Comprehensive planning, flexibility to new opportunities and the ability to leverage private investment with public money have led to successful brownfield redevelopment in Bethlehem.
1,800 acres
20% of the City
50% of the Southside
National Trust for Historic Preservation listed site as one of America’s 11 Most Endangered in 2004
Master Plan

Commercial / Residential
- Casino
- Hotel and Multi Purpose Space
- Retail and Restaurants
- Residential and Neighborhood Retail
- Steel Works Residential Lofts

Cultural / Educational
- SteelStacks - Festival Hall
- SteelStacks - Youth Performing Arts
- PBS 39 Broadcast Studio
- Northampton Community College

Other Historic Structures to be Preserved and Reused
- National Museum of Industrial History (Smithsonian)
- SteelStacks Visitors Center
- Blast Furnace, Revere Mason Elevated Rail Trestle
2785 COMMERCE CENTER BOULEVARD
MAJESTIC BETHLEHEM CENTER:
RECLAIMING FORMER STEEL PROPERTIES & CREATING JOBS

Phase 1: $100 Million

LEED Buildings
• Total Project Cost……..$500 Million
• Total Acres .........................441
• Projected Jobs ........ 4,300+ Jobs
• Size..............................7 Million SF
COMPREHENSIVE PLANNING

- Commitment of Bethlehem Steel Corp.
- Developed master plan for Bethlehem Works and Bethlehem Commerce Center
- Continued site clearance and cleanup despite declaring bankruptcy
- Did not allow “big box” development
- Plans by later owners are consistent with Steel’s original vision
FLEXIBILITY TO NEW OPPORTUNITIES

• Education: Northampton Community College’s conversion of old office

• Housing: site is more than a tourist attraction; livability

• Gaming: legalized in Pennsylvania in 2006
LEVERAGING PRIVATE INVESTMENT WITH PUBLIC MONEY

- Local Economic Revitalization Tax Assistance (LERTA)
- Tax Incremental Financing district (TIF)
- Northampton County bond
LERTA

- Tax abatement program in a designated zone
- Creates graduated increase in tax payments on new construction and property rehabilitation
- Applies to owners of commercial, industrial and business properties
TIF

- Allowed City to build $37.5 million infrastructure
- Four new streets
- Streetlights, Sidewalks, Pavilion
- I-beam benches, gear street sculptures
- Visitor Center
- Pavilion
- Greenway
NORTHAMPTON COUNTY BOND

• Allowed construction of Commerce Center Boulevard
• $13 million of a $111 million bond
• Approximately 4,200 linear feet of roadway
• Opened eastern portion of brownfield to development
• Increased assess to intermodal
PROPOSED:
BETHLEHEM WORKS
PROPOSED:
BETHLEHEM WORKS

- Announced as $450 million project in 1997
- 160 acres between Fahy and Minsi Trail bridges
- Expected to generate $4 million annual taxes
- Expected to generate 2,400 jobs
- Shops, entertainment and cultural district
- Hotels, restaurants, upscale bars and shops
- Anchored by $250 million National Museum of Industrial History
2004: BethWorks Now purchased Bethlehem Works site and pledged to follow much of original development plan; partners include Las Vegas Sands Corp. and Newmark Knight Frank.

2006: Gaming is legalized in Pennsylvania; Bethlehem City Council approves zoning to allow gaming on part of BethWorks Now site; state Gaming Control Board awards Sands BethWorks a license to open a slots parlor in Bethlehem.
• $900 million plan
• Includes
  – Casino
  – new PBS-39 WLVT studio
  – ArtsQuest performing arts center
  – National Museum of Industrial History
  – condominiums and apartments
ACTUAL:
SANDS CASINO RESORT BETHLEHEM

First proposal:
3,000 slot machines
300-room hotel
200,000-square-foot upscale shopping complex
Concert and events center to seat 3,700
3,300-space parking garage, 1,400 surface spots
SANDS CASINO RESORT BETHLEHEM

- Open May 2009 with 3,000 slot machines, four restaurants, two lounges
- Expanded November 2009 with 250 slot machines, two restaurants, lounge
- Expanded July 2010 with 89 table games
ACTUAL:
21ST CENTURY TOWN SQUARE

- Iconic blast furnaces serve as backdrop
- Centerpiece Levitt Pavilion to accommodate 2,500
- Outdoor plazas
- Picnic grove and playground
- Road realignment
- 370 parking spots
ACTUAL:
ARTSQUEST CENTER AT STEELSTACKS

- $26 million project
- Expected to create 100 full-time jobs
- Home to Musikfest Café, cinema, farmers market, arts & antique market
- Over 300 live performances a year
MUSIKFEST CAFÉ
PRESENTED BY YUENGLING
LEVITT PAVILION AT STEELSTACKS

- 50 FREE family-friendly concerts
- Lawn seating for 2,500
- Much needed green space
VISITOR’S CENTER

South West View
ACTUAL: VISITORS CENTER

- Conversion of 1862 Stock House
- Oldest building on site
- Center will be operated by Discover Lehigh Valley, regional tourism group
ACTUAL: PBS39: “CONVENING THE COMMUNITY”
STATE OF THE ART PUBLIC BROADCAST CENTER

- $17 million project
- Expected to create 33 full-time jobs
- One studio with 100 audience seats
- One studio available for renting space and equipment
- Worldwide reach via satellite
PBS 39

Studio A
ACTUAL:
NATIONAL MUSEUM OF INDUSTRIAL HISTORY

- $26 million project
- Rehabilitation of Steel electric shop
- External work complete
- Smithsonian affiliation
Lehigh Riverport
• 172 luxury condos
• Starters Pub
• Steel Force Fitness
SOUTH BETHLEHEM GREENWAY:
SKATE PLAZA
SOUTH BETHLEHEM GREENWAY: PHASE II
SOUTH BETHLEHEM GREENWAY:

PHASE II
BEN FRANKLIN TECHVENTURES$^2$ EXPANSION
ACCELERATING GROWTH & INNOVATION IN OUR TECHNOLOGY ECONOMY

- Size: 47,000SF
- Project Jobs Created: 200
- Projected Jobs Retained: 100
- $6M in American Recovery & Reinvestment Act funds
BEN FRANKLIN TECHVENTURES²

• ~$17 million addition
• >80,000 s.f. combined
• 130 space parking deck
• Conference facilities
• LEED certified
• 40+ company capable
PROPOSED: BETHLEHEM COMMERCE CENTER
PROPOSED: BETHLEHEM COMMERCCE CENTER

• Announced as $600 million project in 1999
• 1,600 acres east of Minsi Trail Bridge
• Capable of drawing $1 billion in private investment
• Office buildings
• Warehouse, light industrial
• Built-in rail system
ACTUAL:
BETHLEHEM COMMERCE CENTER
ACTUAL: LEHIGH VALLEY HEAVY FORGE

• Last active Lehigh Valley production plant that once belonged to Bethlehem Steel
• Purchased by West Homestead Engineering & Manufacturing Co. in 1997
• About half of 180 workers used to work at Bethlehem Steel
ACTUAL:
LEHIGH VALLEY HEAVY FORGE

- Home to a $20 million, 10,000-ton die press, the largest in North America
- Roof-mounted cranes which weigh 200 tons lift massive ingots of hot iron
- Makes products for power generation, shipbuilding and mining industries
- The only U.S. company to make certain driveshaft parts for nuclear submarines and aircraft carriers
ACTUAL:
LEHIGH VALLEY INDUSTRIAL PARK

- Non-profit economic development corporation
- Established in 1959
- Operate seven parks which house 300 companies in and around Bethlehem
- Over 17,000 jobs
<table>
<thead>
<tr>
<th>Project</th>
<th>Investment</th>
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<tbody>
<tr>
<td>Brandenburg</td>
<td>$10 million</td>
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<tr>
<td>Eastern Engineered Wood Products</td>
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<tr>
<td>Receivable Management Services</td>
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<tr>
<td>Foulk Warehousing</td>
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<td>U.S. Cold Storage Phase III</td>
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<td>Synchronoss Technologies</td>
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<td>Cigars International</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$85.3 million</strong></td>
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</table>
LIBERTY PROPERTY TRUST

Total Project Cost: $75 million
Projected Jobs: 500
Size: 1.2 million sq. ft.
Prime Industrial  
Space Available  
For Lease

CUSHMAN & WAKEFIELD
Steve Cooper or Jeff Williams
610-772-2000
Operated by Lehigh Valley Rail Management

Property purchased in December 2003

75 miles of track

9,000 feet of uploading track

Daily access for Norfolk Southern and Canadian Pacific railroads

Located less than 1 mile from Interstate 78
MAJESTIC BETHLEHEM CENTER: RECLAIMING FORMER STEEL PROPERTIES & CREATING JOBS

Phase 1: $100 Million

- LEED Buildings
  - Total Project Cost……..$500 Million
  - Total Acres ………………….. 441
  - Projected Jobs ……… 4,300+ Jobs
  - Size………………………… 7 Million SF
Full build out is 8.12 million square feet of industrial space.
MAJESTIC BETHLEHEM CENTER
Comprehensive planning, flexibility to new opportunities, and the ability to leverage private investment with public money have led to successful brownfield redevelopment in Bethlehem.
### Assessed Valuations

<table>
<thead>
<tr>
<th>Year</th>
<th>Valuation (in thousands)</th>
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<tr>
<td>1994</td>
<td>$1,352,800,000</td>
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<tr>
<td>1999</td>
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<td>2012</td>
<td>$1,536,819,450</td>
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$146,438,000 within TIF
Generating $2,118,000
$1,329,000 to RDA / $789,000 to City
"100 great towns that will feed your soul and nurture your business."

- Fortune Magazine

“The city welcomes new businesses with open arms.... In addition, Ben Franklin Technology Partners, an internationally recognized, state-funded program based at Lehigh University, links early-stage technology firms and established manufacturers with funding, employees, technology, and universities.

-Peter MacDougall, Money Magazine