only **income-producing properties** are eligible for this program, which may include bed and breakfasts, mixed-use storefronts with upper story homes, and a variety of commercial uses.

**HH-5. Promote and market the housing options within the Target District for both residents and newcomers to the Lehigh Valley.**

The Lehigh Valley is rapidly gaining population, largely through migration from the New York / New Jersey area and the Philadelphia suburbs. A large majority of these newcomers are opting for new homes on large lots in suburban townships. Likewise, many long-time Valley residents are moving to new subdivisions in these once-rural areas.

Bethlehem should **promote the alternative to sprawl**: moving into well-established, walkable neighborhoods with historic character. Fortunately, Bethlehem has a head start over many other Lehigh Valley communities. Urban infill and redevelopment projects are taking shape in Bethlehem's core, offering high-end studio apartments, affordable student and college grad housing, and retirement living. In outlying neighborhoods, many single-family homes are under renovation. The City should publicize all of its new and existing housing options, on the **City website**, and also in **pamphlet form** available at real estate offices, tourist sites, even restaurants. **Bethlehem's festivals** offer a heightened opportunity to spread the word on the perks of urban living in Bethlehem.



Newly renovated homes such as this one on Linden Street offer the convenience and character of the city in addition to brand new paint, windows and appliances.

**HH-6. Discourage the conversion of single-family residences into apartments, encourage de-conversions.**

The conversion of large, old, owner-occupied homes into separate rental apartments is common in the Elm Street Target District. This practice threatens neighborhood stability and creates parking shortages. Multi-family dwellings are already regulated as special exception uses in many of the zoning districts which surround, but do not include, the Central Business District. The City should consider **granting fewer variances** for apartment conversions. To encourage de-conversions, the City should consider establishing a **revolving loan fund** for the specific purpose of helping property owners convert multi-family apartment buildings back to single-family.

**HH-7. Evaluate potential expansion of the Central Bethlehem Historic District.**

Including additional areas in the Central Bethlehem Historic District under the jurisdiction of the **Historic Architectural Review Board (HARB)** has the potential to create a more attractive housing stock. In turn, these areas may attract more residents, more investment, and higher property values. Expansion of the historic district must be a **grassroots initiative** begun by residents, rather than a regulation imposed by the City. Most likely, any expansions of the district would be in a **northward and westward** direction, perhaps enveloping both sides of Broad Street on the North Side, and reaching 2<sup>nd</sup> Avenue on the West Side.

**HH-8. Consider adopting a new ordinance which places other historic districts under the jurisdiction of the HARB.**

The Elm Street Study Area currently contains two non-regulatory historic districts: **Mount Airy** and **Elmwood Park**. These neighborhoods are listed on the National Register of Historic Places, but are not subject to any City regulations regarding historically-sensitive building facades. Residents may wish to upgrade their historic neighborhoods to fall under the review of the Central Bethlehem HARB, in hopes of a more attractive, well-maintained housing stock. Alternatively, each historic neighborhood may choose to form a separate HARB which enforces regulations that are more appropriate for that neighborhood. Just like the expansion listed in recommendation HH-7, this effort would need to start at the community level, and not be imposed by the City.

**HH-9. Evaluate the possibility of additional, non-regulatory National Register Historic Districts.**

Historic neighborhoods such as **Old Rosemont** in West Bethlehem, and the **1000-1200 blocks of North New Street**, may be eligible for national recognition. Placement of districts on the National Register of Historic Places does not introduce new property regulations, but it does give qualifying property owners the opportunity for historic tax credits. Recognition-based historic districts may also have the effect of raising property values.

**HH-10. Work with property owners to target under-used buildings and vacant lots for adaptive reuse as housing or mixed uses.**

The Elm Street Study Area contains several potential sites for **infill development** and **adaptive building reuse**. These include large, old industrial buildings such as the Silk Mill, under-used sites such as the Van Bittner Hall, and scattered vacant lots. The City should be continually aware of the ownership and sale status of these properties, and work with their owners to encourage housing or mixed uses on these properties. Existing structures should be preserved as much as possible. Any new construction within residential neighborhoods should strive for **contextual infill**, in which new buildings match adjacent architectural styles and building heights. Underused or vacant sites in the Study Area include the following, among others:

- **The Silk Mill** (Corner of Goepf Street and Mauch Chunk Road) - Vacant early 20<sup>th</sup> Century industrial building proposed for high-tech apartments targeting Moravian College students.
- **Miller Wholesale Building** (Corner of Monocacy and Spruce Streets) - Early 20<sup>th</sup> Century industrial building currently used for storage.
- **10 W. Goepf Street** - Early 20<sup>th</sup> Century industrial building.
- **Van Bittner Hall** (Corner of Center and Steinman Streets) - Post-war style building once home to the Steelworkers Union, located in the very heart of Bethlehem.
- **Bethlehem National Guard Armory** (Corner of 2<sup>nd</sup> Avenue and Filbert Street) - Historic Armory building and accessory buildings slated for closing.
- **237 W. Goepf Street** - Vacant lot proposed for 5-story apartment building.
- **728 Main Street** - Vacant lot at corner of Main and Garrison Streets.
- **742 3<sup>rd</sup> Avenue** - Vacant lot at corner of Union Boulevard and 3<sup>rd</sup> Avenue.
- **Clover Avenue Lots** - Vacant right-of-way and adjacent vacant lots at southern ends of 15<sup>th</sup> Avenue and Mount Airy Avenue.
- **409 Maple Street** - Vacant lot at corner of Maple and Church Streets.
- **Moravian Village Surplus Land** - Vacant land adjacent to the Moravian Village retirement community.

**HH-11. Fully enforce all property maintenance and littering codes.**

In some cases, sprucing up a particular neighborhood or street can be accomplished by asking property owners to clean up their yards, mow their lawns, pull weeds, and remove any litter from the sidewalks. Fines help in enforcing these friendly reminders.



An historic apartment building on High Street in the Target District.



A West Side Gothic Revival-style home.

## **Streetscape and Public Infrastructure Recommendations**

### **SP-1. Beautify the primary gateway to Center City Bethlehem.**

Gateways are the locations where visitors and residents enter the City from surrounding areas, usually by car. These portals, regardless of how attractive they may be, say, “Welcome to Bethlehem”, and are a visitor’s first impression of the City. The most high-profile entrance to Center City Bethlehem consists of the Center City entrance ramp from southbound Route 378 (Exit 3), as well as a two-block portion of 3<sup>rd</sup> Avenue between Broad Street and Union Boulevard.

The City should improve the appearance of this gateway, with landscaping and other treatments. Possible improvements may include:

- An attractive **welcome sign** in the interchange area, perhaps mounted on a landscaped wall, and featuring the City’s new logo which was adopted in 2005.
- Asking PennDOT to **trim the trees** which currently hide the “Exit 3: Center City” sign on Route 378, and inquire about replacing that sign with a newer one.
- Working with PennDOT to **replace existing rusty light poles** with either high-mount period lighting or modern, rust-proof standard lighting.
- **Landscaping** in the interchange area, including shrubs, trees, flowers, mulch, and grass.
- **Landscaped retaining wall** to enhance or replace the existing concrete wall found along the north edge of the interchange area.
- **Streetscape treatments** along 3<sup>rd</sup> Avenue, consisting primarily of period lighting and street trees.
- **“Welcome to Bethlehem” banners** mounted on light poles, featuring the new City logo, and sponsored by local businesses, whose names would appear on individual banners.

### **SP-2. Pursue streetscape improvements along West Broad Street.**

West Broad Street is a mixed-use corridor which forms the backbone of West Bethlehem. In the two miles between Center City and Allentown are nearly 450 properties hosting specialty stores, basic services, and a variety of housing types. Over time, the physical appearance of West Broad Street has degraded. Older homes have been torn down to make way for suburban-style businesses with large parking lots. Many street trees have died or have been removed. Sidewalks have deteriorated, and some properties need rehabilitation.



Looking east on West Broad Street from 4<sup>th</sup> Avenue.

This plan recommends a **phased physical overhaul** of the most dense and visible segment of West Broad Street: the portion **between Main Street and 4<sup>th</sup> Avenue**. Part of this segment is adjacent to the gateway described in recommendation SP-1. The first phase of implementation, to be funded in part by the Elm Street Program, should consist of the following improvements:

- Installation of acorn-style period street lighting
- Planting and replacement of street trees in areas where they are missing or dead
- Establishment of a grass utility strip between the sidewalk and street
- Installation of double-head parking meters

Later improvements to this street segment, most likely funded by other means, should include the following:

- Replacement of the existing sidewalks and curbs
- Installation of curb bulb-outs at intersections
- Installation of period traffic signal poles and mast arms
- Establishment of a planted median strip

The City should be sure that **the first phase of improvements is designed and engineered in a way that can easily accommodate the latter phase of improvements**. The accompanying drawings demonstrate this two-phase approach on an example block of West Broad Street, including a concept sketch of the final result. Table 3 provides cost estimates for both phases, including all necessary demolition, utility installation, and design work. Further in the future, the City may wish to extend streetscape enhancements westward to 8<sup>th</sup> Avenue.

### **SP-3. Step up street tree planting and replacement efforts.**

The visual relief and cooling effect of street trees are amenities that all residents should be allowed to enjoy. Many streets in the Target District, as well as the larger Study Area, lack or have lost shade trees. The City should invigorate its active program of planting and replacing street trees, with **emphasis on the Target District**. Portions of the following streets are particularly devoid of trees:

- West Broad Street between 2<sup>nd</sup> and 5<sup>th</sup> Avenues
- New Street between North and Fairview Streets
- North Street between Main and Elm Streets
- Garrison Street between Main and Elm Streets
- Union Boulevard between New and Center Streets
- Linden Street between Broad and Goepp Streets
- 3<sup>rd</sup> Avenue between Prospect Avenue and Union Boulevard

The City should employ a **variety of tree species** in order to avoid single-species tree blight. Trees should also be of an **appropriate size and shape** for the urban setting. Large trees such as oaks and sycamores will inevitably heave sidewalks upward and conflict with buildings and utility wires. In most areas outside of the Central Business District, tree well grates are not necessary.



No trees means hot sun and virtually no shade.



West Side cherry trees.



West Side pear trees.

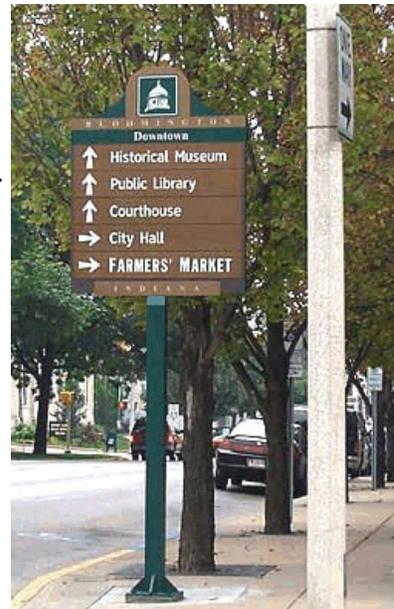
**SP-4. Fund and implement a sidewalk improvement program.**

Like many older Pennsylvania communities, Bethlehem faces extensive sidewalk problems. Weather, tree roots, and time have heaved and deteriorated many sidewalks, especially in the Near North Side. In West Bethlehem, beyond 13<sup>th</sup> Avenue, missing sidewalks are the main problem. A sidewalk improvement and replacement program should **target the Near North Side first, then the Near West Side**. Funding a sidewalk improvement program could be approached in several ways. As one option, the City could set up a program where interested landowners on common blocks pool their money to receive the benefits of discounted rates for City labor and materials.

Further in the future, and most likely with funding sources other than Elm Street, the City should tackle the problem of **discontinuous sidewalks in Bethlehem’s Far West Side** neighborhoods, particularly west of 13<sup>th</sup> Avenue and south of Market Street.

**SP-5. Consider installing a system of pedestrian wayfinding signs.**

Bethlehem’s blue “Follow the Star” signs direct motorists to various historic sites, institutions, parks, and other locations. In the spirit of pedestrian friendliness, the City should consider complementing these signs with smaller pedestrian wayfinding signs. Typically, these signs are colorful, creative, and thematic. In addition, wayfinding signs typically guide the way to more destinations than motorist-oriented signs. A single signpost may point the way to five or more different destinations. Some cities, including Philadelphia, have included maps on their wayfinding signs.



Wayfinding sign in Bloomington, Indiana. Photo: Corbin Design

**SP-6. Beautify other gateways into Bethlehem.**

Other gateways into Center City Bethlehem and the Elm Street Study Area would benefit from aesthetic improvements, but should be treated with funding other than the Elm Street Program. These gateways include:

- **The 8<sup>th</sup> Avenue / Route 378 Interchange Area** - Improvements to 8<sup>th</sup> Avenue during the construction of the Lowe's shopping center could include gateway treatments.
- **West Broad Street at the City Line** - Eastbound travelers on Hanover Avenue in Allentown are not given a formal welcome to the City of Bethlehem where the street forks into Eaton Avenue and Broad Street.
- **The Minsi Trail Bridge** - Visitors from the east often pass through this gateway, which currently has a lifeless, industrial appearance. Improvements to the Bethlehem Steel site, as well as planning efforts along Stefko Boulevard, may address this gateway.

**SP-7. Seize opportunities to bury or relocate utility wire infrastructure.**

Many Bethlehem streets are laced with an overhead web of utility wires which provide electricity, telephone and cable service. Relocating these wires into underground conduits would enhance the appearance of the streetscape, and would improve the livability of the street. Unfortunately, this is one of the most expensive streetscape beautification projects. A trench must be excavated along the edge of the street right-of-way, usually within the sidewalk. The conduit may intercept other buried utilities, such as storm sewer, sanitary sewer, water, and gas. In addition, private property owners would need to install their own underground conduits and modify outdoor wiring.

The City should support the **burying of wire infrastructure when opportunities arise to do so at a lesser expense**. For example, a telecommunications company may wish to bury broadband internet cables, at which point the City could ask PPL to bury electricity in a **shared or parallel conduit**. In another scenario, the City may **coordinate wire burying during large-scale sidewalk replacement projects**. An alternative to burying wire infrastructure is **relocating utility poles and wires to the rear of homes**, sometimes along existing alleys. Some streets in Bethlehem already benefit from the latter scenario.

Among the streets that would benefit most from overhead wire relocation are:

- West Broad Street
- Linden Street
- North Street
- Garrison Street
- 3<sup>rd</sup> Avenue

**SP-8. Encourage treatment of excessive building setbacks on commercial properties.**

Broad Street, Linden Street, and other mixed use corridors have lost some of their original building stock to modern, suburban-style development. In the process, older homes were demolished to make way for recessed buildings with parking lots in front. Common culprits include, but are not limited to, convenience stores, banks and gas stations. The interruption of streetscape is most noticed when surrounded by older buildings with typical urban facade setbacks. The City should address these visual problems in two ways:

- Contact owners of commercial properties with excessive building setbacks located among older buildings. Encourage and possibly provide resources for **attractive fencing, hedges, landscaping, and reconfigurations of on-lot traffic flow and parking.**
- **Strengthen zoning and SALDO regulations** to prevent future setback inconsistencies. National chain stores and other businesses may be tempted to adhere to standard suburban designs, and should be convinced otherwise.



Potential visual treatments to the Wawa convenience store on Linden Street. *Above:* the site as it exists today. *Below:* rendering of site with low-mount sign, ornamental fencing, additional shade trees, and lighting.



## **Parks, Recreation and Open Space Recommendations**

### **PR-1. Redesign the City’s Fairview and Friendship parks.**

Attractive parks add much to a neighborhood’s desirability and quality of life. The two primary neighborhood parks within the Target District, Fairview Park and Friendship Park, would benefit from aesthetic and functional improvements, including:

- More shade trees to shield the hot summer sun and add character to the landscape
- More ground-level landscaping such as shrubs and flowers
- Fewer impervious surfaces (removing the unused expanses of pavement)
- Better-kept athletic facilities, especially basketball courts
- More attractive trash receptacles, such as the type used in Center City
- More benches, both near athletic courts and in newly created spaces
- Attractive, highly-visible park identification signs which include the new City logo
- Formalized walkways that connect the various park facilities as well as surrounding sidewalks
- Fixed bicycle racks
- Low-mount, pedestrian-oriented light poles
- Wi-fi internet access

The accompanying concept plans for Friendship and Fairview parks offer specific ideas on how to improve these parks. It is recommended to improve Friendship Park in two phases, and Fairview Park in one phase. Tables 4 and 5 provide cost estimates for potential improvements at Friendship and Fairview Parks, respectively. The City should **refine these concepts** with the help of community input and **hire a landscape architect** to prepare engineering plans and specifications for construction.

### **PR-2. Formalize an “Art in Public Spaces” program.**

**Sculptures, murals, and other artistic expressions** help to beautify and add character to public spaces. The City has had past agreements with artists to enhance certain public spaces, usually in the form of one-time contracts. To encourage additional art, the City should establish a formal Art in Public Spaces program where experienced artists agree to create art for permanent or temporary display in **City parks, streets, or other public areas**. Art should be appropriate for its setting.

### **PR-3. Encourage more participation in the City’s Adopt-a-Park program.**

The City currently maintains an Adopt-a-Park program whereby a business, non-profit, family, or other group cleans and keeps watch over a certain park. In return, the City provides gloves, trash bags, rakes, brooms, mulch, and other supplies to the adopters. The program is an excellent way to keep the parks in good condition, and also to quickly report any serious problems to the City Department of Parks and Public Property. The City should **give more publicity to the program** and **make sure that all parks within the Elm Street Target District have active adopters**.

**PR-4. Continue to re-establish activities in parks that were removed in response to previous illegal use.**

A few years ago, teens were regularly playing basketball at the parks after closing hours, spawning neighbor complaints and subsequently causing the City to remove basketball hoops. Unfortunately, the illegal actions of a few ended up punishing the more numerous law-abiding park users. Since then, the City has been re-establishing basketball hoops and other facilities with the hopes of encouraging better behavior. The City should continue to restart the once-banished activities, **using the Police Department to treat any further violations.**

**PR-5. Offer volunteer community service and internship opportunities to help address physical improvement needs at parks.**

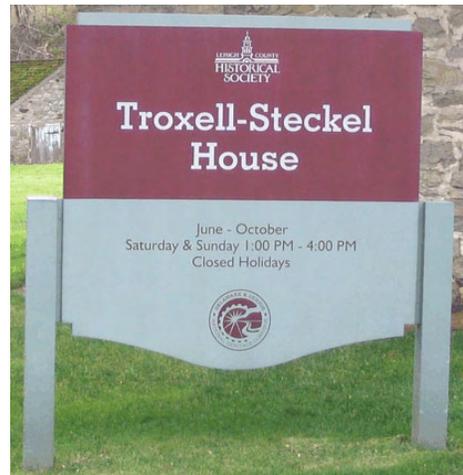
The City may need assistance (in addition to the Adopt-a-Park program) in order to undertake major improvements at its parks. In response to a commonly-stated need for more teen activities, the City's Department of Parks and Public Property should offer volunteer community service opportunities and summer internships. These opportunities could be advertised at the public schools, and could count toward high school community service requirements. During the summer, help could be in the form of internships and/or part-time jobs.

**PR-6. Improve signage along Bethlehem's trail network.**

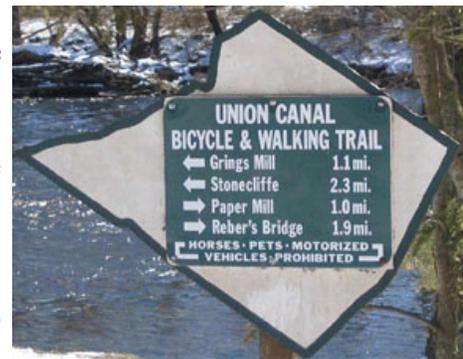
The Lehigh Canal Towpath and Monocacy Way Path provide opportunities for exercise, leisure, and alternative transportation. To make Bethlehem's trail system more inviting and user-friendly, the City should install signage, including:

- **Identification signs** at major road crossings, including Eaton Avenue, Union Boulevard, and Spring Street for the Monocacy Way, and Lower Main Street for the Towpath.
- **Milage signs**, listing distances and pointing the directions to destinations such as Burnside Plantation, Monocacy Park Complex, Center City Allentown, and Easton.
- **Directional signs** where the official through route for the trail may not be clear, as is the case at Sand Island, the Colonial Industrial Quarter, and Burnside Plantation.

When developing the signage system, the City should **use design guidelines established by the Delaware and Lehigh National Heritage Corridor** (shown at right), in addition to including the **new City logo**. In some cases, additional improvements such as **pavement markings** may be needed to let users know how the trail route crosses a developed area.



A standard D&L Corridor sign.



Wayfinding signage along the Union Canal Trail in Berks County.

**PR-7. Maximize public recreational use of school and church buildings and facilities.**

Some school and church properties in the Elm Street Study Area contain playgrounds, athletic facilities, and multi-purpose rooms. Rules about public use of facilities vary from site to site. The City should coordinate with the Bethlehem Area School District and local churches in allowing public use of at least **outdoor playgrounds and fields**, during non-school hours. Additionally, schools and churches may be encouraged to allow scheduled, supervised use of **multi-purpose rooms and other indoor spaces** for special events.

**PR-8. Improve other neighborhood parks.**

Several other City parks suffer from some of the same constraints as Fairview and Friendship parks: excessive pavement, worn-out athletic equipment, and little shade. After improvements have been made at Fairview and Friendship parks, the City should focus efforts on **Elmwood, Higbee and West Side parks**. As in the other parks, worthwhile improvements at these sites would include:

- More shade trees
- More landscaping
- Fewer impervious surfaces (removing excessive expanses of pavement)
- Better-kept athletic facilities, especially basketball courts
- More attractive trash receptacles, such as the type used in Center City
- More benches, both near athletic courts and in newly created spaces
- Attractive, highly-visible park identification signs
- Bicycle racks
- Wi-fi internet access

Funding for these second-priority parks will not draw from the Elm Street Program. Therefore, the City will need to apply for recreation improvement grants offered through other federal, state and county grant programs. The City may also consider **high-level corporate sponsorship** for individual parks, whereby a park is renamed in honor of the donor company in exchange for generous enhancement funds.

**PR-9. Construct safe, formalized links between the Lehigh Canal Towpath and surrounding neighborhoods.**

Within the City of Bethlehem, the Lehigh Canal Towpath can only be accessed on Sand Island and at the Minsi Trail Bridge. The next nearest access points are at Canal Park in Allentown (4 miles west), and Freemansburg Borough (2 miles east). To increase access to this recreational asset, the City should research the feasibility of additional linkages to the trail. Two possibilities include:

- A trail connecting the southern end of Mount Airy Avenue with the Towpath in West Bethlehem. This trail would need to cross both the Norfolk Southern railroad and the Lehigh Canal. At this location, the railroad traverses a cut, providing enough elevation for a bridge over these busy tracks. Vacant lots and street right-of-way in this area could provide a possible trailhead with parking. This trail connection could reduce the illegal and dangerous railroad crossings that are now occurring in the vicinity.

- An ADA-accessible path and bridge to the Towpath at the Moravian Village retirement community east of Center City. An existing drainage easement would provide ample space for this path. Less mobile residents would use this path as an alternative to descending nearly 100 concrete steps on the Minsi Trail Bridge.

**PR-10. Complete a feasibility study for a trail along the abandoned Lehigh & New England Railroad.**

A branch of the now-abandoned Lehigh and New England railroad extends from the Monocacy Creek near Burnside Plantation westward to Center City Allentown. Within Bethlehem, the corridor stretches 2 miles, passing the future **8<sup>th</sup> Avenue shopping center**, the **14<sup>th</sup> Street Industrial Area**, and the West Side neighborhoods of **Rosemont Manor**, **Rosemont Terrace**, and **Pinehurst Manor**.

The City should perform a feasibility study for converting its portion of this abandoned railway into a recreation trail. A trail would provide Northwest Bethlehem residents with new recreation options, as well as a **safe, unimpeded travel route to Center City Bethlehem**, since all of the road crossings within Bethlehem are above or below grade rather than at-grade. **Spur trails** at the new 8<sup>th</sup> Avenue shopping center and 14<sup>th</sup> Avenue Industrial Area would provide access to employment and shopping nodes. The City may also consider **partnering with the City of Allentown** to include their portion of the abandoned railroad into the feasibility study.



The abandoned Lehigh and New England Railroad crosses Pennsylvania Avenue into the City of Allentown.



The busy Norfolk & Southern Railroad could potentially be bridged here, providing Far West Side residents with a safe connection to the Lehigh Canal Towpath.

## **Circulation and Parking Recommendations**

### **CP-1. Continue to install bicycle racks at major destination points in Bethlehem.**

The City began installing bicycle racks in 2004, starting with one at City Hall, followed by another at the corner of Main and Broad Streets. The City should continue installing bicycle racks at major destination points, but should **upgrade to a fixed design**, which provides more security for bicycle owners. Additional bicycle racks have the potential to encourage more bicycle use throughout the City. In addition to City Hall and Main and Broad, bicycle racks would be appropriate at the following destinations:

- All neighborhood parks and schools
- Colonial Industrial Quarter (perhaps underneath bridge overpasses to keep bikes dry)
- Sand Island, a major stop off for bicyclists using the Lehigh Canal Towpath.
- Various points along Bethlehem’s commercial/mixed-use streets, including West Broad Street and Linden Street.

Before embarking upon a major campaign of installing permanent bicycle racks, the City may wish to pursue a **bicycle study** which identifies the most appropriate locations for racks, as well as other bicycling-related issues.

### **CP-2. Paint or install thermoplastic crosswalks at high-traffic intersections where they are missing.**

Visible crosswalks are a key component of pedestrian safety. Many high-traffic intersections in Bethlehem have no crosswalks of any kind. The City should paint crosswalks where they are missing, or consider installing more durable and visible thermoplastic stripes. High-traffic corridors should have the highest priority for crosswalk striping, including the following streets:

- **Broad Street**
- **Union Boulevard**
- **Main Street**
- **New Street**
- **Center Street**
- **Linden Street**

### **CP-3. Reduce speed limits on streets with speeding problems.**

On some portions of **West Broad, East Broad, New, Center, and Linden Streets**, the posted speed limit of 35 MPH may be slightly too fast for the urban setting. These same streets were identified as speeding problem areas during the public process of this Plan. The City should consider **lowering the speed limit to 30 or 25 MPH**, as appropriate, primarily in pedestrian-heavy mixed use areas. One example would be the intersection of Linden Street and Union Boulevard, an area featuring many apartments, businesses, and people walking between them. Speed limit reductions on Center Street would require coordination with PennDOT. In addition, a traffic study would be required for any street before changing the speed limit, per State code. To address excessive vehicle speeds, the City may also consider implementing **targeted enforcement areas** on portions of the above-named streets.

**CP-4. Consider installing back-in angle parking on selected streets intersecting West Broad Street.**

To increase parking capacity for businesses and residents in the two Broad Street mixed-use districts, the City should consider installing back-in angle parking along one side of selected streets. Back-in angle parking provides more capacity than parallel parking, and also allows for a safer, more visible exit from the parking space than standard angle parking. Targeted locations should be non-arterial streets intersecting West Broad Street, with **low traffic volumes and wide cartways**. Examples include **2<sup>nd</sup>, 4<sup>th</sup> and 5<sup>th</sup> Avenues**, between Schaeffer and Raspberry Alleys, or between Market and North Streets if more parking is desired. Most likely, only **one side of these streets** would be able to accommodate back-in angle parking. The same pattern could be followed along **High Street** on either side of East Broad Street. The City has successfully implemented back-in angle parking on two one-way streets in Bethlehem. To ensure that this scheme functions safely and efficiently on two-way streets, the City should **convert and study a singular street** segment before expanding to other streets.

**CP-5. Carry out traffic calming measures on wide arterial streets.**

Excessive vehicle speeds are common along much of Broad, Center, Linden and Main Streets. The wide cartways found in these corridors often give drivers the perception that speeds of 40 MPH or greater are safe and acceptable. In the most urbanized portions of these corridors, physical traffic calming improvements should be a long term goal, potentially including:

- **Curb extensions** (“bulb-outs”) which physically narrow the cartway at intersections and decrease the distance pedestrians must travel while crossing the street.
- **Patterned crosswalks** at intersections, which visually and physically remind drivers that pedestrians may be crossing.
- **Landscaped medians**, appropriate only for two-way streets, which narrow both travel lanes and also provide refuge for crossing pedestrians.
- **Solid white lines** which define the boundary between travel lanes and parallel parking spaces, and help to visually narrow the street corridor and therefore reduce vehicle speeds slightly. By itself, this recommendation could be an inexpensive, short-term fix.

Potential street segments to receive these improvements may include, but are not limited to:

- **West Broad Street** between Main Street and 4<sup>th</sup> Avenue (*see also recommendation SP-2*).
- **Center Street** between Church Street and Elizabeth Avenue.
- **Linden Street** between Fairview and Church Streets.
- **Main Street** between North and Laurel Streets.

Traffic calming improvements should be designed **in concert with streetscape improvements** such as street trees, new lighting, sidewalk reconstruction, and landscaping. The sum of these improvements should be planned to occur in a **phased schedule**, easing strain on the City budget.

**CP-6. Consider traffic calming measures on low-traffic through-streets.**

Even Bethlehem’s non-arterial residential streets have speeding problems and unsafe intersections, including **North Street, High Street and portions of Market Street**. To make these streets safer and more desirable, the City should consider pursuing traffic calming improvements such as:

- **Speed humps**, which discourage speeding on residential streets. Speed humps occupy a larger area than the traditional speed *bump*. For low-volume residential streets, PennDOT recommends the *Watts speed hump*, which is 12 feet wide, and 3 inches high at the crest. Typically they are placed in mid-block locations, away from intersections, alleys, or curves. The Watts speed hump is designed to slow vehicles to between 15 and 20 MPH.
- **Traffic circles**, raised islands at the centers of intersections where all traffic must slow and yield to vehicles approaching from the left, then pass along the right edge of the circle. Not to be confused with the large, high-volume traffic circles found in New Jersey, nor the mid-size “roundabout”, these smaller traffic circles allow for safer, more efficient movement of traffic at four-way intersections. Traffic circles are most appropriate for neighborhood streets where all of the approaching segments have similar, low traffic volumes and wide cartway widths. High Street contains several intersections with poor visibility and/or unclear rights-of-way where traffic circles would be appropriate: the intersections with Wall, Market, North and Ettwein Streets. Some West Side intersections may also be appropriate for traffic circles.
- **Diagonal diverters**, which use curbing and landscaping to deflect traffic 90 degrees at four-way intersections, preventing through-travel. These diverters discourage motorists from taking shortcuts along any one residential street for multiple blocks. An additional option when installing diagonal diverters is to leave a paved gap for bicycles. Streets which prevent through traffic for cars but allow through bicycle traffic are known as **bicycle boulevards**.
- **Narrower streets**, which would decrease speeding, and provide additional room for grass, landscaping, and longer driveways. North Street, High Street, and other exceptionally wide low-volume streets could be narrowed to a width where parking and two-way passage is still possible, but more pervious greenspace is created.

Additional traffic calming measures can be found in *Pennsylvania’s Traffic Calming Handbook*, distributed by PennDOT.



Traffic circle in Portland, Oregon. *Photo: City of Portland Office of Transportation.*



Diagonal diverter in Portland, Oregon. *Photo: City of Portland Office of Transportation.*

**CP-7. Adjust traffic signal timing in the Target District to discourage speeding.**

Currently, traffic signals on New Street and other Bethlehem streets are timed to encourage continuous travel at a safe, legal speed. The City should investigate whether this practice can be applied to additional streets that have signalized intersections.

**CP-8. Prohibit right turns on red at additional signalized intersections, including all Broad Street signals within the Target District.**

When right turns are permitted at red lights, pedestrians have very little opportunity to safely cross the street. “No turn on red” regulations are currently posted where Broad Street intersects Main, Guetter and New Streets. The City should consider adding “no turn on red” regulations to the Linden Street, Center Street, 3<sup>rd</sup> Avenue, 6<sup>th</sup> Avenue and 8<sup>th</sup> Avenue traffic signals along Broad Street, as well as signalized intersections along Main, New, Center and Linden Streets. Alternatively, **right turns could be allowed during off hours**, but prohibited during school and business hours.

**CP-9. Consider installing traffic signals at intersections which exhibit pedestrian safety issues, speeding, and heavy volume:**

At some non-signalized intersections in Center City Bethlehem, it is unsafe for both pedestrians and vehicles to cross arterial streets. The City should study the benefits and costs of installing traffic signals at the following intersections:

- **Center Street and North Street**
- **Center Street and Fairview Street**
- **Linden Street and North Street**
- **East Broad Street and Wood Street**
- **Linden Street and Market Street**

If signals are pursued at any of these intersections, they should be timed with existing signals, per recommendation CP-7 of this Plan.

**CP-10. Prepare a comprehensive parking management study.**

Vehicle parking is a complicated issue in Center City Bethlehem and surrounding neighborhoods. Increased residential parking demand from apartments, commuters searching for free parking, and influxes during festivals are among the many issues facing the Bethlehem Parking Authority. The City should prepare a comprehensive parking management study that addresses:

- Short term and long term parking needs
- On-street and off-street parking, including supply and demand at existing garages and lots
- Conflicting parking demand from residents, commuters, shoppers, and tourists
- Parking management during festivals
- Performance and geographic extent of permit parking
- Performance and geographic extent of metered parking
- Projected effects of new development in Bethlehem’s core

**CP-11. Install patterned crosswalks as part of future streetscape enhancement projects.**

Patterned crosswalks provide an additional level of pedestrian visibility. Commonly constructed to look like bricks or paving stones, patterned crosswalks also beautify the overall streetscape. Installation of patterned crosswalks would be most appropriate when in conjunction with high-profile streetscape enhancement projects.



Patterned crosswalk on Main Street.

**CP-12. Add pedestrian scramble signals at selected signalized intersections.**

Pedestrian scramble signals (also called “exclusive walk phases”) currently help pedestrians cross some of Bethlehem’s busiest intersections in any desired direction, while temporarily stopping all vehicular traffic. The City should consider installing these devices at additional intersections, including the following locations which feature both high pedestrian and vehicular traffic:

- **New Street and Union Boulevard**
- **East Broad Street and Center Street**
- **Elizabeth Avenue, Linden Street, and Easton Avenue** (by Liberty High School)
- **Union Boulevard and 8<sup>th</sup> Avenue** (by Nitschman Middle School and the Rose Garden)

The City would first need to study the effects pedestrian scramble signals may have on overall traffic flow in Center City. At the very least, all signalized intersections should have **standard button prompts**, regardless of whether the intersection features an exclusive walk phase.

**CP-13. Encourage the Lehigh and Northampton Transportation Authority (LANTA) to stagger bus route timetables in order to achieve greater overall frequency of service.**

Studies have shown that transit ridership increases with frequency of service, especially when the frequency is 10 or 15 minutes. LANTA, which generally runs buses at 30 or 60 minute intervals, does not have the resources or funding to increase their bus frequencies to these levels (except for existing 15-minute service during peak evening hours on some routes). Alternatively, the agency may be able to adjust the timing of buses which travel to a common destination, creating greater frequency with no additional trips. The following is an example of how this can be accomplished:

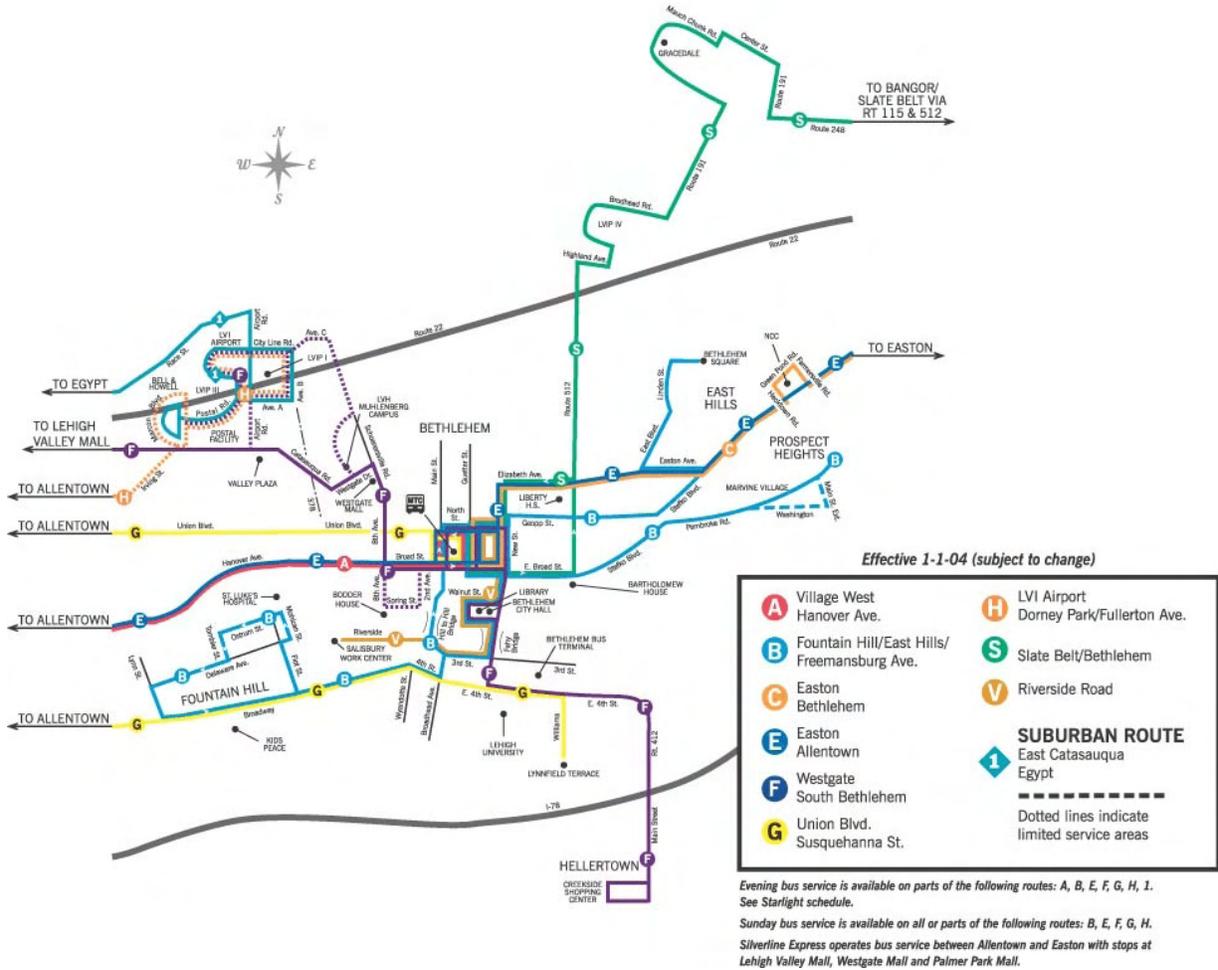
Existing Scenario:

- LANTA’s ‘A’, ‘E’ and ‘G’ buses all travel between Center City Bethlehem and Center City Allentown. During non-peak weekday hours, Route ‘A’ has 30 minute frequency, while Routes ‘E’ and ‘G’ have 60 minute frequency.
- Route ‘A’ leaves Center City Bethlehem at 15 and 45 minutes past the hour.
- Route ‘E’ leaves Center City Bethlehem at 15 minutes past the hour.
- Route ‘G’ leaves Center City Bethlehem at 20 minutes past the hour.
- Therefore, a person wishing to travel to Allentown can only leave Bethlehem at 15, 20, or 45 minutes past the hour.

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Proposed Scenario:

- Consistent 15 minute frequencies would be created by spacing the buses as follows:
  - ▶ Route ‘A’ leaves Center City Bethlehem at 0 and 30 minutes past the hour.
  - ▶ Route ‘E’ continues to leave Center City Bethlehem at 15 minutes past the hour.
  - ▶ Route ‘G’ leaves Center City Bethlehem at 45 minutes past the hour.
- A person wishing to travel Allentown would then be able to leave Bethlehem at 0, 15, 30 or 45 minutes past the hour.



LANTA bus routes in the Bethlehem vicinity. *Courtesy of LANTA.*

The City should work with LANTA to adjust bus schedules in a way that would maximize overall frequency of service to major destinations, including **Allentown**, **Easton**, **South Bethlehem**, and **Fountain Hill**. These efforts may make transit more attractive, relieving automobile congestion.

**CP-14. Strengthen the enforcement truck-related traffic and parking ordinances.**

Sometimes large trucks illegally travel or park on residential streets where they are prohibited by City ordinance, causing noise, vibration, exhaust and safety problems. The City should increase enforcement of these violations. A particular area of concern is the Mount Airy neighborhood in West Bethlehem, where some trucks that service nearby industrial areas are venturing off of the established truck routes.

## **Economic Development Recommendations**

### **ED-1. Establish a City of Bethlehem tent at festivals, promoting and providing information on living and doing business in Bethlehem.**

Bethlehem is host to several major festivals throughout the year, including Musikfest, Celtic Classic, River Fusion, First Night, and Christmas festivities. Together, these festivals bring approximately two million visitors annually to Center City Bethlehem. The City should consider establishing its own tent at one or more of these festivals. Just like the City website, the tent would **market the benefits and amenities of living and doing business in Bethlehem**, as well as **share information about City planning projects and private investments** that are already underway. As an example, Whitehall Township hosts an annual “community day” at the Lehigh Valley Mall, sharing its recent projects, accomplishments, and community assets. The extent of a City tent could vary from simple pamphlet and map handouts to high-quality photography and digital media.

### **ED-2. Establish a North Side Open Air Market.**

Open air markets have become highly sought-after amenities in cities and towns across America. Items sold at open air markets go well beyond the offerings of a typical farmers’ market, and often include a wide array of arts and crafts. A North Side Open Air Market, held weekly during the warmer months, would add to the quality of life in Bethlehem’s North Side. The market should **not conflict with Bethlehem’s existing South Side Farmers’ Market**, which is held on Thursdays. In general, **weekend** markets tend to be very successful since potential customers and vendors are more likely to have free time then. The City should take note, however, that both Emmaus and Easton host weekend outdoor farmers’ markets. The North Side Open Air Market should be held **inside the Elm Street Target District**, potentially at one of the following locations:

- Friendship Park
- Fairview Park
- A block of North Street
- A block of High Street
- A block of 3<sup>rd</sup> Avenue (south of Broad Street)



Residents and visitors peruse spring flowers at an open air market in Portland, Oregon.

**ED-3. Develop a Bethlehem tourist/advertiser map.**

Tourist maps, in addition to helping visitors find their way around town, typically include advertisements for local businesses, with numbers that key to their locations on the map. In Bethlehem, businesses and visitors would benefit mutually from a tourist map. Successful tourist maps usually:

- are **colorful**,
- **easy to read**,
- show **points of interest** and **major landmarks**,
- include a **diversity of local businesses**, including restaurants, accommodations, services, and specialty stores, and
- are **not necessarily to scale**.

A Bethlehem tourist map should include both the **North and South sides**, and include as much of the **Elm Street Study Area** as possible. The map may need to occupy two sides of a single sheet, with the North and West sides on one side, and the South Side on the other. Successful tourist maps have been made for New Hope, Doylestown, and several other Pennsylvania towns.

**ED-4. Establish a summer jobs and internship program to provide teens and young adults with work opportunities.**

Recommendation PR-5 of this plan states that the City may need additional personnel to help with improvements to parks. Summer jobs or internships may be appropriate in several of the City's other departments, and **not just for physical labor**. The Office of Planning and Zoning could **build its GIS database** with land use, street tree, and other existing condition information. The Department of Community and Economic Development could **update, augment and georeference its inventory of vacant or available properties**.

**ED-5. Help meet the demand for high-quality, locally-owned neighborhood grocers.**

Public participation revealed that North and West side residents would like to see more locally-owned neighborhood groceries. A number of small, locally-owned grocery stores can already be found in Bethlehem's North and West side neighborhoods, including Sim's Supermarket, Lee's Market & Deli, the Linden Food Market, and others. However, these stores may not be meeting the rising demand for **organic, health-conscious, and site-prepared foods** that are attracting shoppers to stores such as Wegmans and SuperFresh in the suburbs. In addition, existing neighborhood groceries are not open for business as early or late as the chain stores.

Therefore, the Elm Street Target District needs one or more **convenient, locally-owned, clean grocery stores that offer a variety of high-quality fresh and organic products, and are open every day from the early morning until late night**. Two approaches would bring such a store to the Target District. The preferred option would be for **existing neighborhood grocers to expand, renovate and update their operations** to the standards of high-end suburban competitors. Another option is to invite a high-end grocery chain store into the Target District, but with the risk of putting

existing neighborhood grocers out of business. Either option has its challenges. Upgrading existing grocery stores may require business counseling and significant marketing. Bringing an upscale chain store into the neighborhood is dependant upon market forces and community support. Either effort, however, would not only respond to market demand, but would also enhance economic activity in the Target District.



Lee's Market, an existing neighborhood grocery store on the West Side.

**ED-6. Develop a City-wide strategy for business recruitment and retention.**

A unified strategy for commercial development would benefit the Elm Street Target District and the City as a whole. By identifying needed goods and services and areas which can support them, more direction is given to Bethlehem's various commercial and mixed use areas. The strategy should include **detailed recommendations for the City's West Broad Street and Linden Street corridors**, including how to **retain existing businesses**, and how to **fill vacant storefronts**. The City should **not rule out chain stores** in its business recruitment strategy, as long as these stores do not undermine locally-owned businesses or ignore the urban physical form of the City.

**ED-7. Continue and better promote the programs offered through the City's Department of Community and Economic Development.**

The City's Department of Community and Economic Development offers a variety of programs to help new and existing businesses flourish in Bethlehem. The City should continue and better promote these services, especially the following programs:

- **Facade and Building Improvement Program**, which offers no-interest loans that would benefit numerous commercial and mixed-use buildings in the Elm Street Target District.
- **Site Location Assistance**, which would help match owners or tenants with the City's inventory of available commercial spaces. This service can be especially beneficial for the West Broad Street corridor.
- **Fund for Revitalization and Economic Development**, which offers financing to businesses that employ to low- to moderate-income residents.
- **Bethlehem Loan Pool**, which assists in the improvement or retention of businesses in targeted areas of the City.

In addition to posting all pertinent information on the City website, the City DCED may consider pursuing a **mail-out to existing businesses** in the Target District and elsewhere in the City, informing business and commercial property owners of the City's economic development services.

## Public Safety Recommendations

### PS-1. Purchase portable surveillance camera equipment for use in the Elm Street Target District.

The Bethlehem Police Department, as well as police in other cities, have found success in the use of surveillance cameras to monitor and deter crime in public spaces. The City should buy additional portable surveillance equipment for use in the Elm Street Target District. Surveillance cameras would help to more effectively address the **drug dealing, drug use, and vandalism** that is occurring at neighborhood parks and other locations in the Target District. Portable surveillance cameras use wireless technology and are fixed to existing structures at an unreachable height. The cameras allow police to respond to the most recent trouble spots. Their portability also adds an element of surprise, since they will not always be installed in the same place they were the day before. The cameras should be **weatherproof**, and ideally would use **infra-red technology for nighttime use**. With the help of the cameras, the Police may be able to identify and prosecute offenders, and subsequently deter future illegal activity.



This portable surveillance camera is weatherproof and uses infra-red technology to see in the dark. *Photo: Ready Security.*

### PS-2. Work with the Bethlehem Area School District, private schools, churches, and non-profit groups to provide more recreational and educational programs for teens.

A commonly cited cause of teen crime and mischief is the “lack of things to do.” In response, the City should work with all schools and churches to help make sure that there is no shortage of healthy activities for teens **after school, on weekends, and during the summer**. This may entail an audit of the City’s own recreation program offerings, as well as an inquiry into the Bethlehem Area School District’s extracurricular activities, and programs offered by private schools, churches, and non-profit groups. **The available menu of programs should be diverse**, including not just sports, but also music, art, community involvement, and other topics.

### PS-3. Ensure sound emergency response plans for festivals.

Bethlehem festivals transform the City’s streets and public spaces into crowded venues. Some residents voiced concern that the crowds are a safety concern, particularly in the event of an emergency. **Choke points** such as the Sand Island bridge can complicate escape routes and emergency vehicle access. The City should make sure that plans are in place to quickly and safely handle any emergency at any festival location.

**PS-4. Continue to support the Bethlehem Police Department’s successful network of neighborhood sub-stations.**

The community substations operated by the Bethlehem Police Department bring a proactive, neighborhood-based approach to policing. The substations have created a positive environment in which many residents know their local policeman, and vice versa. The City should do what it can to prolong the success of the community substations. By always **appropriating sufficient funding for staff, equipment and other resources**, the substations should continue to thrive.

**PS-5. Continue to provide incentives, resources, and/or funding for Community Block Watch Groups.**

Block watch groups add an extra layer of policing to Bethlehem’s neighborhoods. By working directly with the City’s community police officers, block watch groups create a mutually beneficial relationship where the Police have more “eyes on the street” and residents have direct contact with the Police Department. The City should continue to encourage the efforts of block watch groups. If block watch volunteers dwindle, incentives such as **allowance checks, surveillance equipment, or waived fees at City facilities** may be considered.



Bethlehem has a well-developed Block Watch program.

## **Land Use and Zoning Recommendations**

### **LU-1. Prepare and adopt a new City-wide Comprehensive Plan which encourages walkable, attractive residential and mixed-use neighborhoods.**

The City of Bethlehem should update its 1991 Vision Comprehensive Plan to provide an updated blueprint for the future that better addresses the situations of the present. While some ideas in the Vision Plan still apply today, many things have changed since 1991. Especially pertinent today is the need for Bethlehem to be **competitive with suburban areas** of the Lehigh Valley in attracting and maintaining a vibrant and diverse population. A new comprehensive plan should encourage the following in Bethlehem's core:

- Pedestrian-friendly neighborhoods
- A high-quality housing stock that fits a variety of budgets and lifestyles
- A variety of retail commercial uses, including basic goods and services as well as specialty items
- Employment opportunities for all levels of experience
- Maintaining Bethlehem's in-town schools
- Attractive parks and public spaces, including a quality trail network
- Quality public services and programs for adults, seniors, teens and children

### **LU-2. Prepare and adopt a new zoning ordinance, based on the goals of the new Comprehensive Plan.**

The City's 1970 zoning ordinance has required continuous amendment and revision to address modern day land use decisions. With a new comprehensive plan as a foundation, the City should prepare and adopt a completely new zoning ordinance. The City should consider including **Traditional Neighborhood regulations** which protect and expand the best features of older neighborhoods, including:

- Modest, uniform building setbacks which respect the traditional urban form of the street
- Garages and utilities entering from rear alleys where possible
- Attention to architectural details such as building height, wall-to-opening ratios and facade texture.
- A focus on building type, rather than building function
- Street trees, sidewalks and other streetscape features

In addition, the new zoning ordinance should be written in a **clear and concise** fashion that is easy to follow and avoids excessive cross-references. **Diagrams and photographs** would help to illustrate regulations that involve dimensions or architecture.

**LU-3. Prepare and adopt a new subdivision and land development ordinance (SALDO).**

The City should adopt a new SALDO that, to the largest extent possible, strives to encourage site design that is compatible with the traditional urban setting, and discourages inappropriate, suburban-style development within older neighborhoods. The SALDO provides additional site design stipulations which do not appear in the zoning ordinance. The City may wish to include the **SALDO and zoning ordinance under one cover** for ease of use.



Front porches are a common feature of traditional neighborhoods.

## **Organizational and Funding Resource Recommendations**

### **OF-1. Hire an Elm Street Manager using the State Elm Street Program Operational Grant.**

The City of Bethlehem may not have enough time and staff persons to initiate, coordinate, and oversee all of the recommendations in this Plan. Therefore, the City should hire an Elm Street Manager as part of the State Elm Street Program's **Operational Grant**. The manager can be employed full-time or part-time for up to **four years**. The Operational Grant will pay **up to \$50,000 per year**, with the City providing a minimum **10% match**. Since the tasks to be undertaken by the Elm Street Manager are quite varied, the ideal candidate would have a **diverse résumé** that may include experience in real estate, business, planning, architecture or economics, among other fields.

### **OF-2. Maintain an Elm Street Committee and recruit additional members.**

An Elm Street committee (including the Elm Street Manager) should meet regularly to assist the City in pursuing the recommendations in this plan. Ideally, the committee would **include members of the Elm Street Plan Steering Committee** which met to help mold this plan, and which represent diverse experiences and interests. **Additional committee members** should be encouraged. To ensure that the Elm Street Committee is able to help implement the broad spectrum of Plan recommendations, the Committee should **include members that represent other community groups and City departments**, such as the Central Bethlehem HARB and various block watch groups. Based on the recommendations in this plan, the Elm Street Committee will be charged with the following tasks, among others:

- **Finance Information** - helping to publicize and promote various home and renovation loan options offered by banks and other institutions (recommendation HH-2).
- **Promotion** - pursuing projects including the neighborhood promotion pamphlet (HH-5), City festival tent (ED-1), and tourist map (ED-3).
- **Historic Preservation** - determining interest in regulatory (HH-5) and non-regulatory (HH-10) historic districts, and providing design tips for any and all homeowners.
- **Streetscape Inventory and Improvement** - maintaining an ongoing inventory of street trees (SP-3), sidewalk conditions (SP-4), crosswalks (CP-2), and other features, as well as participating in the planning and design of specific streetscape improvement projects (SP-1&2).
- **Public Art Promotion** - organizing the Art in Public Spaces Program (PR-2).
- **Recreation Coordination** - meeting with schools and churches to maximize public use of their facilities (PR-7), and to inquire about programs for teens (PS-2).
- **Trail Development** - working with the City and the D&L Heritage Corridor in developing trail signs (PR-6), and determining the feasibility of new trail connections, including the Lehigh & New England Rail Trail (PR-10), and new connections to the Towpath (PR-9).
- **Open Air Market Organization** - organizing the North Side Open Air Market (ED-2).
- **Business Enhancement** - counseling (or finding counsel for) businesses such as neighborhood grocers on ways to improve their operations to compete with suburban chain stores (ED-5).
- **Park Enhancement and Maintenance** - finding private funding and additional volunteers to improve neighborhood parks (PR-8).

A **contact information database** of all involved people should be created and shared among all committees and sub-committees.

**OF-3. Apply for Residential Reinvestment Grants through the Elm Street Program to implement physical improvements within the Target District.**

The Elm Street Program offers “bricks and mortar” funding under the Residential Reinvestment Grant. According to Pennsylvania DCED, eligible activities include:

- **Public infrastructure improvements** (including all streetscape improvements)
- **Structural improvements of buildings for mixed use**
- **Acquisition of properties of historic significance**
- **Facade improvement grants**, limited to \$2,500 per property

The Residential Reinvestment Grant ranges from **\$50,000 to \$250,000**, with a **10% City match**. The City will need to decide how it wishes to spend the grant money. The maximum grant and minimum match, or \$275,000, could easily be spent on a singular project. Alternatively, it could be seeded into several different projects. As stated earlier in this plan, Elm Street funding should only be used **within the Elm Street Target District**.

**OF-4. Work recommended Elm Street projects into the missions and budgets of appropriate City departments.**

Grants from the Elm Street Program will only go so far. The City should commit resources and funds from appropriate departments to meet the goal of improving Bethlehem’s North and West Side neighborhoods. A good start would be to include this message of intent in each department’s mission statement. Then, departments should identify which Elm Street Plan projects it can undertake, and how much of their annual budget can be allocated for those projects.

**OF-5. Research and pursue funding sources through other state, federal, and local agencies.**

As stated in recommendation OF-4, Elm Street funding is a finite resource. In addition, this plan gives recommendations for areas **outside of the Target District**, where Elm Street funding will *not* be used. The City will obviously need to pursue a variety of other funding sources from federal, state and county grant programs, as well as other sources. The Elm Street Manager should continually research opportunities for funding by establishing a **grants database**. The *Potential Funding Sources* section of this plan provides a start by listing and describing various funding sources.

**OF-6. Work with land developers, large institutions, and other major landowners to help implement physical improvements.**

Portions of the Target District, as well as the larger Study Area, are owned by developers and large institutions. Major developers that are shaping the North and West Side include:

- **Ashley Development Corporation**, developer of the mixed-use One East Broad building, the Silk Mill on Goepp Street, and other Bethlehem properties.
- **J.G. Petrucci Company, Inc.**, developer of a shopping center at the former Durkee Spice Plant at the 8<sup>th</sup> Avenue / Route 378 interchange.
- **Adams Street Limited**, a firm that has proposed a five-story apartment building across the street from the Silk Mill.
- **Joseph Posh, Jr.**, who has proposed a 17-story mixed-use building at the current North Street Parking Lot.

Major institutions include the **Moravian Church**, **Moravian College**, and **Bethlehem Area School District**.

Currently, the City requires that developers provide sidewalks, street trees, and pedestrian lighting where their properties abut public thoroughfares. During the approval process, the City should negotiate with developers to see if they are willing to implement any other physical improvement projects recommended in this Elm Street Plan.

**OF-7. Establish an ongoing Elm Street fund to be fueled by private donations.**

Generous donations have taken place in Lehigh Valley communities which are helping to increase quality of life and spur investment. In the City of Easton, a major bank and a major hospital have joined their financial resources to help implement that City's Elm Street Program. In suburban Palmer Township, a local corporation helped finance the Township's new community center. With enough publicity, the Elm Street Plan for the North and West Sides may be able to attract local donors. The City may consider approaching **local banks** and **major corporations** in the Study Area, explaining the benefits that physical improvements can have on quality of life and economic development in the City. In addition, any private citizen, group or company should be invited to donate money. **Websites** and **newsletters** are an excellent way of soliciting donations.

**OF-8. Issue news releases, newsletters, and website postings to keep residents and others well-informed about Elm Street progress and volunteer opportunities.**

The City maintains an informative website which helps keep residents aware of planning projects taking place throughout the City. After the Elm Street Plan is complete, the City should continue to post related information, including:

- **Physical improvement projects** from the plan that the City intends to pursue in the near future.
- **Opportunities to participate in committees or sub-committees** that were formed or recommended to be formed as part of this plan.
- **A list and description of grants and loans** that are available to help property owners pursue the revitalization goals of the plan.
- **Scheduled public meetings** to address particular projects from the plan.

The City should also issue news releases when major Elm Street projects are initiated, and also consider mailing a newsletter about the plan to North and West Side residents.

## IMPLEMENTATION

The Elm Street Plan will be brought into fruition only through cooperation between multiple parties, and largely through the financial resources of numerous grant programs. Successful implementation will also require a phased approach to maximize organizational and funding resources. In this section of the Plan, the recommendations described in the previous chapter are restated in the *Action Plan*, along with assigned time frames and responsible entities. Following the Action Plan is a comprehensive list of potential funding resources, including grants from federal, state, county, and local sources.



Homes along 10<sup>th</sup> Avenue in West Bethlehem.

## Action Plan

The following Action Plan Table lists all Plan recommendations, when they should be pursued, and who should be involved in their implementation. Time frames are categorized as follows:

- Immediate = Within 12 months of Plan adoption
- Short Term = Between 1 and 3 years after Plan adoption
- Medium Term = Between 3 and 5 years after Plan adoption
- Long Term = 6 or more years after Plan adoption
- Ongoing = Efforts which should start now and be continuous

It should be noted that some recommendations, even if they are *not* labeled as “ongoing,” have the potential to continue indefinitely after their initial implementation. In addition, time frames may potentially be moved forward for recommendations that are pursued by volunteer committees with private funding. Table 6 also contains abbreviations for some responsible entities, which are as follows:

- BASD = Bethlehem Area School District
- CAT = Coalition for Appropriate Transportation
- City = Appropriate departments of the City of Bethlehem
- D&L NHC = Delaware & Lehigh National Heritage Corridor
- ESC/M = Elm Street Committee and/or Elm Street Manager
- HARB = Historic Architectural Review Board
- HBP = Historic Bethlehem Partnership
- LANTA = Lehigh and Northampton Transportation Authority
- PennDOT = Pennsylvania Department of Transportation

**Table 6  
ACTION PLAN TABLE**

SUMMARY OF RECOMMENDATION	TIME FRAME*	RESPONSIBLE ENTITIES
<b>Housing and Historic Preservation Recommendations</b>		
HH-1. Market and promote the City’s Housing Rehabilitation grant program to homeowners in the Elm Street Target District.	Immediate	City
HH-2. Work with local banks, governments, and other lending institutions to provide and publicize a variety of loan options for potential home buyers, especially first-time and/or low-income home buyers.	Immediate	City, banks, ESC/M
HH-3. Step up enforcement of rental housing inspections.	Short Term	City, landlords
HH-4. Provide and publicize more information on historic preservation tax credits.	Short Term	HARB, HBP, ESC/M
HH-5. Promote and market the housing options within the Target District for both residents and newcomers to the Lehigh Valley.	Short Term	City, ESC
HH-6. Discourage the conversion of single-family residences into apartments, encourage de-conversions.	Short Term	City

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SUMMARY OF RECOMMENDATION	TIME FRAME*	RESPONSIBLE ENTITIES
HH-7. Evaluate potential expansion of the Central Bethlehem Historic District.	Medium Term	HARB, HBP, ESC/M
HH-8. Consider adopting a new ordinance which places other historic districts under the jurisdiction of the HARB.	Long Term	HARB, HBP, ESC/M
HH-9. Evaluate the possibility of additional, non-regulatory National Register Historic Districts.	Long Term	HARB, HBP, ESC/M
HH-10. Work with property owners to target under-used buildings and vacant lots for adaptive reuse as housing or mixed uses.	Long Term	City
HH-11. Fully enforce all property maintenance and littering codes.	Ongoing	City
<b>Streetscape and Public Infrastructure Recommendations</b>		
SP-1. Beautify the primary gateway to Center City Bethlehem.	Short Term	City
SP-2. Pursue streetscape improvements along West Broad Street.	Short Term	City
SP-3. Step up street tree planting and replacement efforts.	Short Term	City
SP-4. Fund and implement a sidewalk improvement program.	Medium Term	City
SP-5. Consider installing a system of pedestrian wayfinding signs.	Medium Term	City
SP-6. Beautify other gateways into Bethlehem.	Long Term	City, developers
SP-7. Seize opportunities to bury or relocate utility wire infrastructure.	Long Term	City, utility companies
SP-8. Encourage treatment of excessive building setbacks on commercial properties.	Long Term	City, property owners
<b>Parks, Recreation and Open Space Recommendations</b>		
PR-1. Redesign the City's Fairview and Friendship Parks.	Immediate	City
PR-2. Formalize an "Art in Public Spaces" program.	Immediate	City, ESC/M
PR-3. Encourage more participation in the City's Adopt-a-Park program.	Short Term	City, ESC/M
PR-4. Continue to re-establish activities in parks that were removed in response to previous illegal use.	Short Term	City
PR-5. Offer volunteer community service and internship opportunities with to help address physical improvement needs at parks.	Short Term	City
PR-6. Improve signage along Bethlehem's trail network.	Short Term	City, D&L NHC
PR-7. Maximize public recreational use of school and church buildings and facilities.	Medium Term	BASD, private schools, churches
PR-8. Improve other neighborhood parks.	Long Term	City
PR-9. Construct safe, formalized links between the Lehigh Canal Towpath and surrounding neighborhoods.	Long Term	City, D&L NHC

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SUMMARY OF RECOMMENDATION	TIME FRAME*	RESPONSIBLE ENTITIES
PR-10. Complete a feasibility study for a trail along the abandoned Lehigh & New England Railroad.	Long Term	City, City of Allentown
<b>Circulation and Parking Recommendations</b>		
CP-1. Continue to install bicycle racks at major destination points in Bethlehem.	Short Term	City, CAT
CP-2. Paint or install thermoplastic crosswalks at high-traffic intersections where they are missing.	Short Term	
CP-3. Work with PennDOT to reduce speed limits on streets with speeding problems.	Medium Term	City, PennDOT
CP-4. Consider installing back-in angle parking on selected streets intersecting West Broad Street.	Medium Term	City
CP-5. Carry out traffic calming measures on wide arterial streets.	Long Term	City, PennDOT
CP-6. Consider traffic calming measures on low-traffic through streets.	Long Term	City
CP-7. Adjust traffic signal timing in the Target District to discourage speeding.	Long Term	City, PennDOT
CP-8. Prohibit right turns on red at additional signalized intersections, including all Broad Street signals within the Target District.	Long Term	City, PennDOT
CP-9. Consider installing traffic signals at intersections which exhibit pedestrian safety issues, speeding, and heavy volume.	Long Term	City, PennDOT
CP-10. Prepare a comprehensive parking management study.	Long Term	City
CP-11. Install patterned crosswalks as part of future streetscape enhancement projects.	Long Term	City, PennDOT
CP-12. Add pedestrian scramble signals at selected signalized intersections.	Long Term	City, PennDOT
CP-13. Encourage LANTA to stagger bus route timetables in order to achieve greater overall frequency of service.	Long Term	City, LANTA, CAT
CP-14. Strengthen the enforcement of truck-related traffic and parking ordinances .	Ongoing	City
<b>Economic Development Recommendations</b>		
ED-1. Establish a City of Bethlehem tent at festivals, promoting and providing information on living and doing business in Bethlehem.	Immediate	City, ESC/M
ED-2. Establish a North Side Open Air Market.	Short Term	ESC/M
ED-3. Develop a Bethlehem tourist/advertiser map.	Medium Term	ESC/M
ED-4. Establish a summer jobs and internship program to provide teens and young adults with work opportunities.	Medium Term	City
ED-5. Help meet the demand for high-quality, locally-owned neighborhood grocers.	Long Term	Private developers

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SUMMARY OF RECOMMENDATION	TIME FRAME*	RESPONSIBLE ENTITIES
ED-6. Develop a City-wide strategy for business recruitment and retention.	Long Term	City
ED-7. Continue and better promote the programs offered through the City's Department of Community and Economic Development.	Ongoing	City
<b>Public Safety Recommendations</b>		
PS-1. Purchase portable surveillance camera equipment for use in the Elm Street Target District.	Immediate	City
PS-2. Work with the Bethlehem Area School District, private schools, churches and non-profit groups to provide more recreational and educational programs for teens.	Short Term	City, BASD, private schools, churches, ESC/M
PS-3. Ensure sound emergency response plans for festivals.	Medium Term	City
PS-4. Continue to support the Bethlehem Police Department's successful network of neighborhood sub-stations.	Ongoing	City
PS-5. Continue to provide incentives, resources, and/or funding for Community Block Watch Groups.	Ongoing	City
<b>Land Use and Zoning Recommendations</b>		
LU-1. Prepare and adopt a new City-wide Comprehensive Plan which encourages walkable, attractive residential and mixed-use neighborhoods.	Immediate	City
LU-2. Prepare and adopt a new zoning ordinance, based on the goals of the new Comprehensive Plan.	Short Term	City
LU-3. Prepare and adopt a new subdivision and land development ordinance (SALDO).	Medium Term	City
<b>Organizational and Funding Resource Recommendations</b>		
OF-1. Hire an Elm Street Manager using the Elm Street Program Operational Grant.	Immediate	City
OF-2. Maintain an Elm Street Committee and recruit additional members.	Short Term	City, ESC/M
OF-3. Apply for Residential Reinvestment Grants through the Elm Street Program to implement physical improvements within the Target District.	Short Term	City, ESC/M
OF-4. Work recommended Elm Street projects into the missions and budgets of appropriate City departments.	Short Term	City
OF-5. Research, pursue grants through other state, federal, and local agencies.	Ongoing	City, ESC/M
OF-6. Work with land developers, large institutions and other major landowners to help implement physical improvements.	Ongoing	Private developers, major landowners
OF-7. Establish an ongoing Elm Street fund to be fueled by private donations.	Ongoing	City, ESC/M
OF-8. Issue news releases, newsletters, and/or website postings to keep residents and others well-informed about Elm Street progress and volunteer opportunities.	Ongoing	City, ESC/M

## Potential Funding Sources

The following is a list and explanation of funding sources which could be used to help finance the projects recommended in this Plan. These are some of the most recent offerings from National, State, County and other sources. Grant programs are in a constant state of flux, and new grant opportunities are always in the making. The City, with the help of its Elm Street Manager and Committee, should establish, research and continually update a database of available grants and other funding sources, as stated in recommendation OF-5. Many government entities post their grant program offerings on the Internet.

**Table 7  
POTENTIAL FUNDING SOURCES**

Name of Program	General Description of Program	Administering Agency
Elm Street Program	Grant funds for planning, technical assistance and physical improvements to residential and mixed use areas in proximity to central business districts. Elm Street is a 5-year program. The Planning Grant (\$25,000) has already been used to fund this Plan. Next, the City may pursue Operational grants (\$50,000 maximum per year), and Residential Reinvestment grants (\$250,000 maximum per year) through the program. Elm Street involves five specific program areas: 1) organization; 2) promotion; 3) design; 4) neighborhood restructuring; and 5: clean, safe and green activities.	PA Department of Community and Economic Development (PA DCED)
Neighborhood Assistance (NAP) - Comprehensive Services Program (recently renamed Neighborhood Partnership Program (NAP/NPP))	Corporate tax liability credit for businesses that sponsor a neighborhood organization to develop and implement a neighborhood revitalization plan by contributing a substantial amount of cash per year over an extended period of time. Programs must serve clients who are low-income and residents of economically distressed neighborhoods specified by the neighborhood organization. Projects must fall under one of the following categories: housing; education; health and social services; community development; job training; crime prevention; and community participation.	PA DCED
Weed and Seed Program	The Weed and Seed program, modeled after the federal program, is a two-pronged approach to addressing the negative, or criminal, elements of a targeted area while supporting and enhancing the positives, or available resources, through the introduction of programming and specialized initiatives. Through the Target Area Local Leadership (TALL) Team and the Assistance for Impact Delegation (AID) Team, efforts are focused on leadership training for the residents and varied programs to encourage economic and business development, improved housing, and enhanced health and human services programs within neighborhoods. Enrollment in Weed and Seed also allows DCED to waive the 10% match usually required for Elm Street Program funding.	PA Commission of Crime & Delinquency, and the Office of the Governor

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<b>Name of Program</b>	<b>General Description of Program</b>	<b>Administering Agency</b>
Urban Development Program (UDP)	Provides grants for urban development and improvement projects. Funds may be used for: construction or rehab of infrastructure, building rehabilitation, acquisition and demolition of structures/land, revitalization or construction of community facilities, purchase of upgrade of machinery and equipment, planning of community assets, public safety, crime prevention, recreation, and training.	PA DCED
Local Municipal Resources and Development Program (LMRDP)	Grants to municipalities for improving quality of life within the community. Grants may be used for: construction or rehab of infrastructure, building rehabilitation, acquisition and demolition of structures/land, revitalization or construction of community facilities, purchase of upgrade of machinery and equipment, planning of community assets, public safety, crime prevention, recreation, and training.	PA DCED
Community Development Block Grant (CDBG)	Offers grants for a wide variety of activities, provided the applicant proves by survey or census that the project will benefit 51% low and moderate income persons or handicapped persons or eliminate "blighted" conditions in officially designated areas. For example, funds can be used for housing rehabilitation, handicapped accessibility, street and sidewalk improvements, parks / recreation / trail linkages, planning, and historic rehabilitation.	City of Bethlehem & HUD
Community Services Block Grant (CSBG)	Federal grants to support programs that promote economic self-sufficiency of low-income individuals. Designated Community Action Agencies (CACLV) serving individuals whose income is at 125% of the federal poverty level are eligible for funding. Funds may be used for: case management, job training, food and nutrition, transportation, education, housing, drug and alcohol, and economic development.	CACLV, PA DCED & U.S. Dept. Of Health and Human Services
Home Town Streets and Safe Routes to School	The Home Town Streets Program provides funding for a variety of streetscape improvements that are aimed at reestablishing downtown and commercial centers. The Safe Routes to School Program provides grants and is designed to work with both school districts and pedestrian and bicycle safety advocates to make physical improvements that promote safe walking and biking passages to schools. Both programs require a 20% local match.	PennDOT
Communities That Care (CTC)	Communities That Care (CTC) is a community empowerment strategy that emphasizes assessment and planning as the basis for program development and implementation. CTC is a violence and delinquency prevention program that provides communities with a process to mobilize the community, identify risk and preventive factors, and develop a comprehensive prevention plan.	PA Commission on Crime and Delinquency

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<b>Name of Program</b>	<b>General Description of Program</b>	<b>Administering Agency</b>
Community Revitalization Program (CRP)	Very broad grant program. Officially intended to promote community stability, increase tax bases and improve quality of life. Applications may be made by municipalities, authorities, economic development organizations, and nonprofit corporations. Public/non-profit/profit partnerships are encouraged. Generally can be used for infrastructure, community revitalization, streetscape improvements, facade improvements, building rehabilitation, demolition of blighted structures, public safety, and park or trail projects.	PA DCED & Governor's Office
C2P2 - Community Conservation Partnerships Program	Provides 50% matching grants to municipalities to: develop plans for parks/recreation/trails; prepare park/greenway master plans; acquire parkland/nature preserves/greenways; and rehabilitate and improve public recreation areas/greenways.	PA DCNR
Lehigh County Green Futures Fund	\$30 million park, open space, and farmland preservation program approved by Lehigh County voters in 2002. Municipalities receive a noncompetitive population-based target allocation, spread over 10 years. The portion of Bethlehem within Lehigh County may receive as much as \$930,000 in that time frame. Eligible projects in cities include acquisition, development, and improvement of recreational amenities. The City must have an adopted park/recreation plan to receive funding, and must contribute a one-to-one match, with certain exceptions.	Lehigh County
Northampton County Bond issue	Bond issue funding will be available for open space preservation, agricultural preservation, and park and recreation (including trails) projects. It is intended that funding issued to cities and boroughs be used for improvements to existing parks, although this guideline is not rigid. Guidelines and application procedures are currently under development.	Northampton County
TEA-21 Transportation Enhancements Program (part of federal Transportation Efficiency Act)	The Transportation Equity Act for the 21 <sup>st</sup> Century (TEA-21) authorizes Federal surface transportation programs for highways, highway safety, and transit.	U.S. DOT funds administered by PennDOT
Flood Hazard Mitigation Grant Program	Provides 75% funding to relieve imminent hazards from flooding, such as voluntary buy-outs and demolitions of highly flood-prone properties.	Federal Emergency Management Agency
Rivers, Trails, and Conservation Assistance Program	The National Parks service operates this program aimed at conserving land and water resources for communities. Eligible projects include conservation plans for protecting these resources, and trail development.	National Park Service
Historic Preservation Tax Credits	Offers federal income tax credits for a percentage of the qualified capital costs to rehabilitate a certified historic buildings, provided the exterior is restored. The program is generally limited to income-producing properties.	National Park Service

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<b>Name of Program</b>	<b>General Description of Program</b>	<b>Administering Agency</b>
Historic Preservation - Certified Local Government Grants	Provides modest-sized matching grants to provide technical assistance to municipalities that have official historic districts and meet other criteria to be “certified.”	Federal, administered by PA Historical and Museum Commission (PHMC)
Historic Preservation Survey and Planning Grants	Matching grants for historic surveys, historic preservation planning and National Register nominations. Available to municipalities and nonprofit organizations. Cannot be used for construction.	Federal, administered by PHMC
Heritage Parks Program	Provides grants up to 75% of costs for projects within state-designated “Heritage Parks” to preserve and interpret the significant contribution that certain areas made upon the industrial heritage of the state and nation. Funds four types of projects: <ul style="list-style-type: none"> <li>• Feasibility studies</li> <li>• Special purpose studies</li> <li>• Management Action Plan</li> <li>• Implementation projects.</li> </ul> Projects are intended to conserve natural, historic and recreational resources relating to industrial heritage to stimulate regional tourism. The Study Area falls within the existing Delaware & Lehigh State Heritage Park.	PA DCNR
Industrial Sites Reuse Program, PA ("Brownfields")	Provides grants of up to 75% and low-interest loans for assessment of environmental contamination and remediation work at former industrial sites. Available to private companies, nonprofit economic development agencies, or authorities that own the land. Mainly targeted towards cities. Financing is not available to the company that caused the contamination.	PA DCED in cooperation with PA DEP
Intermunicipal Projects Grants	Promotes cooperation between neighboring municipalities so as to foster increased efficiency and effectiveness in the delivery of municipal services at the local level.	PA DCED
Keystone Historic Preservation Funds	Provides 50% matching grants to fund analysis, acquisition, or rehabilitation of historic sites. The site must be on the National Register of Historic Places or officially determined to be eligible for listing. The site must be accessible to the public after funding. Grants can be made to public agencies or nonprofit organizations.	PHMC
Land Use Planning and Technical Assistance Program (LUPTAP)	This program provides grant funds for the preparation of community comprehensive plans and the ordinances (e.g., zoning and SALDO) to implement them. It promotes cooperation between municipalities in making sound land use decisions that follow or adhere to the Governor’s Executive Order on Land Use. Priority is given to any county government acting on behalf of its municipalities, any group of two or more municipalities, or a body authorized to act on behalf of two or more municipalities. Applicants are to provide a minimum of 50% match consisting of cash or in-kind services. There are no minimum or maximum amounts.	PA DCED
Municipalities Financial Recovery Act, PA	Provides technical advice and grants for special purposes (such as studies to improve service efficiency) within municipalities that have been officially designated as “financially distressed.” After application and designation, the municipality must follow a financial recovery plan.	PA DCED
National Recreational Trails Funding (Symms NRTA)	Provides grants for the acquisition and development of recreation trails (which may include trails for motorized vehicles). A 50% local match is required. Applications may be made by federal, state or local government agencies or organizations.	Federal, administered by PA DCNR

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<b>Name of Program</b>	<b>General Description of Program</b>	<b>Administering Agency</b>
PA Infrastructure Investment Authority (PennVest)	Offers low-interest loans for construction and improvement of drinking water and wastewater systems. 100% grants may be available for highly-distressed communities. Mainly intended for public systems, but some private systems may be approved. Water projects are funded through the Drinking Water Revolving Loan Fund. Sewage projects are funded through the Clean Water Revolving Fund. PennVest is also authorized to provide loans for projects to control existing stormwater problems, such as separating stormwater from sanitary sewage. The "Advance Funding Program" provides low-interest loans for feasibility studies and engineering of systems if the utility cannot fund such work itself.	PennVest PA DEP (Bureau of Water Supply Management) — Involves both U.S. EPA and state funds
Rails to Trails, PA	Provides grants for feasibility studies, master site plans, acquisition, and improvement of former railroad lines for recreation trails. A 50% local match is required. Open to municipalities, authorities, and non-profit.	DCNR
Rivers Conservation Program, PA	Offers 50% grants to conserve and enhance river resources. Typically, funding is first provided for a conservation plan for a waterway. Grants are available to implement an approved plan. Available to municipalities, authorities, and non-profit.	PA DCNR
Land & Water Conservation Fund	The Land & Water Conservation Fund (LWCF) provides matching grants to state and local governments for the acquisition and development of public outdoor recreation areas and facilities.	National Park Service in cooperation with PA DCNR
Urban Forestry Grants / Tree Improvement Program / Mini-Grant for Planting Trees	Several DCNR grants provide funding for tree planting projects on public property or along streets. Is also a Federal "America the Beautiful" grant program for tree planting.	PA DCNR
Local Banks	Banks in the Lehigh Valley have a history of philanthropy, including generous donations to community revitalization projects. Local banks in Bethlehem include Wachovia, Bank of America, Keystone Nazareth Bank and Trust, First Star, PNC, and M&T.	Local Banks
Gambling Host Fee	If the City of Bethlehem is awarded a state license to operate a proposed slots parlor on former Bethlehem Steel land, the City will collect a \$10 million host fee from the casino developer. Opinions vary widely on how this money should be used, with suggestions ranging from property tax relief to public infrastructure improvement projects. The City may need to pursue a formal study, including substantial community input, to determine how to responsibly handle this revenue increase.	PA Gaming Control Board

Sources: Publications and internet sites of various agencies; *Pennsylvanian* magazine; PA DCED, PA DCNR, PennDOT, PA Growing Greener Websites.