Comprehensive Plan Update 2017

Bethlehem Township - Northampton County, PA



Prepared by:

The Bethlehem Township Comprehensive Plan Advisory Committee

with the assistance of:

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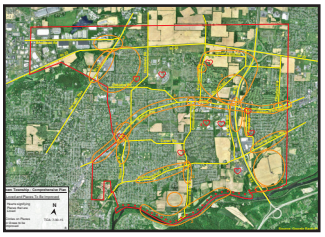
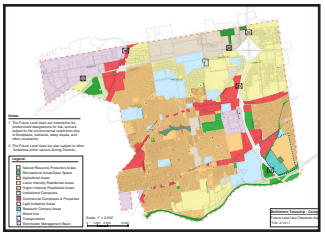
1. EXECUTIVE SUMMARY

This Comprehensive Plan Update 2017 focuses on several overarching policies for the next 10 years:



+ minimize adverse impacts to the transportation infrastructure;

+ minimize adverse impacts to the stormwater infrastructure;



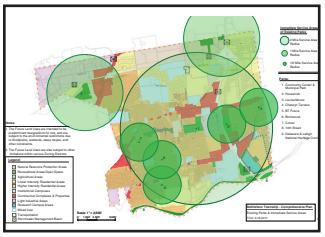
+ promote future land use that has a low impact and light imprint;

+ promote the redevelopment of underperforming properties;



+ maintain and enhance the network of parks, recreational areas and open spaces;

+ protect natural resources; and



+ enhance streetscapes.

These overarching policies, derived over a two year period of analysis and evaluation by the Bethlehem Township Comprehensive Plan Advisory Committee, are intended to ratify Bethlehem Township's interest in protecting and enhancing the quality of life for residents, business persons, and visitors.

1. EXECUTIVE SUMMARY (continued)



An intensive Visioning process occurred in the early stages of the preparation of this Comprehensive Plan. The Visioning process provided clarity on the core values of the Comprehensive Plan Advisory Committee, consisting of a cross-section of Elected and Appointed Officials. In addition, there was input from Citizens at all of the meetings and hearings.



Fortunately, over the 13 years that followed the 2004 Comprehensive Plan, several excellent developments and neighborhoods emerged, and informed the Visioning process. Recent, homegrown best practices have given Bethlehem Township positive examples of community development that are unified, functional and attractive.



The story of effective community planning is presented in this Comprehensive Plan with seven (7) major focus areas, including: transportation, stormwater, land use, development, parks/recreation/open space, natural resources protection, and streetscape enhancement. Each topic is addressed through the lens of Goals & Objectives, Best Practices, and Recommendations.



All of the ideas presented in this Plan coalesce with a prioritized list of Implementation Strategies for 2017 to 2027. These Implementation Strategies were reviewed and discussed at a Community Workshop in the fall of 2016, in the context of the seven (7) major topics.

The findings and recommendations of this Comprehensive Plan Update 2017 were fully vetted at 16 meetings of the Comprehensive Plan Advisory Committee. As a result, this Plan truly represents a comprehensive policy perspective for the next 10 years.

2. OVERVIEW & INTRODUCTION

The Bethlehem Township Board of Commissioners adopted the "Comprehensive Plan Update 2004" on November 15, 2004. The focus of that Comprehensive Plan Update was primarily on the future land use, development, and streetscape enhancements along three (3) road corridors, including:

+ Route 191 – Nazareth Pike;
+ Easton Avenue/William Penn Highway; and
+ Freemansburg Avenue.

The primary considerations in 2004 were to analyze these three (3) road corridors through the lens of "Smart Growth". The attributes of "Smart Growth" that were most carefully analyzed in 2004, included such items as:

- Compatible Mixed-Use;
- Compact Building Design;
- Walkable Neighborhoods and Walkable Non-Residential Development;
- Distinctive, attractive development with a strong sense of place;
- Open Space and preservation of natural beauty and critical environmental areas; and
- Development that strengthens and ties into existing land use.

These attributes have remarkably been reflected in new development over the past 13 years along Freemansburg Avenue, and along Easton Avenue/William Penn Highway. The successful outcomes where roadway improvements along Freemansburg Avenue were built coincident with new development, can also be seen along the road corridors in the form of Building Location, Streetscape Enhancement, and Architectural Excellence. These attributes were discussed and analyzed in depth during the preparation of the 2004 Comprehensive Plan Update.

An overview of successful outcomes from 2004 to 2017 can be seen in the images on page 4. These outcomes grew, in part, out of the Zoning Ordinance Amendments that were enacted in December 2004, to implement the Comprehensive Plan Update 2004. These outcomes also grew out of the diligence exercised by the Bethlehem Township Board of Commissioners, Bethlehem Township Planning Commission and the Bethlehem Township Staff.

What is clear from the images on page 4 is that we need to continue to focus on Smart Growth outcomes. What is also clear is that we need to think about Redevelopment, and Reuse, since there is less undeveloped land in Bethlehem Township in 2017, compared to 13 years ago when the 2004 Comprehensive Plan Update was prepared.

Selected images of successful outcomes in Bethlehem Township from 2004 to 2017 are indicated below.


Madison Farms Apartments

Buildings Close to Sidewalks

- Buildings at Build-to-Line
- Buildings Form Street Wall
- Sidewalks promote Walkability


First Commonwealth FCU


First Commonwealth FCU

Streetscape Enhancements

- Buildings close to Sidewalk
- Sidewalk, Street Trees, Street Lights
- Pier, Fence, Hedge


People First FCU


Freemansburg Avenue Streetscape

Madison Farms Streetscape

- Sidewalk, Street Trees, Street Lights
- Pier, Fence, Hedge
- Generous Landscaping


Freemansburg Avenue Streetscape


Madison Farms Clubhouse

Architectural Excellence at Madison Farms

- Varied Rooflines
- Gabled Roofs
- Stone Material Accents


Madison Farms ShopRite


Madison Farms Apartments

Architectural Excellence at Madison Farms

- Stone Base
- Stone Piers
- Diversity of Materials



Madison Farms Chipotle


St. Luke's Hospital Campus

Architectural Excellence at St. Luke's

- Vertical Bays
- Projecting Pilasters extending to Cornice
- Stone Base


St. Luke's Facade & Landscape

As we look ahead from 2017 to 2027, the next 10 years of growth and change could be guided by addressing overarching questions, such as:

- How can we best continue to guide Smart Growth in the ways that are reflected in the images on page 4?;
- What positive changes have occurred over the past 13 years that should influence our thinking for the next 10 years?;
- What would we like to see over the next 10 years relative to Future Land Use and Redevelopment?; and
- How can we best insure that effective transportation and stormwater infrastructure systems are created coincident with future growth?

These questions helped to frame our view and approach to this Comprehensive Plan Update 2017. We started with Visioning Sessions.

Visioning Sessions were conducted in July and August 2015 at the beginning of the work program. During these Visioning Sessions, Goals & Objectives were extensively discussed, and Best Practices were identified. Seven (7) focus areas emerged, including:

1. Transportation/Circulation & Traffic;
2. Stormwater;
3. Future Land Use;
4. Redevelopment;
5. Parks, Recreation & Open Space;
6. Natural Resources Protection; and
7. Streetscape Enhancement.

Other notable achievements since 2004 pertain to the construction of road improvements in advance of land development. Freemansburg Avenue has been significantly improved primarily along the frontages of Madison Farms and St. Luke's. These improvements occurred in advance of development at the St. Luke's Hospital Campus, and at Madison Farms (a mixed-use commercial and residential neighborhood). The lesson learned is to mitigate traffic problems before they become adverse.

In moving forward, when major development is proposed along other major roads, the traffic controls need to be constructed **before** developments are built. Therefore, for example, major developments along William Penn Highway near the Rt. 33 interchange should also occur after the road corridor is improved. (See Appendix C for proposed William Penn Highway improvements.)

The Appendices to this report are intended to codify a series of marathon-like Workshops held from January through March 2016, with extra attention to:

+ Transportation/Circulation & Traffic, led by the Township Engineer (see Chapter 6 and Appendix C);

+ Stormwater, also led by the Township Engineer (see Chapter 7 and Appendix C);

+ Future Land Use, led by the Township Planning Consultant; (see Chapter 8); and

+ Redevelopment, also led by the Township Planning Consultant; (see Chapter 9 and Appendix B).

Over the next 10 years this Plan should be used as the policy framework for future decision making, and future Ordinance Amendments, as indicated in Chapter 15 relative to Implementation Strategies.

3. POPULATION & HOUSING FORECASTS

The time frame for this Comprehensive Plan Update 2017 is 10 years. Therefore, an understanding of the demand for future dwelling units through 2027 is important to the determination of how much future residential land use is needed.

Much of Bethlehem Township was developed from the 1950's through 2015. Over the past 65 years, new roads, new subdivisions, and new land developments, have consumed over 80% of the Township acreage. When combined with Recreational and Institutional land use, over 90% of the Township is already developed.

Pages 8 through 11 include an explanation of potential population and housing growth in the future. Given Bethlehem Township's prime location in the Lehigh Valley, both new development and redevelopment of existing properties will occur over the next 10 years.

Future housing demand can be met in large part through developments both under construction (Madison Farms along Freemansburg Avenue), as well as potential development (St. Luke's ground east of Rt. 33, south of Freemansburg Avenue). Therefore, it is likely that most of the future housing growth will occur in the southern tier of Bethlehem Township over the next 10 years.

An Overview on Population & Housing

An estimate of future housing is critical to addressing the requirements of the Pennsylvania Municipalities Planning Code (MPC). Presented below are assumptions and calculations relative to population and housing.

Population Trends

The population of Bethlehem Township almost doubled between 1980 and 2010, when the Township grew from 12,094 to 23,730 persons.

12, 094	(1980 Census)	
16, 425	(1990 Census)	4,331 increase from 1980 or 36%
21,171	(2000 Census)	4,746 increase from 1990 or 29%
23,730	(2010 Census)	2,559 increase from 2000 or 12%

Source:
1. U.S. Department of Commerce, Bureau of the Census

Housing Trends

During the same period, 1980 to 2010, the number of housing units more than doubled from 4,143 to 9,031. The persons per household has decreased from 2.92 in 1980 to 2.63 in 2010.

4,143	Housing Units (1980 Census)	
5,925	Housing Units (1990 Census)	1,782 Units increase from 1980 or 43%
7,831 1,906 unit increase from 1990	Housing Units (2000 Census)	1,906 unit increase from 1990 or 32.1%
9,031 1,200 unit increase from 2000	Housing Units (2010 Census)	1,200 unit increase from 2000 or 15.3%

2.92	Persons Per Household (1980 Census)
2.77	Persons Per Household (1990 Census)
2.69	Persons Per Household (2000 Census)
2.63	Persons Per Household (2010 Census)

Source:
1. U.S. Department of Commerce, Bureau of the Census

Population Forecast

The total population is assumed to grow from 23,730 in 2010 to 26,116 in 2020, representing an increase of 2,386 persons or 10%. Thereafter, an increase of 12.28% is forecasted for the 10 year period from 2020 to 2030. Beyond 2030 any forecast is unreliable because the Township will probably be fully built out.

26,116	(2020)	2,386 increase from 2010 or 10%
29,323	(2030)	3,207 increase from 2020 or 12.28%

Source:
2. Lehigh Valley Planning Commission

Housing Forecast

As a result of the population forecast and the 2.63 persons household size, the housing forecast for 2020 is for an increase of 899 housing units or 10% growth. From 2020 to 2030, a 1,219 housing unit increase, or 12.27% is forecasted. Any forecasted growth from 2030 to 2040 would be unreliable, due to uncertainly with market conditions 13 to 23 years from now.

2020: 9,930 Housing Units (899 increase from 2010 or 10%)

2030: 11,149 Housing Units (1,219 increase from 2020 or 12.27%)

(Assumes 2.63 Persons Per Household as per 2010 Census)

Sources:
2. Lehigh Valley Planning Commission
3. TCA Analysis

Analysis of Housing Unit Projections

Over the past 20 years, considerable growth has occurred along the Route 33 Corridor, especially at the area near the Freemansburg Avenue exit. The Madison Farms neighborhood and the St. Luke's Hospital & Health Care Network are the two major generators of new development. Therefore, the analysis of future housing demand can be viewed in large part based on opportunities at Madison Farms and St. Luke's East.

2020: 9,930 Housing Units Projected
- 9,031 Housing Units 2010 Census

899 increase from 2010, or 10%

(837 Units at Madison Farms)

Note: The 62 unit difference between all new housing units projected (899) and Madison Farms (837) can be absorbed in other residential developments throughout the Township by 2020.

2030: 11,149 Housing Units Projected
- 9,930 Housing Units Projected in 2010

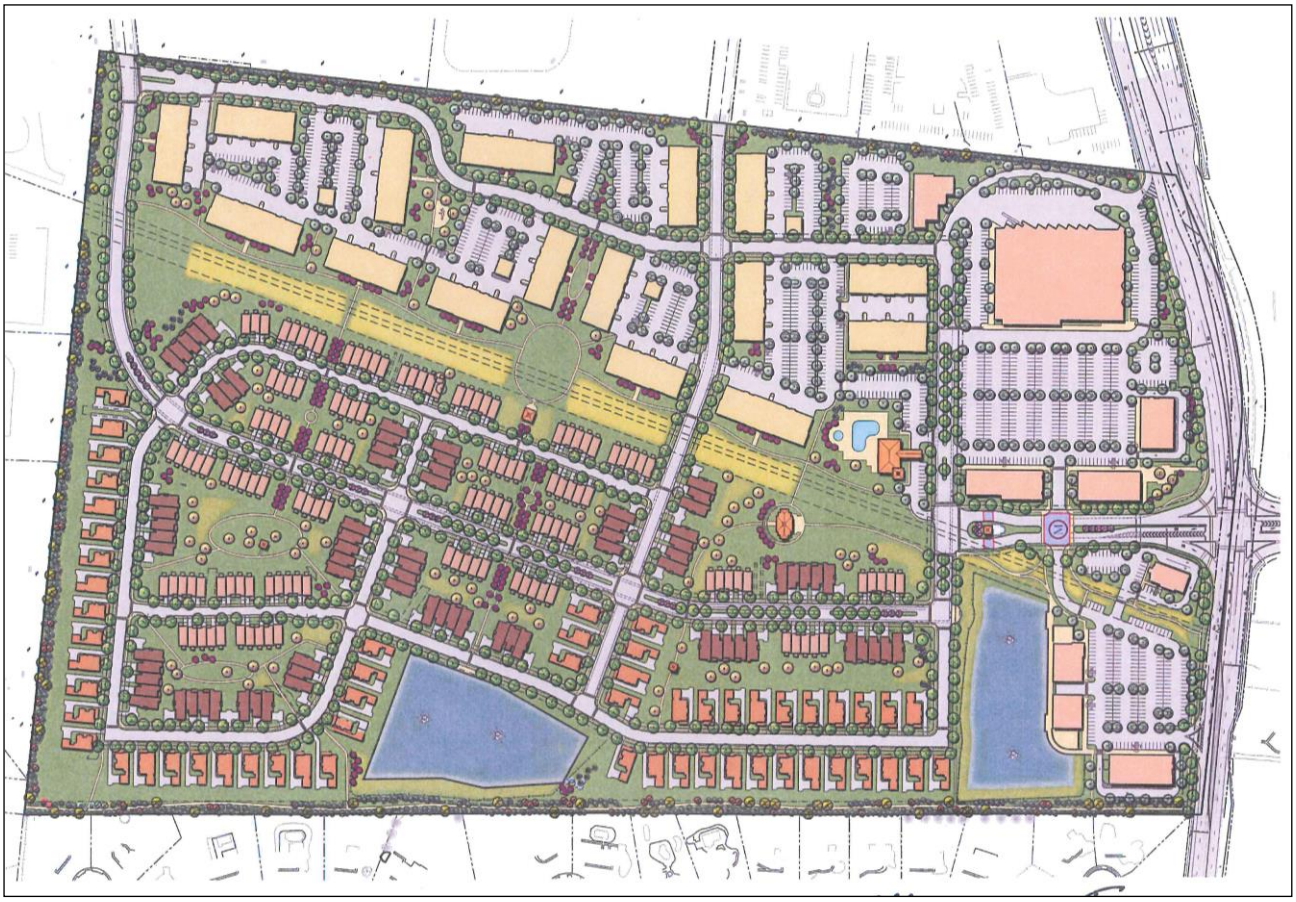
1,219 increase from 2020, or 12.27%

(947 Units Hypothetically at St. Luke's East)

Note: The 172 unit difference between all new housing units projected (1,219) and the hypothetical number of units at St. Luke's East (947), can be absorbed in other residential developments throughout the Township by 2030.

In conclusion, based on the number of approved dwelling units at Madison Farms, and the hypothetical number of dwelling units that could be built under existing Zoning at St. Luke's East, the 2020 and 2030 forecasts for housing are considered to be reasonable.

Please refer to pages 11, 12 and 13 for plans for Madison Farms, and St. Luke's East.



Madison Farms Land Development Plan

Madison Farms
Traditional Neighborhood Development

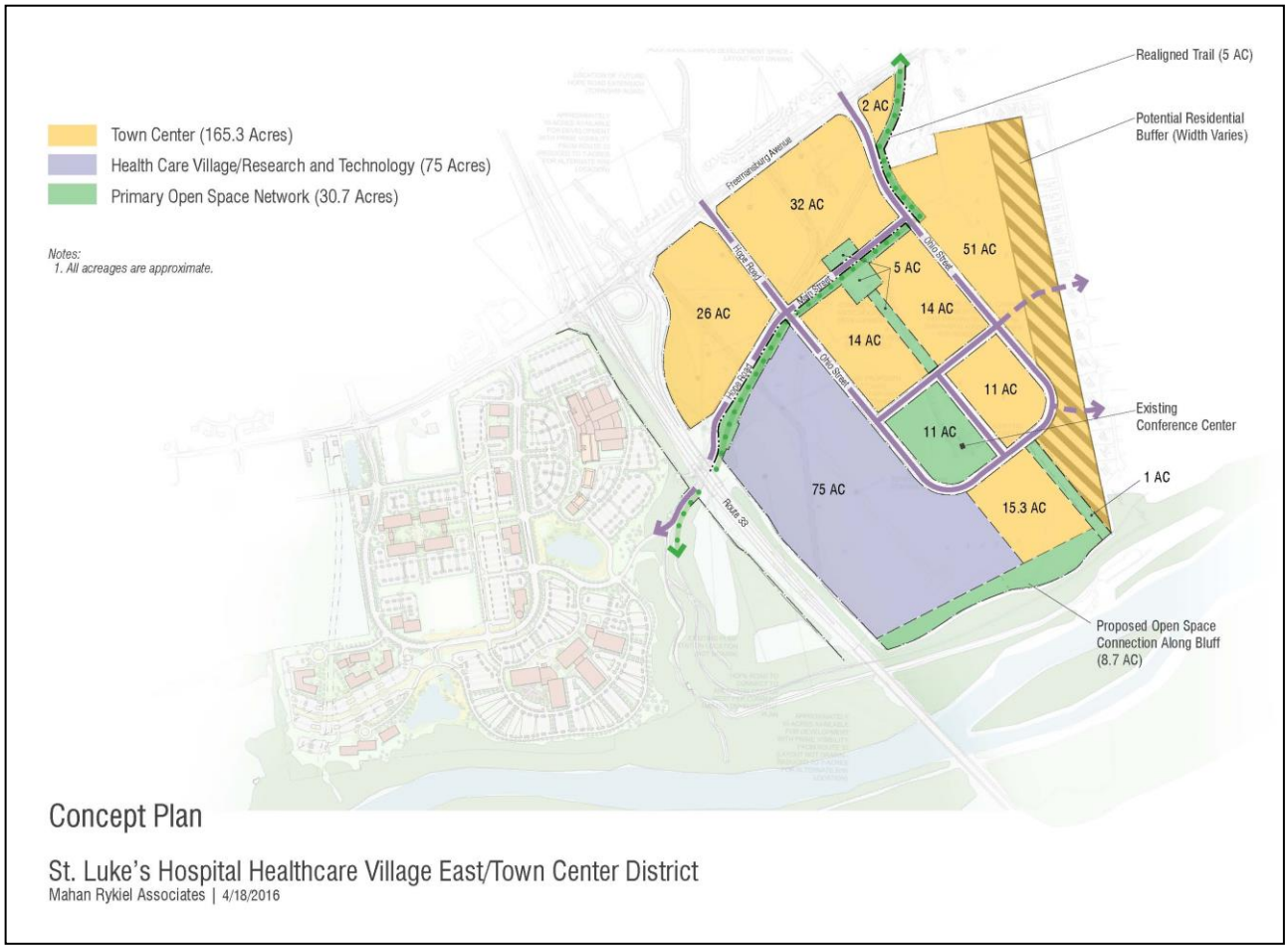
As part of the Land Development Plan, 837 dwelling units were approved.



St. Luke's Healthcare Campus Concept Plan

St. Luke's Hospital
Healthcare Campus

On the west side of Rt. 33, Institutional uses predominate. However, Dormitories are also proposed as a housing type for the Healthcare Campus.



St. Luke's Healthcare Village East/Town Center District Concept Plan

St. Luke's Hospital
Healthcare Village East/Town Center District

Based on existing Zoning on the east side of Rt. 33, hypothetically 947 dwelling units could be built.

4. VISIONING

The initial Visioning exercises of the Comprehensive Plan Update 2017 took place in July and August 2015. The graphic in Appendix A, on page A-2, illustrates the Places Loved, and the Places to be Improved, as identified by the Comprehensive Plan Advisory Committee.

+ The Places Loved, included community assets such as the Bethlehem Township Community Center and Park, as well as the Historic Village of Butztown.

+ The Places to be Improved, included perceived problem areas pertaining in large part to traffic.

Alphabetized lists of these Places appear in Appendix A on page A-3.

In addition, an exercise titled "Bethlehem Bucks" was conducted. High Priority, Medium Priority, and Low Priority items were identified. Each member of the Comprehensive Plan Advisory Committee was given five $20 bills, and was asked to allocate funds towards improving Bethlehem Township. As a result, a clear distinction emerged and the following High Priority Items were identified, as listed on page A-4 in Appendix A.

+ Flood Control/Stormwater Management;
+ Road Improvements, to Mitigate Traffic and Improve Safety;
+ Parks & Playfields Improvements;
+ Trails, Sidewalks & Walkway Connections; and
+ Redevelopment.

As a result of the Bethlehem Bucks exercise, the work program for the Comprehensive Plan was directed toward the following seven (7) focus areas.

1. Transportation/Circulation & Traffic;
2. Stormwater;
3. Future Land Use; and
4. Redevelopment.
5. Parks, Recreation & Open Space;
6. Natural Resources Protection; and
7. Streetscape Enhancement.

Collectively, these seven (7) focus areas are discussed in detail in the chapters that follow. Each chapter includes a description of:

+ Goals & Objectives;
+ Best Practices; and
+ Recommendtaions.

5. PLAN COMPONENTS/FOCUS AREAS

The seven (7) chapters that follow address the focus areas for this Comprehensive Plan Update, and include:

1. Transporation/Circulation & Traffic;
2. Stormwater Management;
3. Future Land Use;
4. Redevelopment;
5. Parks, Recreation & Open Space;
6. Natural Resources Protection; and
7. Streetscape Enhancement.

These are the seven (7) topics that are of major importance from 2017 to 2027, as determined by the Comprehensive Plan Advisory Committee over a two year period of analysis and evaluation.

Each of the seven (7) chapters have three subparts including:

+ Goals & Objectives;

+ Best Practices; and

+ Recommendations.

Implementation Items identified in each chapter are linked to the Chapter 15 titled: “Implementation Strategies”, which includes a Time Frame, Responsibility, and Method of Implementation through 2017.

6. TRANSPORTATION/CIRCULATION & TRAFFIC

GOALS & OBJECTIVES

Manage and Calm Vehicular Traffic Goal:
Focus on the Transportation Corridors and Minimize Traffic Congestion Throughout the Township

Objectives:

6.a. Improve the principal road corridors, such as: Rt. 191-Nazareth Pike, Easton Avenue-William Penn Highway, and Freemansburg Avenue.

6.b. Improve other road corridors, such as: Farmersville Road, Hope Road, Willow Park Road, Hecktown Road, and Fifth Street.

6.c. Provide more center turning lane opportunities.

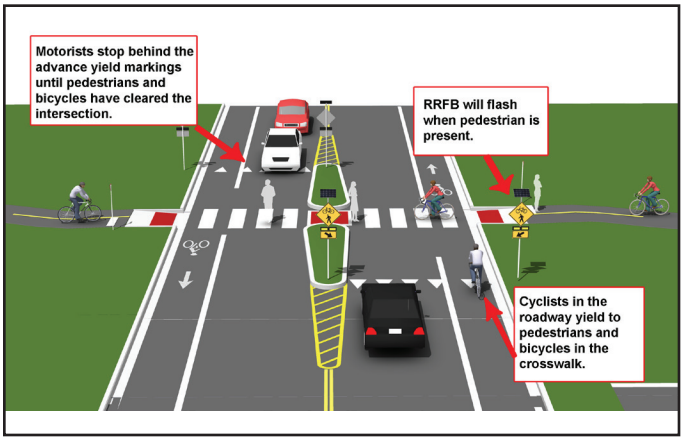
6.d. Improve intersection geometry and safety at selected Intersections (as shown bellow and in Appendix C).

6.e. Improve crosswalks and signage at selected intersections.

6.f. Review the Act 209 Transportation Plan, and related Traffic Impact Fees.

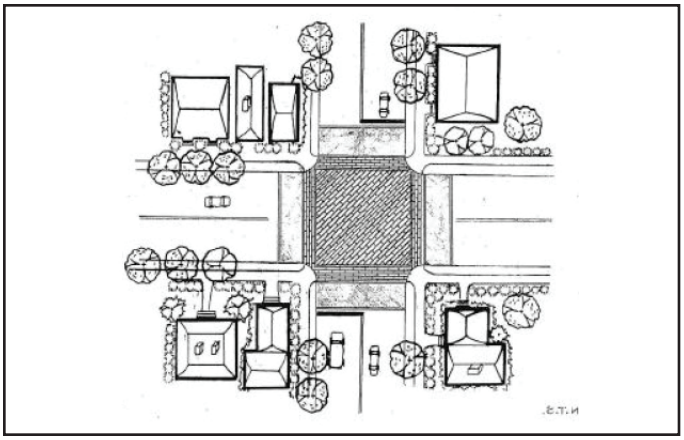
6.g. Beautify and enhance Streetscape conditions including streets, sidewalks, crosswalks, street trees, and street lights.

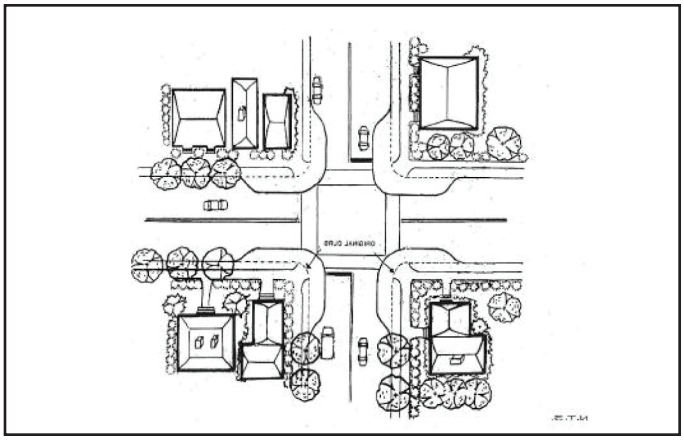
6.h. Promote no impact home-based businesses to reduce traffic congestion problems.



Traffic Calming Concept

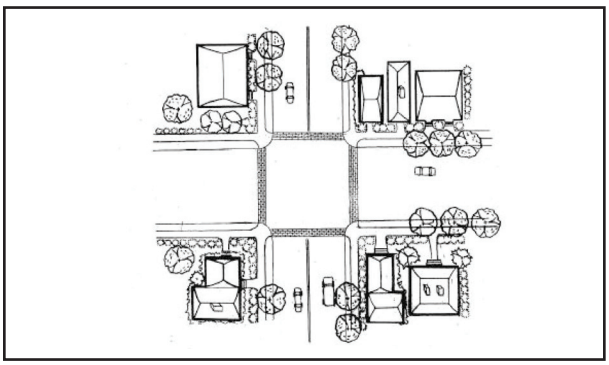

Traffic Improvement Opportunity Area


Traffic Calming Concept


Traffic Calming Concept

6. TRANSPORTATION/CIRCULATION & TRAFFIC

BEST PRACTICES



Crosswalk & Street Trees as Traffic Calming Measures



Church Road acute angle Intersection



Vehicular & Pedestrian Circulation Considerations

Best Practices:

6.1. Utilize the Smart Transportation Guidebook, PENNDOT, March 2008, to promulgate context-sensitive solutions for road projects.

6.2. Utilize Pennsylvania's Traffic Calming Handbook, PENNDOT, to implement a wide range of Traffic calming solutions.

6.3. Implement the William Penn Highway Improvements Plan, 2016 (see Appendix C).

6.4. Improve Intersection Safety, especially at acute angle Intersections.

6.5. Continue to Implement the Bethlehem Township Act 209 Transportation Plan.

6.6. Minimize Cul-de-Sacs, and promote thru traffic, in order to avoid traffic congestion along Collector Roads.

6.7. "Right-size" Street Widths, Curb Radii, and Right-of-Way Improvements, in sync with varying Neighborhood Character (so that "One Size Fits All" solutions are NOT utilized").

6.8. Minimize pedestrian conflicts when solving vehicular circulation problems.

Implementation Items (see Chapter 15 for additional details):

A. Revise and update the Design Standards for Streets in the Bethlehem Township Subdivision & Land Development Ordinance when advisable.

B. Minimize pavements to minimize Stormwater Runoff and Flooding, by utilizing shared parking and by "green banking" parking spaces that may not be necessary.

C. Require consideration of pedestrian safety and circulation within all land development projects involving new Streets and new curb cuts.

6. TRANSPORTATION/CIRCULATION & TRAFFIC

BEST PRACTICES

Implementation Items (continued):

D. Implement roadway improvements and construction coincident with land development build-out.

E. Implement and enforce good traffic planning principles in the vicinity of Rt. 33 by acknowledging potential traffic issues from future land developments.

F. Implement traffic policies that require traffic to "back-up" on development property rather than connecting roads.

G. Acknowledge and coordinate the potential traffic impact on Township roads created by neighboring communities (Palmer Twp. and Lower Nazareth Twp.)

H. Improve the Rt. 191 corridor from Brodhead Rd. to Christian Springs Rd; coordinate with PENNDOT on the Rt 22 access to and from Rt. 191.

I. Improve the William Penn Highway/Easton Avenue corridor by:

- Implementing the pending William Penn Highway Corridor Improvement Project;
- Eliminating the angular intersection at ChurchRd. and William Penn Highway;
- Developing the proposed Myer Lane extension;
- Minimizing curb cuts for future developments; and
- Installing pedestrian traffic controls in the William Penn Highway Corridor.

J. Develop plans to alleviate traffic issues in the Butztown area from Butztown Rd. to Hecktown Rd., including: the Butztown Rd/Easton Ave. intersection; the Santee Road intersection; and Align the Hecktown Rd. and Fifth St. intersection.

K. Continue improving the Freemansburg Ave. corridor by aligning the Farmersville Rd. and Freemansburg Ave intersections, and enforcing the installation of pedestrian traffic control on Freemansburg Ave.

L. Improve road intersections at Farmersville and Freemansburg, Hecktown and William Penn, William Penn and Farmersville, and Hope Rd. and Freemansburg.

M. Improve major roads by adding crosswalks and signage at selected intersections, such as at Bayard St. and Hope Rd.

6. TRANSPORTATION/CIRCULATION & TRAFFIC

RECOMMENDATIONS

Relative to Transportation/Circulation & Traffic, the following is recommended over the next 10 years:

+ consider the Best Practices outlined on page 17;

+ focus on Implementation Items A. through M., as described on pages 17 and 18; and

+ utilize the maps in Appendix C to focus on specific transportation improvements.

Critical to the Transportation/Land Use connection is the recommendation that road improvements must be in place before a major land development is completed. In so doing, traffic congestion is intended to be minimized whenever major land development occurs in the future.

7. STORMWATER MANAGEMENT

GOALS & OBJECTIVES

Effectively Manage Stormwater Goal:
Minimize Flooding, Soil Erosion and Sedimentation

Objectives:

7.a. Effectively minimize the adverse impacts of stormwater throughout the Township.

7.b. Enforce the retention of stormwater runnoff on “developing properties” for irrigation, so as not to exacerbate existing stormwater problems and conditions.

7.c. Complete a thorough stormwater management study across the Township.

7.d. Reduce impervious coverage and consider implementing “green parking” principles in new developments.

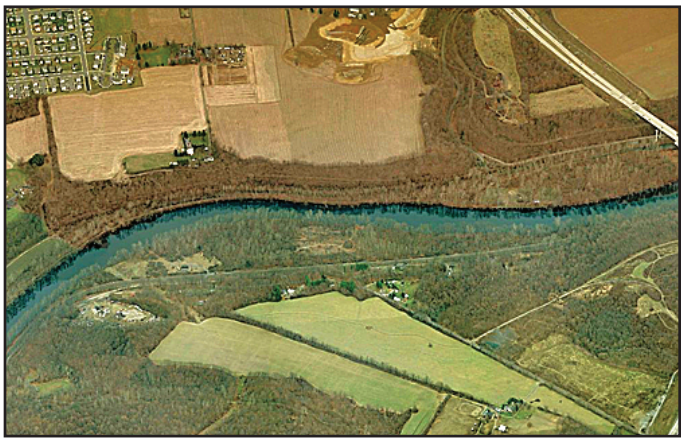
7.e. Develop “initial paved parking requirements” to meet initial occupancy rate needs in a development, then allow green parking for future build-out to meet the occupancy growth.

7.f. Promote infiltration.

7.g. Reduce adverse impacts of development relative to flooding.

7.h. Protect wetlands, floodplains, and forested areas.


Effective Stormwater Management Ponds


Lehigh River

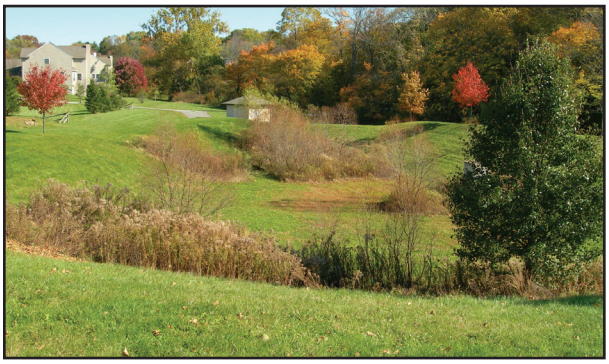

Rain Garden


Riparian Buffer

7. STORMWATER MANAGEMENT

BEST PRACTICES


Rain Garden


Well-Maintained Stormwater Management Basin


Riparian Buffer

Best Practices:

7.1. Complete the Township-wide Stormwater Managment Study, and implement projects and best practices in accordance with the Study.

7.2. Reduce impervious surface coverage to minimize stormwater runnoff and flooding.

7.3. Implement the MS-4 Regulations to minimize impacts from stormwater runoff.

7.4. Promote groundwater recharge.

7.5. Reduce the negative effects of unattractive Detention Basins.

7.6. Protect higher quality waters with Riparian Buffers.

7.7. Consider Rain Gardens as a mean so controlling stormwater runnoff.

7.8. Insure long-term operation of stormwater management facilities.

7.9. Improve the quality of Stormwater runnoff by removing pollutants prior to discharge.

7.10. Protect existing stream flows from excessive and frequent peak flow rates.

7.11. Refer to Appendix C for current practices.

Implementation Items (see Chapter 15 for additional details):

N. Modify the Design Standards for Stormwater Management in the Bethlehem Township Subdivision & Land Development Ordinance to better address and depict effective solutions for Rain Gardens, Green Roofs, Riparian Buffers and filter strips, Vegetated Swales, and the Protection of Vegetation.

O. Advocate Reserve Parking to minimize Stormwater Runoff.

7. STORMWATER MANAGEMENT

RECOMMENDATIONS

Relative to Stormwater Management, the following is recommended:

+ consider the Best Practices outlined on page 21;

+ focus on Implementation Items N. and O., as described on page 21; and

+ utilize the maps in Appendix C to focus on specific stormwater improvements.

Clearly there are two problems that need to be addressed. One problem pertains to resolving existing stormwater management issues. The second problem pertains to determining the most innovative stormwater management solutions whenever new development occurs.

More detailed township-wide analyses pertaining to Stormwater Management are currently underway by a consulting engineering company. As a result of this study, greater attention will be paid to the Green Infrastructure of Bethlehem Township.

8. FUTURE LAND USE

GOALS & OBJECTIVES

Objectives:

8.a. Tread lightly on the land, and attempt to balance the amount of land that is covered by buildings and impervious surfaces, with an amount that remains open.

8.b. Strive to cluster development to control sprawl.

8.c. Promote mixed-uses to encourage walkability.

8.d. Provide pedestrian gathering areas as functional open spaces.

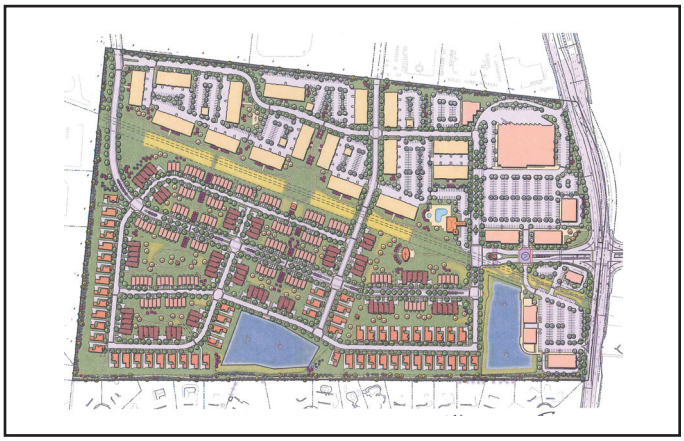
8.e. Diversify areas to be developed with open spaces for active and passive recreation.

8.f. Proportion the intensity of land use, in sync with available infrastructure for roads, sewer, and water.

8.g. Mitigate the adverse effects of development, such as traffic congestion, flooding, deforestation ,and viewshed destruction.



Light Imprint Cluster Development


Compact, Mixed-Use, Walkable Neighborhood



Pedestrian Gathering Area


Village Green Precedent

8. FUTURE LAND USE

BEST PRACTICES



Light Imprint Residential Development



Well Designed Commercial Development with Attractive Streetscape Features



Lehigh River Greenway Conservation

Best Practices:

8.1. Build new development concurrent with existing infrastructure (roads, public sewer and public water, and stormwater management).

8.2. Determine opportunities for diversifying existing non-residential developments, in order to accommodate growth.

8.3. Protect environmentally sensitive areas, including Riparian Buffers, Wetlands, and Surface Waters.

8.4. Protect agricultural areas by encouraging farming, by considering the transfer of development rights, and by promoting light imprint development.

8.5. Protect scenic areas, especially water features and woodlands

8.6. Promote close-to-home employment opportunities to lessen demands on the transportation network.

8.7. Promote clustered development to create Places of distinction (as show in Appendix F).

Implementation Items (see Chapter 15 for additional details):

P. Refine cluster development Ordinances to promote Placemaking as described and depicted in Appendix F.

8. FUTURE LAND USE

BEST PRACTICES



Housenick Park Master Plan



Well Designed and Programed Community Recreation Center



Village Green Precedent

Best Practices:

8.8. Promote opportunities for adaptive re-use of existing buildings in selected existing development areas, to lessen the burden of developing greenfield sites.

8.9. Require vehicular circulation and pedestrian circulation improvements to effectively service intensified land use.

8.10. Require more effective stormwater management practices to better accommodate intensified land use.

8.11. Maintain, conserve, and enhance existing neighborhoods.

8.12. Require buffers whenever there are incompatible land uses.

8.13. Protect historic resources and landmarks.

Implementation Items (see Chapter 15 for additional details):

Q. Refine Open Space Standards and Requirements to specify the design of functional pedestrian gathering areas.

8. FUTURE LAND USE

RECOMMENDATIONS

The overarching recommendations pertaining to Future Land Use, include:

+ consider the Best Practices outlined on pages 24 and 25;

+ focus on Implementation Items P. and Q., as described on pages 24 and 25; and

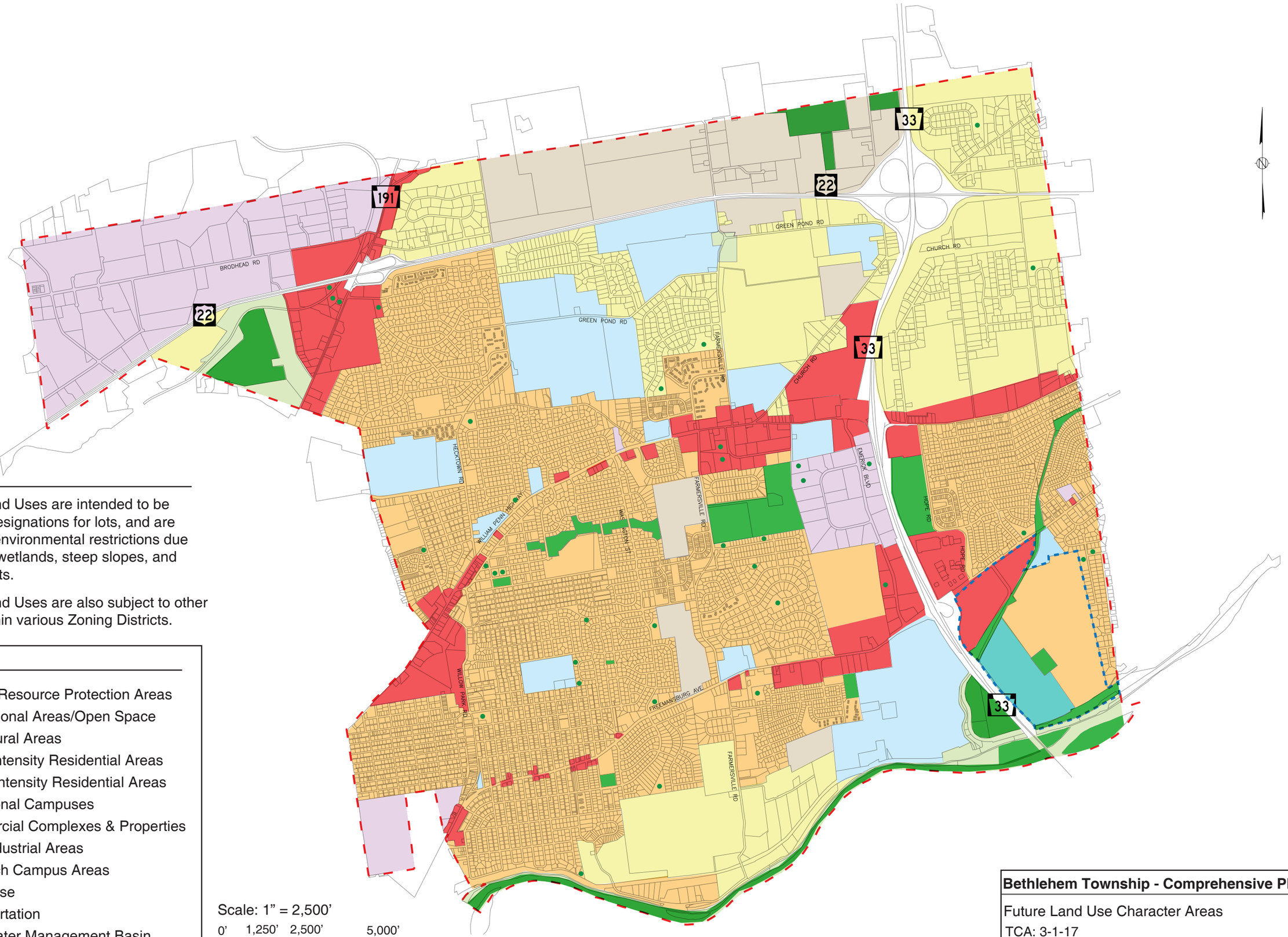
+ maintain and create the Future Land Use Character Areas as depicted on page 27.

Essentially, the overarching view represented in the map on page 27 titled: “Future Land Use Character Areas”, is to proceed in the future with the ways properties are currently zoned. It should be noted, however, that Bethlehem Township will continue to primarily direct development along the three major highway corridors of the Township, including:

- Route 191 - Nazareth Pike;
- Easton Avenue/ William Penn Highway; and
- Freemansburg Avenue.

Further, Bethlehem Township will continue to advocate the protection of riparian corridors throughout the Township, especially along Monocacy Creek and Nancy Run.

Although there may be minor changes to the existing Zoning Map to help implement the Character Areas, the majority of the existing Zoning district boundaries should remain unchanged as a result of the Comprehensive Plan Updated 2017.



Notes:

1. The Future Land Uses are intended to be predominant designations for lots, and are subject to the environmental restrictions due to floodplains, wetlands, steep slopes, and other constraints.

2. The Future Land Uses are also subject to other limitations within various Zoning Districts.

Legend:

- Natural Resource Protection Areas
- Recreational Areas/Open Space
- Agricultural Areas
- Lower Intensity Residential Areas
- Higher Intensity Residential Areas
- Institutional Campuses
- Commercial Complexes & Properties
- Light Industrial Areas
- Research Campus Areas
- Mixed Use
- Transportation
- Stormwater Management Basin

Scale: 1" = 2,500'

0' 1,250' 2,500' 5,000'

Bethlehem Township - Comprehensive Plan

Future Land Use Character Areas

TCA: 3-1-17

9. REDEVELOPMENT

GOALS & OBJECTIVES

Enhance Neighborhood Areas Goal:
Promote Context-Sensitive Residential Development

Objectives:

9.a. Maintain, conserve, and enhance existing neighborhood character with smaller (versus larger) residential and commercial lots, uses, and buildings.

9.b. Promote low impact infill development, low intensity redevelopment, and the adaptive reuse of existing buildings.

9.c. Consider historical development prototypes (such as a Village or Hamlet), when creating new neighborhoods, and consider mixed-use, and mixed housing types.

9.d. Promote walkability to parks, cafes, small stores, small restaurants, small offices, and small specialty shops and service businesses.

9.e. Promote park and recreation opportunities in neighborhoods.



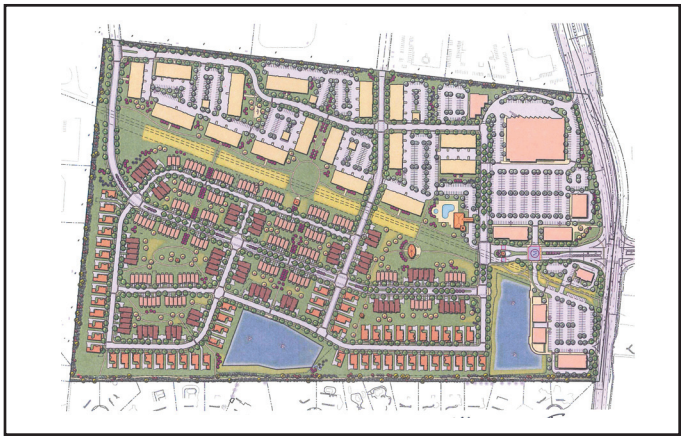
Mixed-Use Neighborhood



Mixed Use Building



Mixed Housing Type Neighborhood



Mixed-Use Neighborhood

9. REDEVELOPMENT

GOALS & OBJECTIVES

Enhance Commercial Areas Goal:
Promote Context-Sensitive Commercial Development

Objectives:

9.f. Enhance larger commercial lots and uses through redevelopment and improved pedestrian amenities, landscaping, and lighting.

9.g. Promote mixed use to diversify and add variety to existing monocultural environments.

9.h. Create a sense of place in commercial environments, and minimize the adverse visual impact of expansive parking fields through the use of shade trees, screening, and grade changes.

9.i. Create new commercial development with smaller shops and stores.

9.j. Upgrade the architectural character of larger commercial buildings.

9.k. Promote a Streetscape character with two-story specialty shops and stores along sidewalks, and with street trees, street lights, and benches.

9.l. Maintain and expand public transportation opportunities along the major highway corridors of the Township

9.m. Improve the transition from commercial areas to existing residential neighborhoods.



New Commercial Development at Madison Farms


Commercial Development with Smaller Stores



New Commercial Development at Madison Farms


Commercial Development with Smaller Stores

9. REDEVELOPMENT

GOALS & OBJECTIVES

Enhance Village Areas Goal:
Promote the Continuation of the Integrated Hospital-Healthcare Village, and
Promote the Continuation of Integrated Traditional Neighborhood Developments

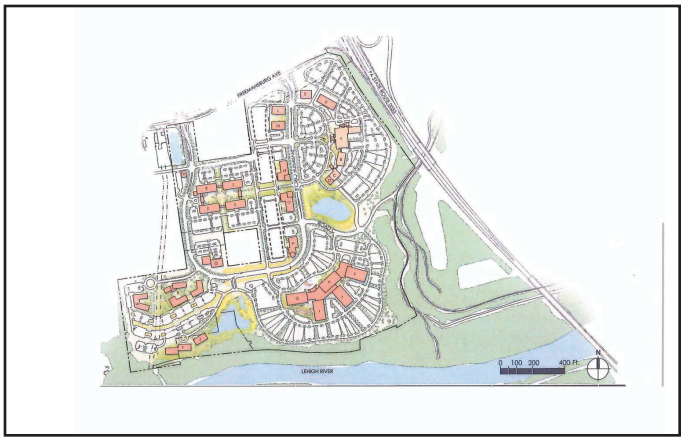
Objectives:

9.n. Connect the west and east sections of St. Luke's; create a network of open space and recreational opportunities for pedestrians and bicyclists; and maintain vehicular access to the Lehigh River.

9.o. Protect the natural features of the Lehigh River and connect the development program to this scenic amenity.



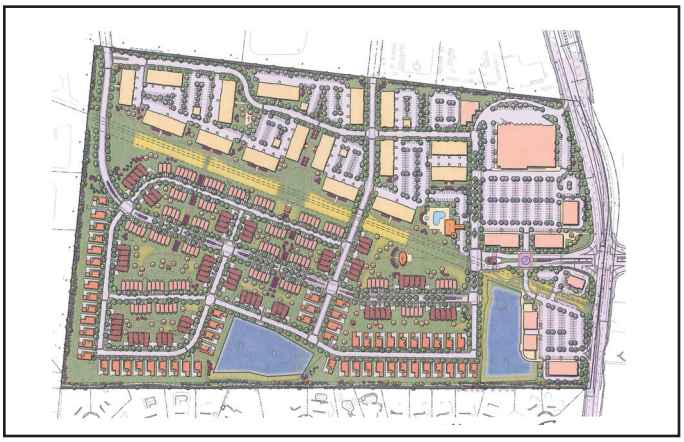
St. Luke's Hospital-Healthcare Campus



Integrated Hospital-Healthcare Village

9.p. Continue to integrate housing types, parks, shops and stores into a seamless, interconnected place with through streets, alleys, sidewalks, crosswalks, walkways and trails.

9.q. Continue to create pedestrian gathering areas.



Integrated Traditional Neighborhood Development at Madison Farms



Effective Bike Lane

9. REDEVELOPMENT

BEST PRACTICES



Butztown poised for Redevelopment



Compact Commercial Development



Compact Residential Development

Best Practices:

9.1. Promote compact, mixed-use, walkable places at Redevelopment Sites, and consider new uses where appropriate.

9.2. Develop a Manual of Written & Graphic Design Guidelines for: Redevelopment Projects; and for Placemaking, as indicated in Appendix F.

9.3. Enable Mixed-Use to incent Redevelopment on selected Sites, including both Vertical Mixed-Use, and Horizontal Mixed-Use.

9.4. Enable second floor apartments and offices above existing one-story commercial buildings.

9.5. Create Building Height and Density Bonuses to incent Redevelopment.

9.6. Utilize Shared Parking to economize on parking lot size.

9.7. Promote Educational, Recreational, and Residential Uses at Redevelopment Sites.

Implementation Items (see Chapter 15 for additional details):

R. Amend the Zoning Ordinance to include Design Guidelines for Redevelopment as an Appendix exhibit, based on the interpretation of the Appendix B drawings.

S. Investigate LERTA (Local Economic Revitalization Tax Assistance) to incentivize Redevelopment Projects.

9. REDEVELOPMENT

BEST PRACTICES



Buildings and Wings of Buildings enclose Central Green Space



Ship Carpenter's Square with Central Green Space
Lewes, DE



Streetscape formed by "bookend buildings", with Street Trees, Sidewalks, and Street Lights

Best Practices:

9.8. Create Campus-type Environments as well designed places, whereby buildings are arranged around a Central Green Space. Also refer to Appendix F for Placemaking Principles.

9.9. Cluster development on tracts of 5 acres and greater, featuring buildings arranged around a Central Green Space (used for pedestrian gathering and enclosed on two to three sides by buildings).

9.10. Create attractive and functional Streetscapes, with a complete outfit of Sidewalks, Crosswalks, Street Trees, and Street Lights.

9.11. Redesign parking Lots to create more shade, and improve vehicular and pedestrian circulation.

Note:
Also See Appendix D relative to Real Estate Vacancies and opportunities for small scale non-residential uses.

Implementation Items (see Chapter 15 for additional details):

T. Amend the Zoning Ordinance to enable Campus Redevelopment on Selected Vacant and/or underperforming commercial sites. Refer to Appendix F for Placemaking Principles.

9. REDEVELOPMENT

RECOMMENDATIONS

Various concepts for Redevelopment are presented in Appendix B,pages B-4 to B-9, as "Development Strategy Plans". Several sites along the main commercial road corridors of Bethlehem Township were analyzed and evaluated relative to hypothetical building locations, parking locations, vehicular accessways, pedestrian circulation, streetscape enhancement, pedestrian amenities, and landscaping.

Redevelopment Recommendations, in addition to those sketched in Appendix B include:

+ consider the Best Practices outlines on pages 31 and 32; and

+ focus on Implementation Items R., S., and T. on pages 31 and 32.

Through Redevelopment, Bethlehem Township can achieve growth without converting undeveloped land in the future. Obviously some of the existing undeveloped land will be converted to new Uses in the future. However, since most of the land in Bethlehem Township is already developed, considerable Redevelopment is anticipated over the next 10 years.

When Redevelopment occurs, it should be noted that Appendix D. could also be of value in that the findings indicate that there is a large inventory of large building square footages available, as well as almost no inventory of building space for small and medium sized businesses.

10. PARKS, RECREATION & OPEN SPACE

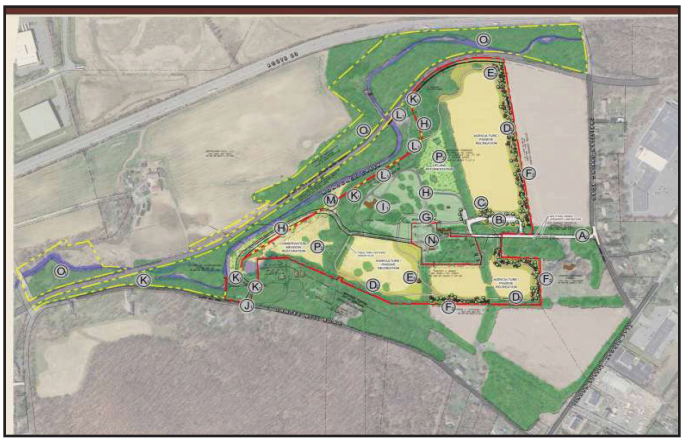
GOALS & OBJECTIVES

Maintain and Improve Community Services Goal: Provide Needed Community Amenities

Objectives:

10.a. Maintain and enhance existing Parks and Playfields.
10.b. Provide additional Recreational opportunities, for persons of all ages and abilities.
10.c. Expand the network of existing Trails, and Walkways.
10.d. Require Sidewalks and Crosswalks in all new land development projects.
10.e. Extend existing Sidewalks and Crosswalks.
10.f. Promote walking and other healthy activities.
10.g. Maintain existing Community Facilities, such as Schools, Hospitals, and Libraries.
10.h. Provide for expanded recreation opportunities such as a Dog Park.
10.i. Provide for expanded recreation opportunities such as Playfields.
10.j. Improve and expand access to the Lehigh River to promote increased use.
10.k. Continue to utilize Fee-in-Lieu contributions for park enhancements.


Bethlehem Township Community Center


Housenick Park Master Plan


Swimming Pool at the Community Center


Playground at the Community Center

10. PARKS, RECREATION & OPEN SPACE

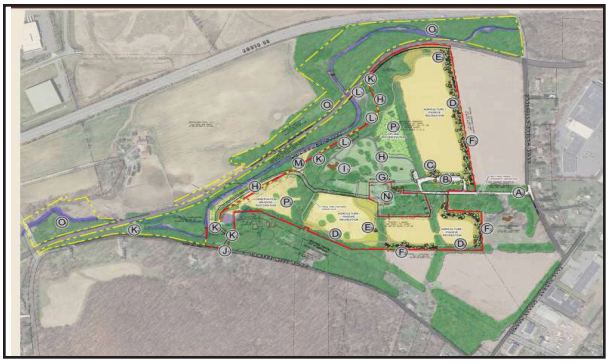
BEST PRACTICES



Bethlehem Township Community Park



Lehigh River



Housenick Park Master Plan

Best Practices:

10.1. Calibrate the need for additional Community Parkland and Neighborhood Parkland.

10.2. Maintain and improve existing Parks and Recreational Areas.

10.3. Prepare Master Plans to improve existing Parks & Recreational Areas.

10.4. Promote and provide improved access to the Lehigh River along our southern boundary.

10.5. Construct and Maintain a Dog Park, accessible to all.

10.6. Provide recreational amenities for persons of all age groups and abilities.

10.7. Require Private Sector installation of Pedestrian Gathering Areas for new development and redevelopment.

10.8. Continue to utilize Recreation Fee-in-Lieu contributions for both Residential development and Non-Residential development, as determined by the Township, if on-site recreation and/or open space can not be provided.

Implementation Items (see Chapter 15 for additional details):

U. Utilize a park acreage rule of thumb of 8.5 to 10.5 acres of Parkland for every 1,000 persons.

V. Prepare Conceptual Master Plans to depict improvement needs at all existing parks and recreational sites.

W. Create Design Standards for Recreational Facilities in the Bethlehem Township Subdivision & Land Development Ordinance.

10. PARKS, RECREATION & OPEN SPACE: TRAILS, SIDEWALKS, & CROSSWALKS

BEST PRACTICES



Trail in Woodland Setting at D&L Trail



Trail Network



Well Designed Crosswalk

Best Practices:

10.9. Create an Interconnected Network of pedestrian circulation systems.

10.10. Link existing Parks, Schools, and other public spaces to the maximum extent possible.

10.11. Extend/Connect existing Trails and Sidewalks.

10.12. Create Pedestrian Greenways, such as the Nancy Run/Willow Park Trail, Lehigh River Trails, and Housenick Park Trail.

10.13. Require Sidewalks on both sides of all Streets.

10.14. Size Sidewalks to be at least 5 feet in width.

10.15. Construct and Maintain Crosswalks to better connect Sidewalks and Trails.

10.16. Size Crosswalks to be at least 6 feet in width.

10.17. Install and maintain Signage for the safety of pedestrians.

Implementation Items (see Chapter 15 for additional details):

X. Modify the Design Standards for Sidewalks and Crosswalks in the Subdivision & Land Development Ordinance to address the size, materials, locational requirements, and signage for pedestrian circulation systems.

Y. Continue to implement the 1995 Comprehensive Park Recreation and Open Space Plan, to create/extend Trails.

10. PARKS, RECREATION & OPEN SPACE

RECOMMENDATIONS

Bethlehem Township adopted a Comprehensive Park Recreation and Open Space in September 1995. A 2015 Supplement was adopted in 2015. These recommendations are intended to serve as the Recreation Plan Addendum 2017. These recommendations are based upon a Service Area Analysis of existing and planned parks that are publicly owned and maintained.

The existing parks include:

1. Bethlehem Township Community Center, Bethlehem Township Municipal Park, and Bethlehem Township Municipal Park North;
2. The Janet Johnston Housenick and William D. Housenick Memorial Park;
3. Louise W. Moore County Park;
4. Chetwyn Terrace Park;
5. Bethlehem Township Future Park;
6. Birchwood Park;
7. Comer Park;
8. 14th Street Park; and
9. Delaware & Lehigh National Heritage Corridor.

These 9 existing parks are shown on the “Existing Parks & Immediate Service Areas” map on page 42, relative to three service area radii, including:

- a 2 - mile Service Area for the largest and most diverse Community Park;
- a 1 - mile Service Area for Housenick and Moore Parks; and
- a ½ - mile Service Area for Neighborhood Parks.

Note: The Service Area radii are based upon the Standards of the National Recreation and Park Association (NRPA).

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10. PARKS, RECREATION & OPEN SPACE

RECOMMENDATIONS

As a result of the Service Areas analysis, a few overarching recommendations include:

A. Continue to maintain and improve all municipal parks and, in so doing, "stretch" the immediate service areas from 2 to 3 miles for the major Community Parks, for 1 to 2 miles for the Housenick and Moore Park sites, and from ½ to 1 mile for the Neighborhood Parks;

B. Promote the expansion of the park system by investigating opportunities for linking parks together with trails and walkways; and

C. Promote new parks in underserved areas of the Township.

Notes:

1. The NRPA Standards for Service Area radii vary depending on the extent of recreational facilities within a park and the nature of the community being served. The ranges include: 2 to 3 miles for major Community Parks; 1 to 2 miles for Community Parks; and ½ to 1 mile for Neighborhood Parks.

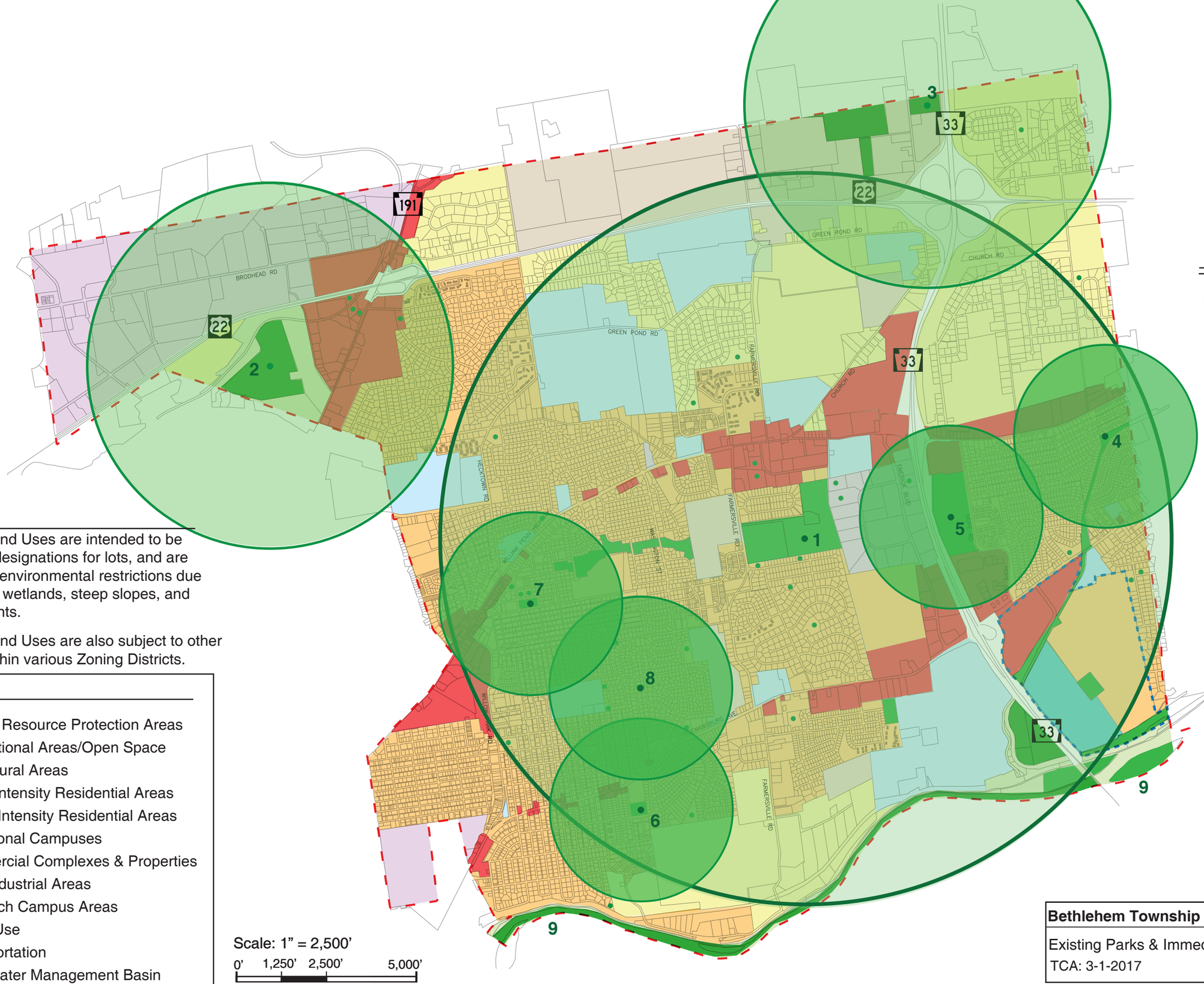
2. The Service Areas can be "stretched" by upgrading and improving existing parkland so that existing facilities offer increased opportunties for recreational use. In so doing, after there more facilities for park users of all ages and abilities it is likely that people will travel greater distances to utilize the expanded park system.

The Greenways depicted on page 40 pertain to five (5) segments of green space including:

+ Monocacy Creek Greenway;
+ Nancy Run Greenway;
+ Bethlehem Township Community Center Trail & Greenway, linked to the Madison Farms neighborhood;
+ Bethlehem Township/Palmer Rail Trail; and
+ Lehigh River Greenway/Delaware & Lehigh National Heritage Corridor Trail.

These Greenways should be considered as an expanded version of the park system depicted on page 39.

In addition, the Recommendations for future Parks, Recreation & Open Space is to exercise the Best Practices on pages 35 and 36, and to implement items U through Y on pages 35 and 36.



Notes:

1. The Future Land Uses are intended to be predominant designations for lots, and are subject to the environmental restrictions due to floodplains, wetlands, steep slopes, and other constraints.
2. The Future Land Uses are also subject to other limitations within various Zoning Districts.

Legend:

- Natural Resource Protection Areas
- Recreational Areas/Open Space
- Agricultural Areas
- Lower Intensity Residential Areas
- Higher Intensity Residential Areas
- Institutional Campuses
- Commercial Complexes & Properties
- Light Industrial Areas
- Research Campus Areas
- Mixed Use
- Transportation
- Stormwater Management Basin

Scale: 1" = 2,500'

0' 1,250' 2,500' 5,000'

Immediate Service Areas of Existing Parks

- 2 Mile Service Area Radius
- 1 Mile Service Area Radius
- 1/2 Mile Service Area Radius

Parks:

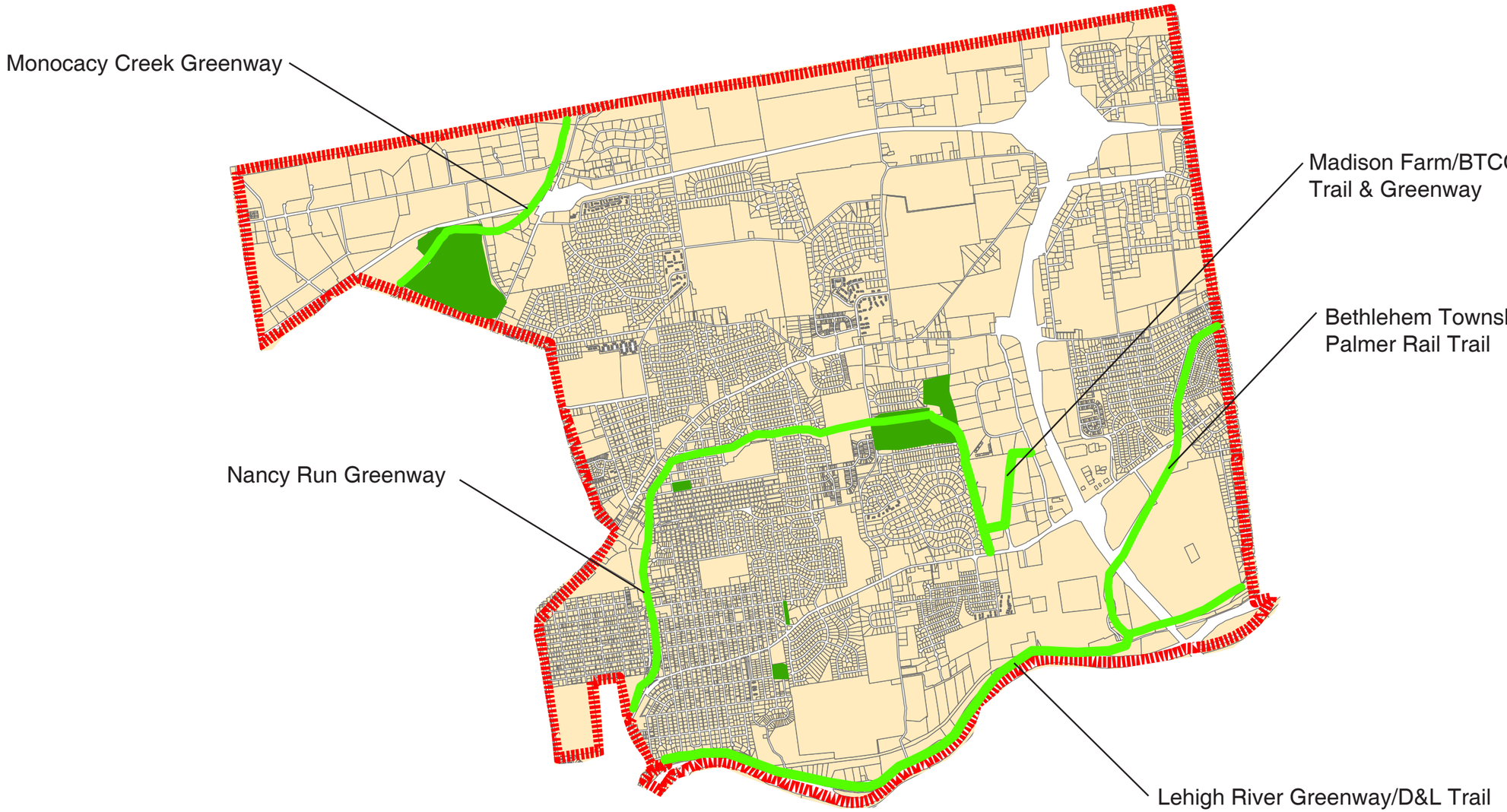
1. Community Center & Municipal Park
2. Housenick
3. Louise Moore
4. Chetwyn Terrace
5. BT Future
6. Birchwood
7. Comer
8. 14th Street
9. Delaware & Lehigh National Heritage Corridor

Bethlehem Township - Comprehensive Plan

Existing Parks & Immediate Service Areas

TCA: 3-1-2017

Bethlehem Township Greenways



11. NATURAL RESOURCES

GOALS & OBJECTIVES

Plan for Sustainability Goal: Minimize Impact of Growth and Change

Objectives:

11.a. Protect important Natural Areas.

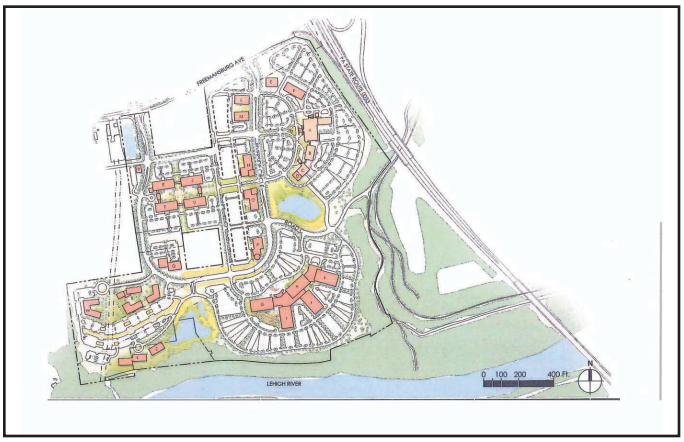
11.b. Promote more sustainable land development practices, with a healthy amount of Green Areas.

11.c. Consider Redevelopment opportunities, versus Greenfield development.

11.d. Promote Greenways such as at Willow Park, Nancy Run, and Emerald Hills.

11.e. Establish requirements for Riparian Buffer Restoration.

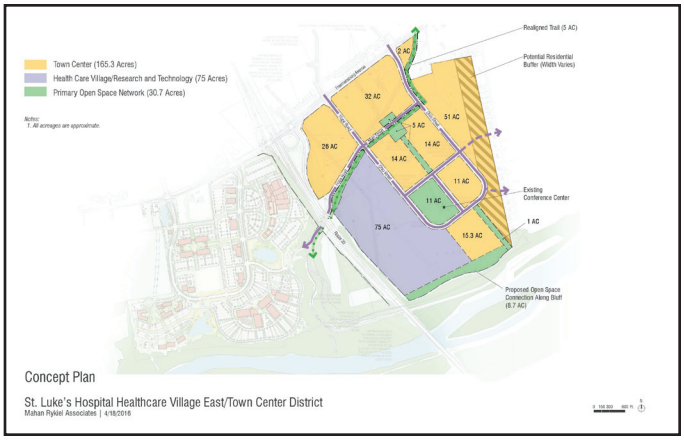
11.f. Promote Agricultural lands to promote food production.



St. Luke's, west of Rt. 33


St. Luke's, east of Rt. 33


St. Luke's Pedestrian Gathering Area



St. Luke's East Concept Plan

11. NATURAL RESOURCES

GOALS & OBJECTIVES

Support Conservation Design Goal:
Promote Light Imprint Residential Development

Objectives:

11.g. Foster lower intensity cluster development while conserving the quality of creeks, streams, and other natural features.

11.h. Protect environmentally sensitive areas and habitats, by clustering homes in locations outside of forested areas and wet soils.

11.i.. Designate open space for recreational purposes, ranging from pocket parks to playfields, as part of a cluster development.

11.j. Utilize conservation design areas as a transition from higher to lower intensity use areas, as part of a cluster development.

11.k. Promote cluster development as a means of protecting agricultural lands.



Effective Cluster Development


Effective Cluster Development



Effective Cluster Development

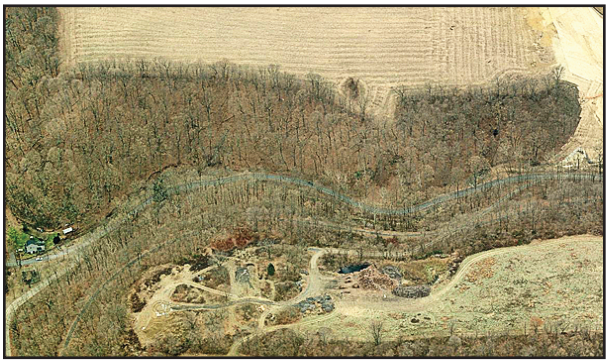

Effective Stormwater Management

11. NATURAL RESOURCES

BEST PRACTICES



Nature abounds on east side of Rt. 33 and the Lehigh River



Woodland



Agricultural Cluster Development

Best Practices:

11.1. Refine existing regulations pertaining to Natural Resource Protection, to minimize adverse environmental effects.

11.2. Establish Environmental Impact Mitigation Standards and Requirements.

11.3. Require Tree Replacement to compensate for larger tree removals, as well as fees in lieu of the replacements.

11.4. Research and identify options for preferred Riparian Buffer widths.

11.5. Re-establish Riparian Buffers along selected Streams.

11.6. Encourage cluster development to protect the most critical natural resources at proposed development sites.

11.7. Encourage the planting of trees to help beautify and enhance streets, parks and greenways.

11.8. Nurture opportunities for food production through a Sustainability Plan, with consideration for Community Gardens.

Implementation Items (see Chapter 15 for additional details):

Z. Amend the Bethlehem Township Subdivision & Land Development Ordinance to establish Environmental Impact Mitigation Standards and Requirements, and consider impact fees in lieu.

AA. Amend the Bethlehem Township Ordinances to strengthen and to increase the effectiveness of Natural Resource Protection.

11. NATURAL RESOURCES

RECOMMENDATIONS

Recommendations for Natural Resources Protection are included in the Best Practices and Implementation Items on page 43. Through the protection of Natural Resources, problems pertaining to Stormwater can be minimized. In addition, this Comprehensive Plan Update 2017 advocates that future land development reflect a more balanced consideration of natural resources protection.

There are two overall ways that Natural Resources Protection can occur in the future. One way is to simply enforce the existing regulations in the existing Ordinances. The other way is to strengthen the regulations and requirements for Natural Resources Protection, as identified in Chapter 15 under Implementation Strategies.

12. STREETSCAPE ENHANCEMENTS

GOALS & OBJECTIVES

Expand Streetscapes Goal:
Promote Street Edges that are Attractive, Functional, and Leafy

Objectives:

12.a. Maintain and expand the Streetscape, especially along the Rt. 191/Nazareth Pike corridor; the Easton Avenue/William Penn Highway corridor; and the Freemansburg Avenue corridor, Hope Road, Farmersville Road, and other primary roads.
12.b. Enhance traffic flow by minimizing curb cuts and by adding center left-turn lanes to better access existing curb cuts.
12.c. Provide sidewalks and crosswalks to the maximum extent possible.
12.d. Provide street trees and shade trees to the maximum extent possible.
12.e. Provide street lights to the maximum extent possible, and provide pedestrian scaled street lighting within any new developments.
12.f. Provide bus shelters and benches to enhance bus ridership.
12.g. Tame signage clutter and enhance wayfinding with an attractive signage program.
12.h. Place utilities underground to minimize adverse visual impacts and enable street tree growth.



Streetscape & Bus Shelter at Madison Farms


Effective Streetscape along Freemansburg Avenue


Effective Streetscape along William Penn Highway


Effective Streetscape along Easton Avenue

12. STREETSCAPE ENHANCEMENTS

GOALS & OBJECTIVES

Promote a Well Designed Public Realm Goal: Enhance Civic Design

Objectives:

12.i. Develop context-sensitive outcomes in Places such as Butztown, Farmersville, and Miller Heights, so that infill development emulates the existing small-town character of the neighborhoods.

12.j. Design construct and maintain Pedestrian Gathering Areas in Butztown, new developments, and redevelopment sites, as part of land development and redevelopment projects.

12.k. Develop a Branding System with images, colors, etc., to celebrate the heritage of Bethlehem Township. (see Appendix E)

12.l. Create a Wayfinding Signage Program to accent Gateways and special places in Bethlehem Township. (see Appendix E)


Butztown Historic Building-Office


Butztown Aerial View


Butztown Historic Building-Tavern



Pavilion/Pedestrian Gathering Area Precedent

12. STREETSCAPE ENHANCEMENTS

BEST PRACTICES



Effective Streetscape Edge along Freemansburg Avenue



Effective Streetscape



Well Crafted Monument Sign

Best Practices:

12.1. Extend Streetscape Enhancement Overlay District requirements to the North-South oriented Roads.

12.2. Outline a Maintenance program for existing trees along Township Roads.

12.3. Convert existing cobra-head Style Street Lights to more pedestrian-oriented Street Lights.

12.4. Identify existing Streetscapes in need of increased illumination for safety purposes.

12.5. Coordinate with LANTA to expand bus service and bus shelters, and to promote clean bus shelters.

12.6. Minimize new curb cuts, to better enable a continuous sidewalk and street edge conditions, without interrupting pedestrian amenities.

12.7. Create an effective and colorful Wayfinding Signage System, with a focus on “re-Branding” for Bethlehem Township. (see Appendix E)

Implementation Items (see Chapter 15 for additional details):

BB. Amend the Bethlehem Township Ordinances to expand the Streetscape Enhancement Overlay District applicability.

CC. Amend the Bethlehem Township Ordinances to include Appendix exhibits of enhanced Streetscape Design & Construction requirements.

DD. Amend the Bethlehem Township Ordinances to require larger caliper trees.

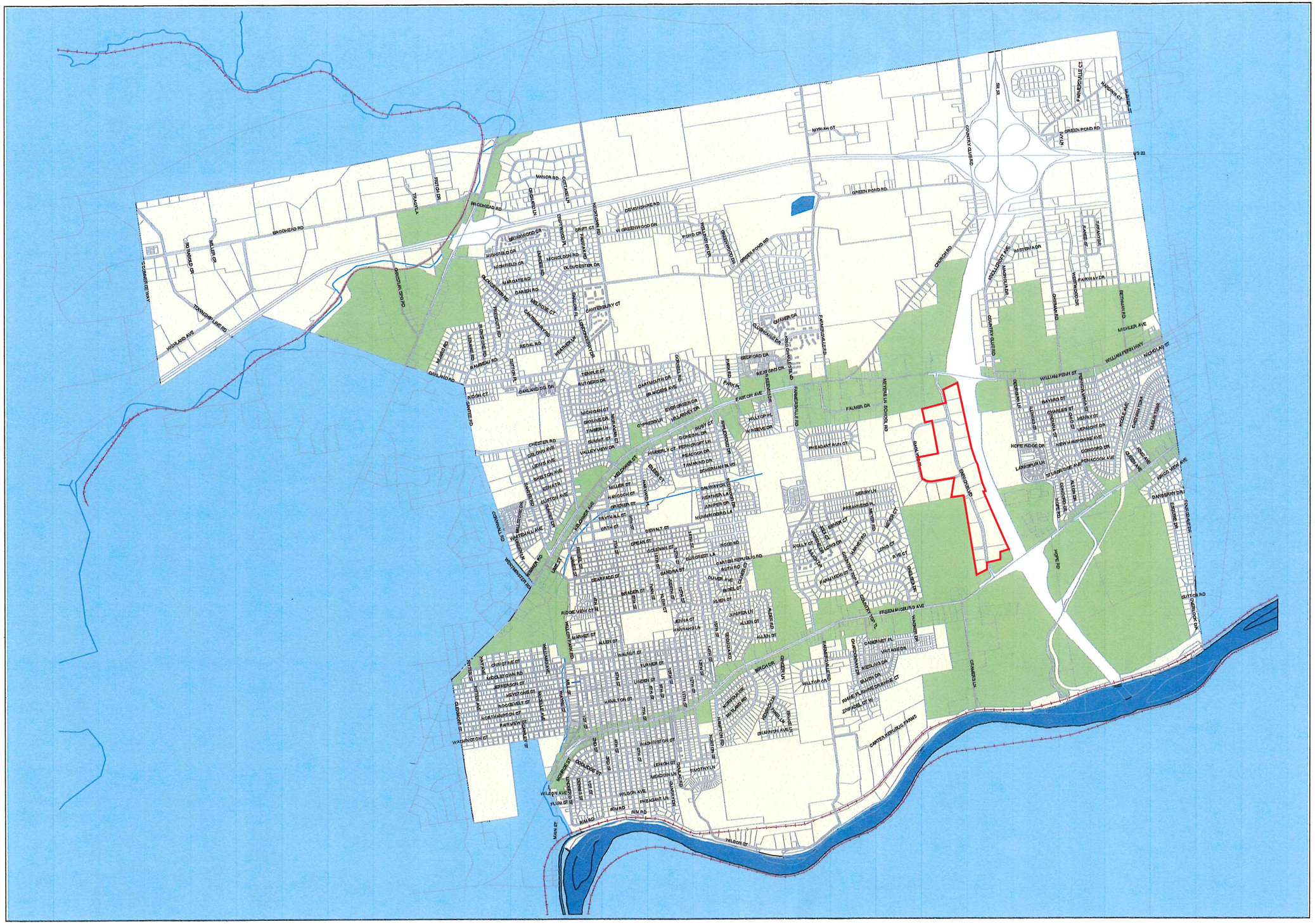
12. STREETSCAPE ENHANCEMENTS

RECOMMENDATIONS

Page 47 includes several recommendations for Streetscape Enhancements, in the context of Best Practices and Implementation Items. In addition, the exhibit on page 49 that follows, depicts a recommended extension of the existing Streetscape Enhancement Overlay District.

As part of the overall Recomendations for Streetscape Enhancement, a series of Wayfinding Concepts are presented in Appendix E. A more attractive roadside character is strongly recommended, through the enhancement of Signage in Bethlehem Township.

DESIGNATED STREETSCAPE ENHANCEMENT AREAS



Legend

- Designated Streetscape Enhancement Areas
- Parcels
- Lakes & Rivers
- Railroads
- Road Centerlines
- Streams
- Recommended Extension of the existing Streetscape Enhancement Area

N

800 0 800 1600 2400

Feet

Data Source:
Bethlehem Township
December 2003

Bethlehem Township

Northampton County
Pennsylvania

Comprehensive Plan
and
Zoning Ordinance Update
2004

Streetscape Enhancement
Overlay District

Prepared By:

Thomas Comitta Associates, Inc.

Town Planners & Landscape Architects
18 West Chestnut Street
West Chester, PA 19380

Date: June 16, 2004
March 1, 2017

13. INTERRELATIONSHIPS OF PLAN COMPONENTS/FOCUS AREAS

Each of the seven (7) Plan Components/Focus Areas relate well to one another for the following reasons:

+ at most of the 16 meetings/work sessions of the Comprehensive Plan Advisory Committee, all seven (7) focus areas (Transportation, Stormwater, Land Use, Redevelopment, Parks/Recreation/Open Space, Natural Resources Protection, and Streetscape Enhancements), were collectively discussed, analyzed, and adjusted to achieve a strong interrelationship;

+ all of the Plan Components/Focus Areas are interrelated and consistent with existing plans (Act 537 Sewage Facilities Plan, Act 209 Transportation Capital Improvements Plan, and Park & Recreation Plan); and

+ all of the Plan Components/Focus Areas were created to be favorably in sync with the Smart Growth Overlay Zoning Districts created in 2004 in response to the 2004 Comprehensive Plan.

A wide range of Implementation Strategies are recommended to further strengthen the Plan Components over the next 10 years, as outlined in Chapter 15.

14. COMPATIBILITY WITH LVPC POLICY AND ADJOINING MUNICIPALITIES

This Comprehensive Plan is compatible with policies of the Lehigh Valley Planning Commission and the adjoining municipalities for the following reasons:

+ proposed Transportation and Stormwater infrastructure improvements are viewed from a regional perspective (as all major roads lead somewhere else, and all water flows downhill to other places, and the Comprehensive Plan Advisory Committee was mindful of this condition);

+ proposed Land Use Character Areas were viewed from a regional perspective. All designations for future land use are compatible with conditions along the borders of Bethlehem Township in Palmer Township, Williams Township, Lower Saucon Township, Freemansburg Borough, City of Bethlehem, Hanover Township and Lower Nazareth Township.

  The existing land development pattern of Bethlehem Township favors a logical and neighborly transition with its municipal neighbors, whereby the densely populated, historic and more urban western end of the community shares many development characteristics with the neighboring City of Bethlehem. In contrast, the northern portion of the Township remains rural or agricultural in nature, similar to Lower Nazareth Township. The eastern portion of the community shares similarities with neighboring Palmer Township, as both municipalities have experienced recent suburban style growth in the past 10 years.

  Bethlehem Township's location in the heart of the Lehigh Valley, between Routes 22, 78, and 33, is in close proximity to the City of Bethlehem and the City of Easton. As such, the Township has accommodated development over the past two decades in recognition of the fact that the Lehigh Valley Region as a whole is the fastest growing region within the Commonwealth of Pennsylvania. The adoption of the Smart Growth Corridors planning and zoning concept in 2004 has been a successful effort in retaining community character along major highway corridors, while providing for functional and attractive developments.

  Another important aspect of compatibility pertains to Bethlehem Township's requirements for excellence in design and generous public improvements; and

+ proposed Natural Resources Protection policies are intended to promote a regional healthy environment (that will benefit Bethlehem Township and the adjoining municipalities).

None of the Recommendations of this Comprehensive Plan will have an adverse effect on Northampton County and the adjoining municipalities.

15. IMPLEMENTATION STRATEGIES

Based on the findings and recommendations in the preceding chapters, a number of "Implementation Items" need to be addressed over the next 10 years (and beyond). These "Implementation Items" are listed below relative to:

+ Timeframe
  1: 2017
  2: 2018 to 2020
  3: 2021 to 2027

+ Responsibility
  - Board of Commissioners
  - Planning Commission
  - Parks & Recreation Department
  - Township Staff
  - Township Engineer
  - Penn DOT
  - DEP
  - LANTA
  - Private Sector
  - Other Agencies

+ Method of Implementation
  - Zoning Ordinance
  - Subdivision & Land Development Ordinance
  - Special Study
  - Plan Review & Evaluation

These Implementation Strategies should be addressed on a regular basis. Adjustments to the Timeframe should be made during periodic updates to the lists on page 53 through 56.

Notes on the Implementation Matrix:

(1) Bethlehem Township can use the following Implementation Matrix as a guide to monitor progress on various initiatives. Therefore, this Implementation Matrix should be periodically reviewed and updated to reflect current Township priorities.

(2) BOC = Board of Commissioners; PC = Planning Commission; TS = Township Staff; TE = Township Engineer; PR = Parks & Recreation Department; PS = Private Sector; PT = Penn DOT; DEP = Department of Environmental Protection; LANTA = Lehigh and Northampton Transportation Authority.

(3) ZO = Zoning Ordinance; SALDO = Subdivision and Land Development Ordinance.

(4) On-Going initiative means that this Implementation Strategy is already happening, and should continue to happen over the next 10 years.

IMPLEMENTATION MATRIX

Item		Time Frame	Responsibility	Method of Implementation
A.	Revise and update the Design Standards for Streets in the Bethlehem Township Subdivision & Land Development Ordinance.	1	PC, BOC	SALDO
A.1.	Complete William Penn Highway Improvements Plan	1	TE, PT, BOC	Special Study
A.2.	Improve Road Corridors	1, 2, 3	TE, BOC, PT	On-Going Initiative
A.3.	Improve Intersection Geometry/Safety	2, 3	TE, TS, BOC, PS	On-Going Initiative
A.4.	Provide More Center Turning Lanes	2, 3	PS, PT, BOC, TS	On-Going Initiative
A.5.	Review Act 209 Plan & Impact Fees	2	TS, TE, BOC	Special Study
B.	Minimize pavements, to minimize Stormwater Runoff and Flooding.	1, 2, 3	PC, BOC, PS	Reduced Development
B.1.	Complete Township-Wide Stormwater Study, and Implement Improvement Projects	1, 2	BOC, DEP	Special Study
C.	Require consideration of pedestrian safety and circulation within all land development projects involving new Streets and new curb cuts.	1	PC, BOC	SALDO
C.1.	Maintain/Improve Bus Service	1, 2, 3	BOC, TS, LANTA	On-Going Initiative
D.	Implement roadway improvements and construction coincident with land development build-out.	1, 2, 3,	PS, BOC, TE, PT	On-Going Initiative
E.	Implement and enforce good traffic planning principles in the vicinity of Rt. 33 by acknowledging potential traffic issues from future land developments.	1, 2, 3,	BOC, PC, TE, PT, PS	On-Going Initiative
F.	Implement traffic policies that require traffic to “back-up” on development property rather than connecting roads.	1, 2, 3,	BOC, PC	On-Going Initiative

IMPLEMENTATION MATRIX

Item		Time Frame	Responsibility	Method of Implementation
G.	Acknowledge and coordinate the potential traffic impact on Township roads created by neighboring communities (Palmer Twp. and Lower Nazareth Twp.)	1, 2	BOC, PC, TE	On-Going Initiative
H.	Improve the Rt. 191 corridor from Brodhead Rd. to Christian Spring Rd.; coordinate with PennDOT on the Rt. 22 access to and from Rt. 191.	2, 3	PT, TE, BOC, PC,	Special Study
I.	Improve the William Penn Highway/Easton Avenue corridor by: • Implementing the pending William Penn Highway Corridor Improvement Project; • Eliminating the angular intersection at Church Rd. and William Penn Highway; • Developing the proposed Myer Land extension; • Minimizing curb cuts for future developments; and • Installing pedestrian traffic controls in the William Penn Highway Corridor.	2, 3	PT, TE, BOC, PC, PS	Special Study
J.	Develop plans to alleviate traffic issues in the Butztown area from Butztown Rd. to Hecktown Rd., including: the Butztown Rd/Easton Ave. intersection; the Santee Road intersection; and align the Hecktown Rd. and Fifth St. intersection.	2, 3	BOC, TE, PT	Special Study
K.	Continue improving the Freemansburg Ave. corridor by aligning the Farmersville Rd. and Freemansburg Ave. intersections, and enforcing the installation of pedestrian traffic control on Freemansburg Ave.	2, 3	BOC, PT, TC	Special Study
L.	Improve road intersections at Farmersville and Freemansburg, Hecktown and William Penn, William Penn and Farmersville, and Hope Rd. and Freemansburg	2, 3	BOC, PT, TE	Special Study
M.	Improve major roads by adding crosswalks and signage at selected intersections, such as at Bayard St. and Hope Rd.	2, 3		On-Going Initiative

IMPLEMENTATION MATRIX

Item		Time Frame	Responsibility	Method of Implementation
			BOC, PC, TE, PT, PS	
N.	Modify the Design Standards for Stormwater Management in the Bethlehem Township Subdivision & Land Development Ordinance to better address and depict effective solutions for Rain Gardens, Green Roofs, Riparian Buffers and filter strips, Vegetated Swales, and the Protection of Vegetation.	1, 2	PC, BOC, TS, TE	SALDO
O.	Advocate Reserve parking to minimize Stormwater Runoff.	1	PC, BOC, TS, TE	Plan Review
P.	Refine Cluster Development Ordinances to Promote Placemaking as described and depicted in Appendix F.	1	PC, BOC, TS	ZO, SALDO
Q.	Refine Open Space Standards and Requirements to specify the design of functional open spaces.	1	PC, BOS, TS	ZO, SALDO
R.	Amend the Zoning Ordinance to include Design Guidelines for Redevelopment as an Appendix exhibit.	1, 2	PC, BOC TS	ZO
S.	Investigate LERTA (Local Economic Revitalization Tax Assistance) to incentivize Redevelopment Projects.	2, 3	TS, BOC	Special Study
T.	Amend the Zoning Ordinance to enable Campus Redevelopment on selected Vacant and/or underperforming commercial sites.	2	PC, BOC, TS	ZO
T.1.	Improve Cluster Development Regulations	2	PC, BOC, TS	ZO
U.	Utilize a park acreage rule of thumb of 8.5 to 10.5 acres of parkland for every 1,000 persons.	2, 3	PC, BOC, TS	Special Study
V	Prepare Conceptual Master Plans to depict improvement needs at all existing parks and recreational sites.	1, 2, 3	PR, BOC, TS	Special Studies
W.	Create Design Standards for Recreational Facilities in the Bethlehem Township Subdivision & Land Development Ordinance.	2	PC, BOC, TS	SALDO

IMPLEMENTATION MATRIX

Item		Time Frame	Responsibility	Method of Implementation
X.	Modify the Design Standards for Sidewalks and Crosswalks in the Subdivision & land Development Ordinance to address the size, materials, locational requirements, and signage for pedestrian circulation systems.	2	PC, BOC, TS, TE	SALDO
Y.	Continue to implement the 1995 Comprehensive Park Recreation and Open Space Plan, to create/extend Trails.	1, 2, 3	PR, BOC, TS	Special Study
Y.1.	Create Pedestrian Greenways	1, 2, 3	PR, TS, BOC	Special Study
Z.	Amend the Bethlehem Township Subdivision & Land Development Ordinance to establish Environmental Impact Mitigation Standards and Requirements, and consider impact fees in lieu.	2	PC, BOC, TS, TE	SALDO
AA.	Amend the Bethlehem Township Ordinances to strengthen and to increase the effectiveness of Natural Resource Protection.	2	PC, BOC, TS, TE	SALDO, ZO
BB.	Amend the Bethlehem Township Ordinances to expand the Streetscape Enhancement Overlay District applicability.	1	PC, BOC, TS	SALDO, ZO
BB.1.	Extend Streetscapes	1, 2, 3	PC, BOC, PS	On-Going Initiative
BB.2.	Create Architectural Design Standards to Guide Building Design in the Streetscape Enhancement Overlay District.	1	PC, BOC, TS	SALDO
BB.3.	Create Wayfinding Signage Program (see Appendix F.)	2	TS, PC	Special Study
CC.	Amend the Bethlehem Township Ordinances to include Appendix exhibits of enhanced Streetscape Design & Construction requirements.	1	PC, BOC, TS, TE	SALDO
DD.	Amend the Bethlehem Township Ordinances to require larger caliper trees.	1	PC, BOC TS	SALDO

APPENDIX A: VISIONING

Visioning exercises took place in July and August 2015. The graphic on page A-2 illustrates the Places Loved, and the Places to be Improved, as identified by the Comprehensive Plan Advisory Committee.

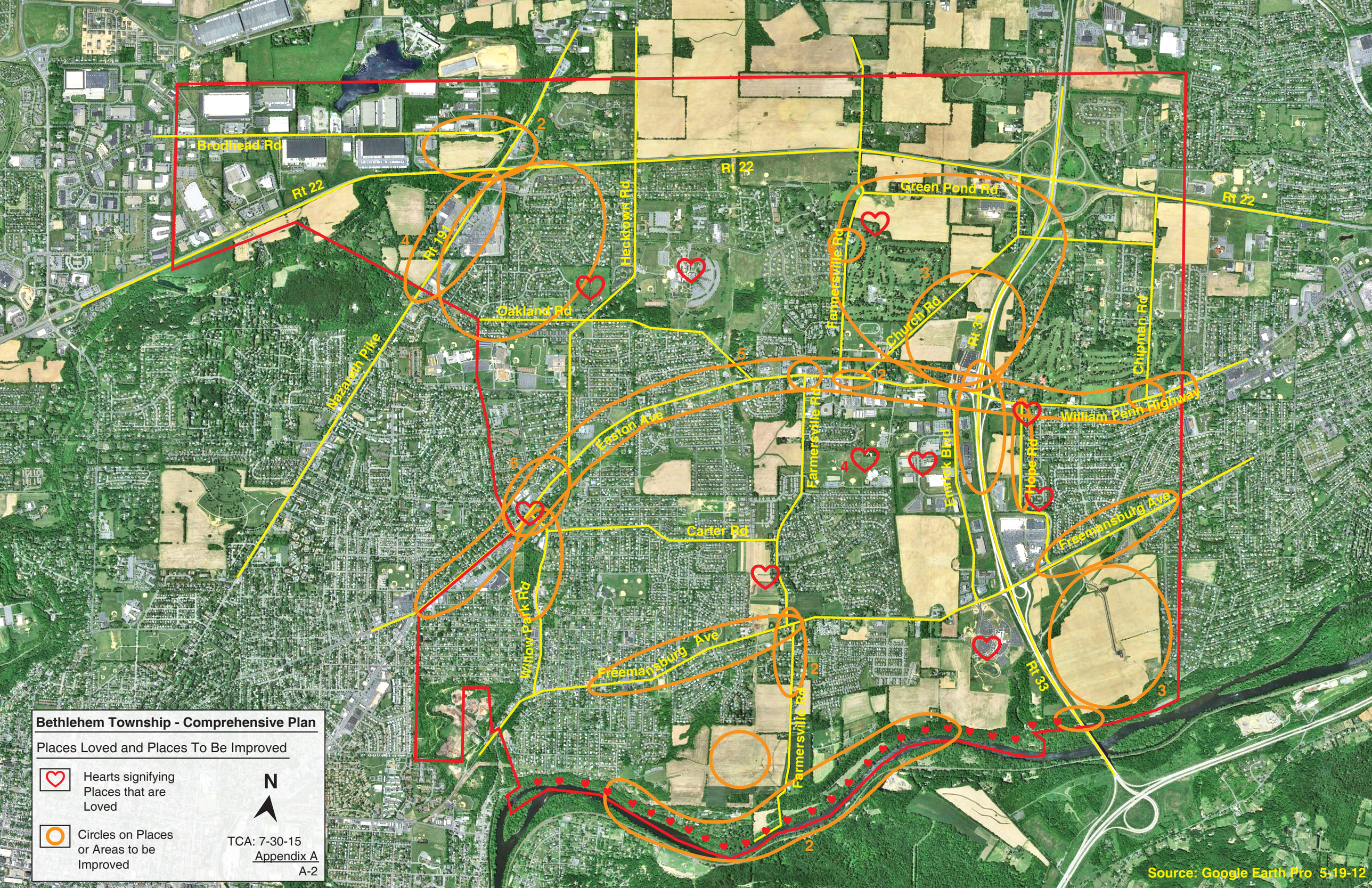
+ The Places Loved, included community assets such as the Bethlehem Township Community Center and Park, as well as the Historic Village of Butztown.

+ The Places to be Improved, included perceived problem areas pertaining in large part to traffic.

Alphabetized lists of these Places appear on page A-3.

An exercise titled "Bethlehem Bucks" was also conducted. High Priority, Medium Priority, and Low Priority items were identified. Each member of the Comprehensive Plan Advisory Committee was given five $20 bills, and was asked to allocate funds towards improving Bethlehem Township. High Priority Items were identified, as listed on page A-4, including:

+ Flood Control/Stormwater Management;
+ Road Improvements, to Mitigate Traffic and Improve Safety;
+ Parks & Playfields Improvements;
+ Trails, Sidewalks & Walkway Connections; and
+ Redevelopment.


Brodhead Rd
Rt 22
Rt 22
Rt 22
Rt 191
Hecktown Rd
Green Pond Rd
Farmersville Rd
Church Rd
Rt 33
Chipman Rd
Oakland Rd
Nazareth Pike
Easton Ave
William Penn Highway
Farmersville Rd
Emrick Blvd
Hope Rd
Freemansburg Ave
Carter Rd
Willow Park Rd
Freemansburg Ave
Farmersville Rd
Rt 33
2
4
3
6
2
6
4
2
3
2
Bethlehem Township - Comprehensive Plan
Places Loved and Places To Be Improved
Hearts signifying Places that are Loved
Circles on Places or Areas to be Improved
N
TCA: 7-30-15
Appendix A
A-2
Source: Google Earth Pro 5-19-12

APPENDIX A: VISIONING (continued)



Places Loved (in alphabetical order)

- Bethlehem Township Community Center & Park
- Butztown/Historic Village
- LVIP VI
- Green Pond Marsh (Important Bird Area)
- Lehigh River Frontage
- St. Luke's Hospital

Note: Other Hearts were placed on the map at the Residences of members of the Comprehensive Plan Committee.



Places or Areas to be Improved (in alphabetical order)

- Butztown/Historic Village (Traffic, Stormwater, etc.)
- Farm (East of Rt 33.; South of Freemansburg Avenue)
- Freemansburg Avenue (Traffic)
- Green Pond Rd./Church Rd./Farmersville Rd. (Traffic)
- Lehigh River Frontage (Water Issues, etc.)
- Route 191 (Traffic and Redevelopment)
- Route 33 (Traffic)
- William Penn Highway/Easton Avenue (Traffic)

Note: Other Circles were placed on the map by the Comprehensive Plan Committee, without attribution, to indicate properties that are developable.

Note: Refer to the aerial photograph on page A-2 for the locations of these Places.

APPENDIX A

BETHLEHEM TOWNSHIP COMPREHENSIVE PLAN
PRIORITIES FOR "BETHLEHEM BUCKS"

August 2015

The Spending Priorities indicated by members of the Bethlehem Township Comprehensive Plan Advisory Committee are listed from highest to lowest value below.

Priority	Dollar Amount Allocated
High Priority Items:	
• Flood Control /Stormwater Management	$225.00
• Road Improvements (Traffic Mitigation & Improved Safety)	$155.00
• Parks & Playfields (Updated/Improved)	$152.00
• Trails, Sidewalks & Walkways (Create Connections; Make more Walkable)	$125.00
• Redevelopment	$70.00
Medium Priority Items:	
• New Industry (New Jobs; Expand tax base with Industry)	$55.00
• Green Infrastructure	$50.00
• Natural Areas	$25.00
• Historic Preservation	$20.00
Low Priority Items:	
• Public Transit	$10.00
• Public Safety	$8.00
• Civic Development	$5.00

Notes:

1. Each of 9 persons were given $100, and asked to allocate these funds to one or more of the above Priorities.
2. TCA computed the allocations based upon the amounts indicated on the Bethlehem Bucks at the 8-6-15 Work Session.
3. TCA grouped the allocations under the categories of "High Priority", "Medium Priority", and "Low Priority" on 8-18-15.

APPENDIX B:

Bethlehem Township Comprehensive Plan Update 2017: Workshops on Redevelopment & Future Land Use

Redevelopment Workshop & Findings

Commercial Development along the primary highway corridors is in need of enhancement. Over the past 30 years, many strip commercial developments were built, and several large auto-dominated shopping centers were built.

These properties could become more functional and attractive. These properties could also become more mixed-use.



The most critical places that would benefit from Redevelopment include:

+ Rt. 191 - Nazareth Pike;

+ Easton Road & William Penn Highway; and

+ Freemansburg Avenue.



In addition to the existing regulations for Commercial Enhancement, and Streetscape Enhancement, the Redevelopment Focus Areas could benefit from Shared Parking if they transition to Mixed-Use.

Further, these areas could benefit by having more Green Areas for Pedestrian Gathering Areas, Rain Gardens, and effective Landscaping.



Please refer to B-3 through B-9 for conceptual sketches depicting preferred outcomes for Redevelopment at selected sites.

APPENDIX B:

Bethlehem Township Comprehensive Plan Update 2017: Workshops on Redevelopment & Future Land Use

Future Land Use Workshop & Findings

The overall thrust for Future Land Use is to achieve a balanced pattern of development, so that does not sprawl out and create adverse impacts. Development needs to be in sync with infrastructure, including roads, public sewer and public water, and stormwater management.

The north central portion of the Township, lands along the streams, lands along the Lehigh River, and existing agricultural areas need to be carefully protected.







An important aspect of achieving balance is to devise a Plan for the protection of natural resources, whereby the following resources are protected:

+ environmentally sensitive areas;

+ agricultural areas; and

+ scenic areas with water features and woodlands.

Increased development and redevelopment should occur in places with existing infrastructure. Future Development should be consistent with the “Future Land Use Character Areas” depicted on page 27.

Please refer to the Best Practices and Implementation Items on pages 24 and 25 for additional details.

Notes:

1. Redevelopment of Vacant, Underutilized, and/or Underperforming properties, provides opportunities for:
   - 1.1. improved vehicular connectivity;
   - 1.2. enhanced pedestrian accessibility;
   - 1.3. new buildings forming a streetscape environment;
   - 1.4. new pedestrian gathering areas; and
   - 1.5. improved parking lot design.
2. The Redevelopment Opportunities shown on the following Concept Plans embody the ideas expressed at the Comprehensive Plan Advisory Committee Workshop on March 3, 2016.
3. The intent of the Concept Plans is to identify ways to potentially strengthen the Bethlehem Township Ordinances to enable more preferred outcomes.
4. The locations for all buildings, roads, parking, etc. is conceptual, and does not reflect consideration for such features as grading, stormwater management, and utilities.

Bethlehem Township - Comprehensive Plan

Redevelopment Focus Areas - Township Wide

Primary Focus Areas for Redevelopment 2016 to 2026

N

Scale: 1" = 2,250'

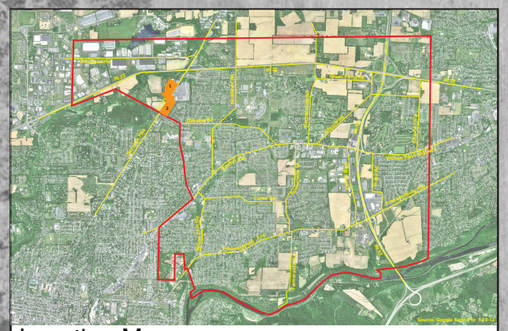
TCA: 3-31-2016

B-3

Source: Google Earth Pro 5-19-12

Redevelopment Opportunities

- New Building
- Expanded Building Footprint
- New Street
- P — New Parking Lot
- New Sidewalk
- New Street Tree/Shade Tree
- *** — New Buffer/Screen
- New Pedestrian Gathering Area



Location Map

Notes:

1. Redevelopment of Vacant, Underutilized, and/or Underperforming properties, provides opportunities for:
   - 1.1. improved vehicular connectivity;
   - 1.2. enhanced pedestrian accessibility;
   - 1.3. new buildings forming a streetscape environment;
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1

2

P

Nazareth Pike - Rt 191

Oakland Road

Source: Google Earth Pro 5-19-12

Bethlehem Township - Comprehensive Plan

Redevelopment Focus Areas - 1 & 2 Concept Plan

Scale: 1" = 175'

N

TCA: 3-31-2016

B-4

Redevelopment Opportunities

- New Building
- Expanded Building Footprint
- New Street
- New Parking Lot
- New Sidewalk
- New Street Tree/Shade Tree
- *** New Buffer/Screen
- New Pedestrian Gathering Area

Notes:

1. Redevelopment of Vacant, Underutilized, and/or Underperforming properties, provides opportunities for:
   - 1.1. improved vehicular connectivity;
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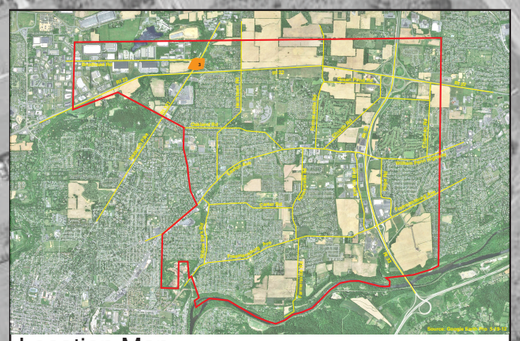

Location Map

Nazareth Pike - Rt 191

Rt 22

Source: Google Earth Pro 5-19-12

Bethlehem Township - Comprehensive Plan

Redevelopment Focus Areas - 3 Concept Plan

Scale: 1” = 125’

N

TCA: 3-31-2016

B-5

Redevelopment Opportunities

- New Building
- Expanded Building Footprint
- New Street
- P — New Parking Lot
- New Sidewalk
- New Street Tree/Shade Tree
- *** — New Buffer/Screen
- New Pedestrian Gathering Area
- Stormwater Managment Area

Easton Avenue

Carter Rd

Willow Park Rd

Source: Google Earth Pro 5-19-12

Notes:

1. Redevelopment of Vacant, Underutilized, and/or Underperforming properties, provides opportunities for:
   - 1.1. improved vehicular connectivity;
   - 1.2. enhanced pedestrian accessibility;
   - 1.3. new buildings forming a streetscape environment;
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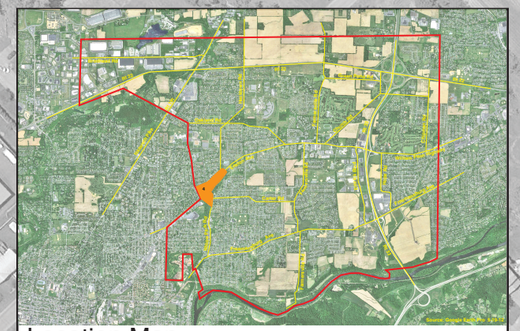
4. The locations for all buildings, roads, parking, etc. is conceptual, and does not reflect consideration for such features as grading, stormwater management, and utilities.



Location Map

Bethlehem Township - Comprehensive Plan

Redevelopment Focus Areas - 4 Concept Plan

Scale: 1” = 225’

N

TCA: 3-31-2016

B-6

Easton Avenue

Willow Park Rd

P

P

Notes:

1. Redevelopment of Vacant, Underutilized, and/or Underperforming properties, provides opportunities for:
   - 1.1. improved vehicular connectivity;
   - 1.2. enhanced pedestrian accessibility;
   - 1.3. new buildings forming a streetscape environment;
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3. The intent of the Concept Plans is to identify ways to potentially strengthen the Bethlehem Township Ordinances to enable more preferred outcomes.
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Bethlehem Township - Comprehensive Plan

Redevelopment Focus Areas - 5 Concept Plan

Scale: 1" = 225'

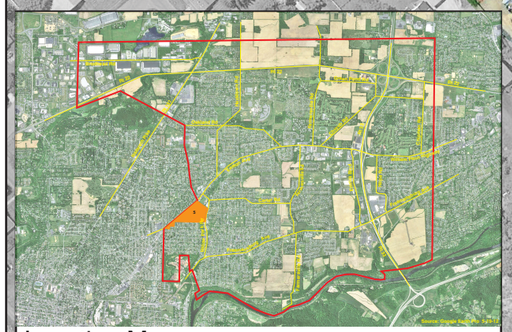
N

TCA: 3-31-2016

B-7

Redevelopment Opportunities

- New Building
- Expanded Building Footprint
- New Street
- P New Parking Lot
- New Sidewalk
- New Street Tree/Shade Tree
- *** New Buffer/Screen
- New Pedestrian Gathering Area
- Recreational/Park Area
- Stormwater Management Area



Location Map

Source: Google Earth Pro 5-19-12

Redevelopment Opportunities

- New Building
- Expanded Building Footprint
- New Street
- P — New Parking Lot
- New Sidewalk
- New Street Tree/Shade Tree
- *** — New Buffer/Screen
- New Pedestrian Gathering Area
- Recreational/Park Area

Notes:

1. Redevelopment of Vacant, Underutilized, and/or Underperforming properties, provides opportunities for:
   - 1.1. improved vehicular connectivity;
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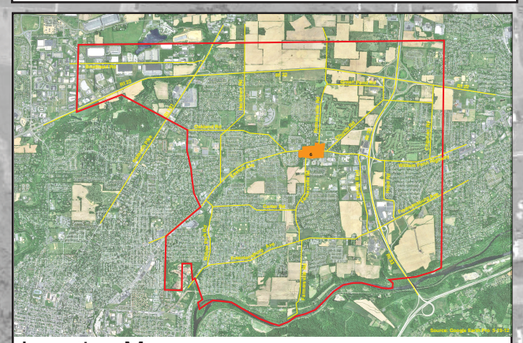


Location Map

Farmersville Rd

Church Rd

William Penn Highway

Farmersville Rd

Source: Google Earth Pro 5-19-12

Bethlehem Township - Comprehensive Plan

Redevelopment Focus Area - 6 Concept Plan

Scale: 1” = 250’

N

TCA: 3-31-2016

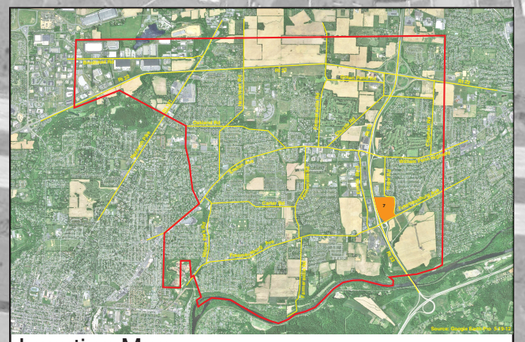
B-8

Redevelopment Opportunities

- New Building
- Expanded Building Footprint
- New Street
- New Parking Lot
- New Sidewalk
- New Street Tree/Shade Tree
- *** New Buffer/Screen
- New Pedestrian Gathering Area

Notes:

1. Redevelopment of Vacant, Underutilized, and/or Underperforming properties, provides opportunities for:
   - 1.1. improved vehicular connectivity;
   - 1.2. enhanced pedestrian accessibility;
   - 1.3. new buildings forming a streetscape environment;
   - 1.4. new pedestrian gathering areas; and
   - 1.5. improved parking lot design.
2. The Redevelopment Opportunities shown on the following Concept Plans embody the ideas expressed at the Comprehensive Plan Advisory Committee Workshop on March 3, 2016.
3. The intent of the Concept Plans is to identify ways to potentially strengthen the Bethlehem Township Ordinances to enable more preferred outcomes.
4. The locations for all buildings, roads, parking, etc. is conceptual, and does not reflect consideration for such features as grading, stormwater management, and utilities.



Location Map

Hope Rd

Freemansburg Ave

Rt 33

Emerick Blvd

Source: Google Earth Pro 5-19-12

Bethlehem Township - Comprehensive Plan

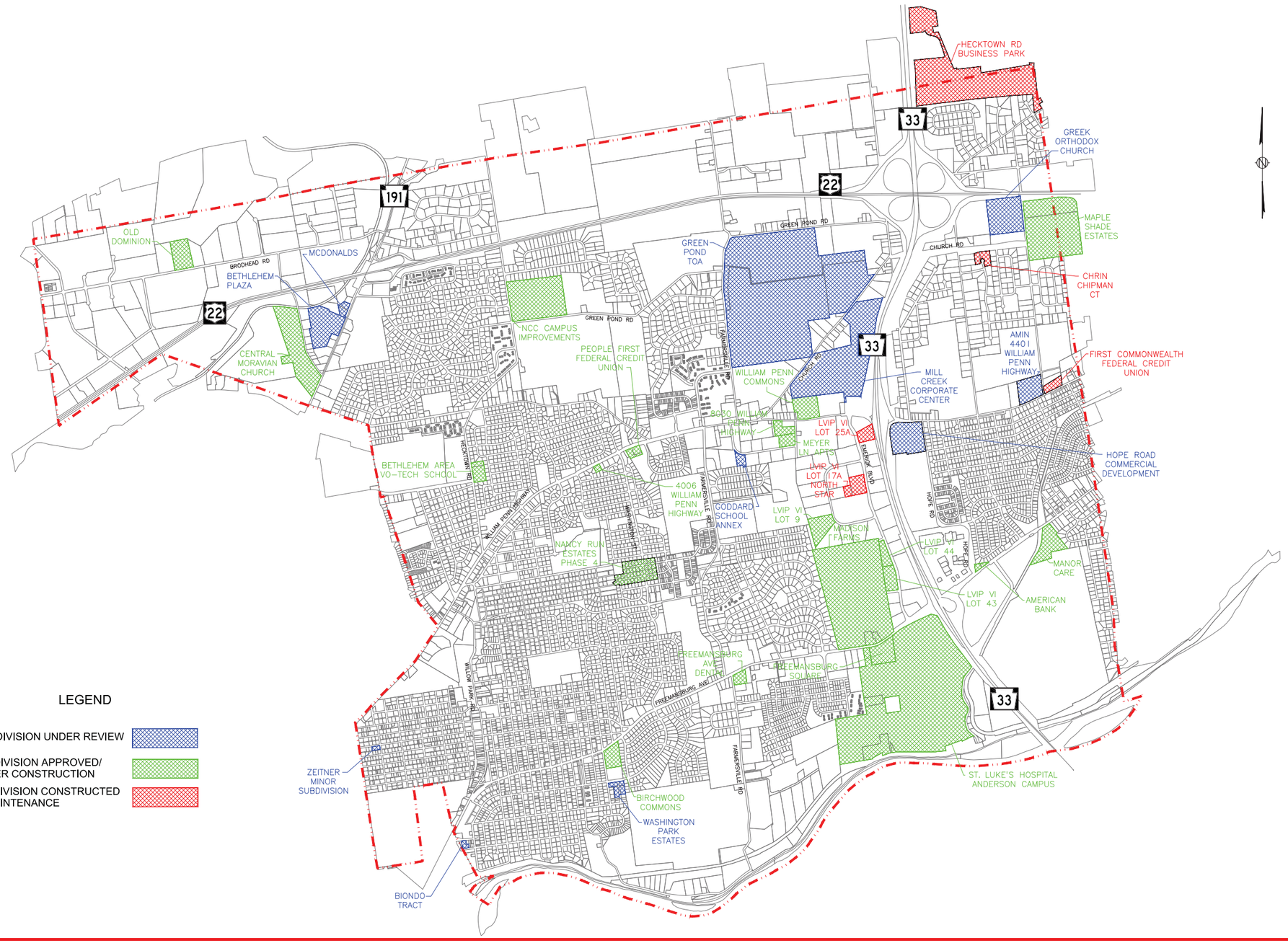
Redevelopment Focus Area - 7 Concept Plan

Scale: 1” = 250’

N

TCA: 3-31-2016

B-9



LEGEND

- SUBDIVISION UNDER REVIEW
- SUBDIVISION APPROVED/ UNDER CONSTRUCTION
- SUBDIVISION CONSTRUCTED IN MAINTENANCE

TOWNSHIP OF BETHLEHEM

BETHLEHEM TOWNSHIP

DEVELOPMENT LOCATION MAP

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PA
REVISED DECEMBER 14, 2015

Scale: 1" = 1000'
1000 0 1000 2000

THE PIDCOCK COMPANY
CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING
GIFFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA

Drawing name: S:\Municipalities\Beth Twp\Design Projects\Maps\Development Location Map\2015 Bethlehem Township Development Location Map-REV.dwg Last Modified: Dec 11, 2015 - 3:31pm

APPENDIX C: INFRASTRUCTURE

Workshops held in January and February 2016 focused on:

+ Transportation/Circulation & Traffic; and

+ Stormwater Management.

The Workshops, orchestrated by the Township Engineer The Pidcock Company, addressed:

+ Transportation Management;

+ Stormwater Management Investigation; and

+ Stormwater Management Investigation Complaints.

In addition, representations from LANTA – Lehigh and Northampton Transportation Authority provided input related to Bus Routes, Bus Stops, and Bus Shelters.

Many of the items addressed during the Workshops on Infrastructure need to be studied in greater detail, including road improvements, stormwater management retrofits, and flood controls.

Lessons learned during these Workshops included such items as:

+ relieve the pressure of traffic congestion by designing lands and curb cuts, to improve vehicular flows;

+ relieve the adverse effects of Stormwater by providing sufficient green areas to absorb and distribute water flows; and

+ employ a “green infrastructure” philosophy, in order to create a light imprint on the land.

Essentially, instead of “wall to wall” development in the future, open areas need to be reserved for buffers, rain gardens, and setbacks, so as not to overstress the effects of infrastructure.

Bethlehem Township Comprehensive Plan – Advisory Committee Meeting
TRANSPORTATION, CIRCULATION, AND TRAFFIC PACKET

Work Session on February 4, 2016

As a follow- up to the January 7, 2016 Workshop, the following list of Transportation, Circulation, and Traffic related items should be included in the Comprehensive Plan Report.

1. Transportation Management Exhibit, dated January 7, 2016 (updated by February 4, 2016), showing improvements to: 1. Freemansburg Avenue; 2. Farmersville Road; William Penn Highway; 4. Easton Avenue near Butztown; and 5. Route 191.

2. Future Land Use Map Proposals for: Limited Growth in areas away from the five (5) Improvement Areas listed above, so as not to exacerbate Future Transportation Problems.

3. Future Circulation Plan Proposals for: Intersection Safety Improvements; Cartway and Shoulder Improvements; new Streets/Roads/Loop-Roads/Rear-Access Lanes; as well as Sidewalk/Walkway/Trail Extensions, and Crosswalks.

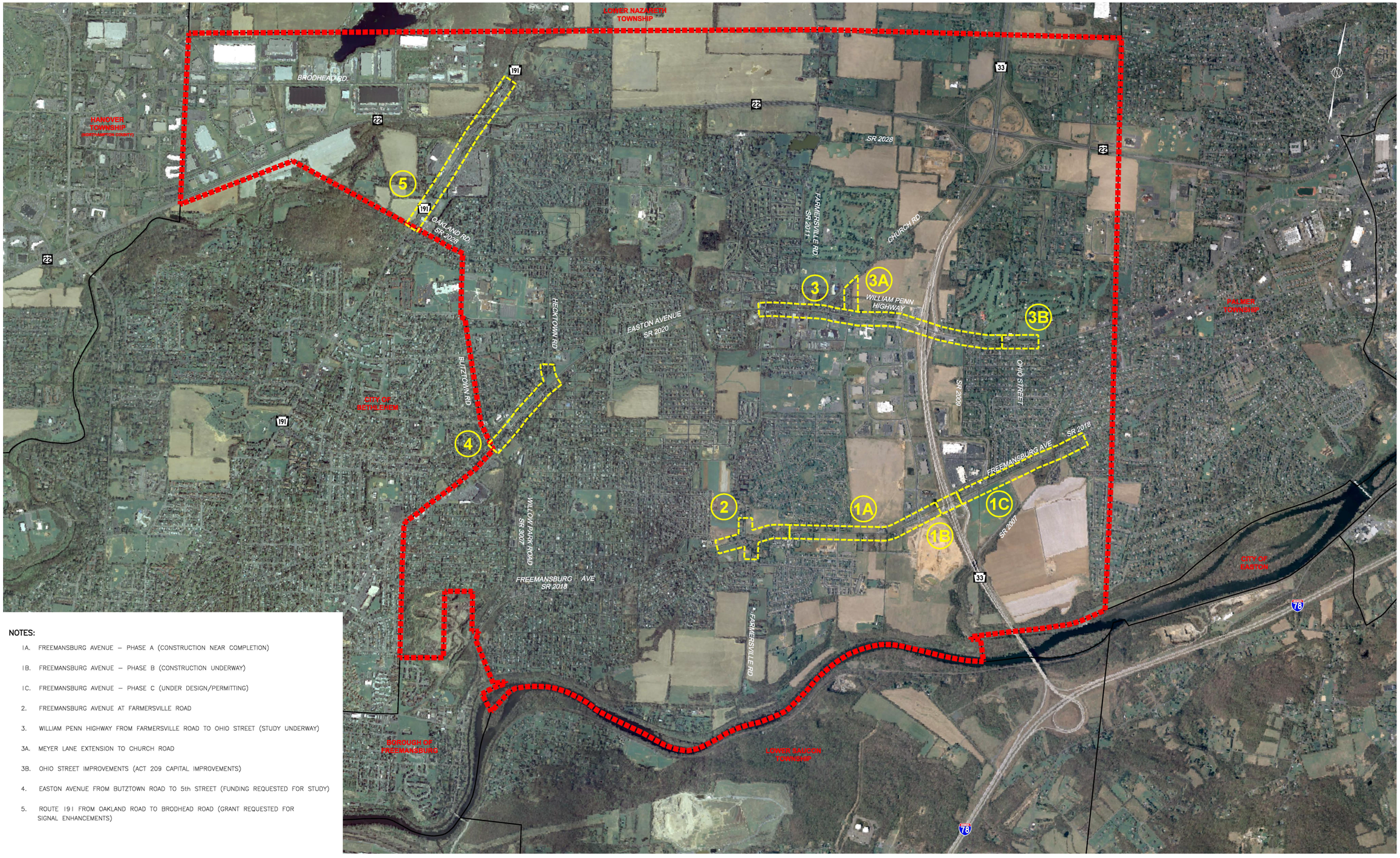
4. Recommendation for an Official Map to depict: new Road Rights-of-Way; and Sidewalk/Walkway/Trail Extensions.

5. Subdivision & Land Development Ordinance Amendment Ideas pertaining to: Street Intersection Improvements; Cartway Improvements; Sidewalk & Crosswalk Improvements; and Limitations on Future Cul-de-Sac Streets.

6. LANTA Proposed Improvements for: Bus Stop and Bus Shelter Locations; as well as LANTA Proposed Bus Routes and Bus Pull-Off Areas.

7. Identification of potential Grants, Funding Programs, and other Revenue sources to: pay for needed Transportation, Circulations, and Traffic problems.

8. Coordination with LVPC on Best Practices pertaining to: “Street Connectivity”; Road Improvements; and Pedestrian Connectivity.



NOTES:

1A. FREEMANSBURG AVENUE – PHASE A (CONSTRUCTION NEAR COMPLETION)

1B. FREEMANSBURG AVENUE – PHASE B (CONSTRUCTION UNDERWAY)

1C. FREEMANSBURG AVENUE – PHASE C (UNDER DESIGN/PERMITTING)

2. FREEMANSBURG AVENUE AT FARMERSVILLE ROAD

3. WILLIAM PENN HIGHWAY FROM FARMERSVILLE ROAD TO OHIO STREET (STUDY UNDERWAY)

3A. MEYER LANE EXTENSION TO CHURCH ROAD

3B. OHIO STREET IMPROVEMENTS (ACT 209 CAPITAL IMPROVEMENTS)

4. EASTON AVENUE FROM BUTZTOWN ROAD TO 5th STREET (FUNDING REQUESTED FOR STUDY)

5. ROUTE 191 FROM OAKLAND ROAD TO BRODHEAD ROAD (GRANT REQUESTED FOR SIGNAL ENHANCEMENTS)

BETHLEHEM TOWNSHIP

TRANSPORTATION MANAGEMENT EXHIBIT

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

JANUARY 7, 2016 REVISED JANUARY 29, 2016

Scale: 1" = 1,000'

1000 0 1000 2000

THE PIDCOCK COMPANY
CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING
OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA



WILLIAM PENN HIGHWAY CORRIDOR IMPROVEMENTS

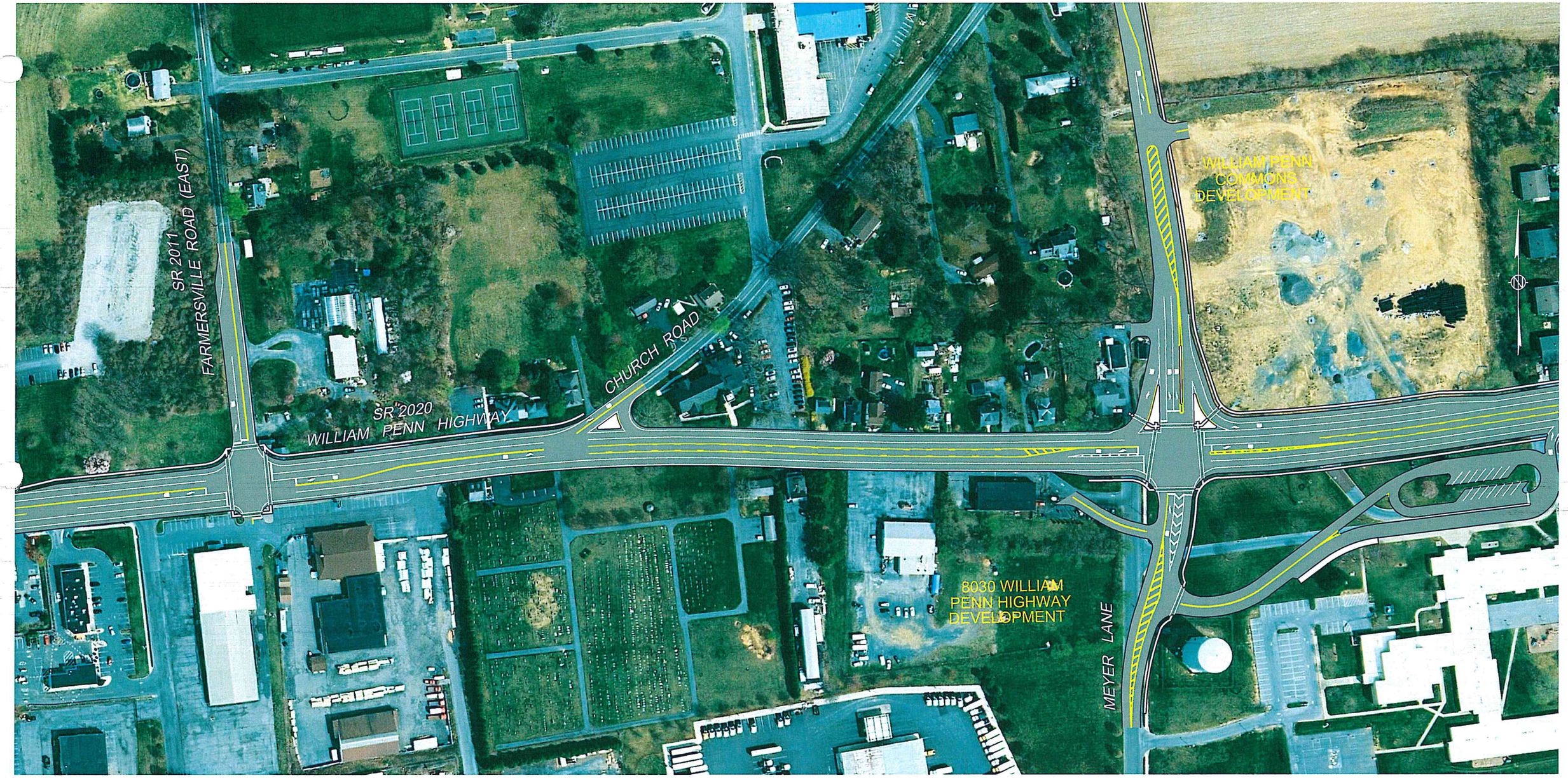
CONCEPTUAL ROADWAY IMPROVEMENTS PLAN

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

SCALE: 1"=150' AUGUST 2016

THE PIDCOCK COMPANY
CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING
OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA

FIGURE 92
C-4



WILLIAM PENN HIGHWAY CORRIDOR IMPROVEMENTS

CONCEPTUAL ROADWAY IMPROVEMENTS PLAN

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

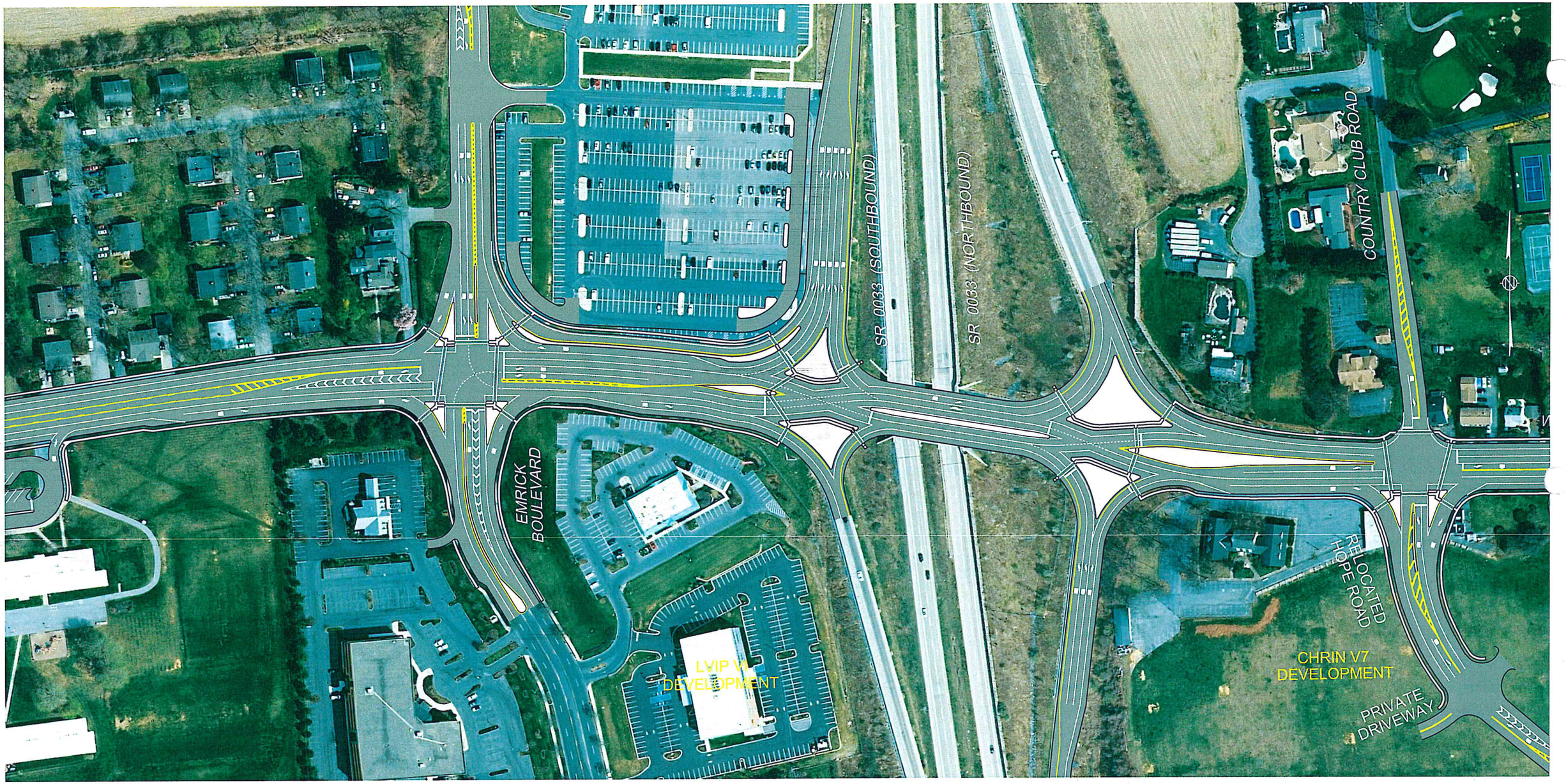
SCALE: 1"=150' AUGUST 2016

THE PIDCOCK COMPANY

CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING

OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA

FIGURE 93
C-5



WILLIAM PENN HIGHWAY CORRIDOR IMPROVEMENTS

CONCEPTUAL ROADWAY IMPROVEMENTS PLAN

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

SCALE: 1"=150' AUGUST 2016

THE PIDCOCK COMPANY
CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING
OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA

FIGURE 94
C-6

Drawing source: S:\Municipalities\Beth Twp\Design Projects\WPH CORRDR CAP TRFFC STDY\Cd Docs\Reports-Studies\Traffic Research\2015-10-XX TIS\Exhibits and figures\Fig D94.dwg Last Modified: Dec 27, 2016 - 3:22pm



WILLIAM PENN HIGHWAY CORRIDOR IMPROVEMENTS

CONCEPTUAL ROADWAY IMPROVEMENTS PLAN

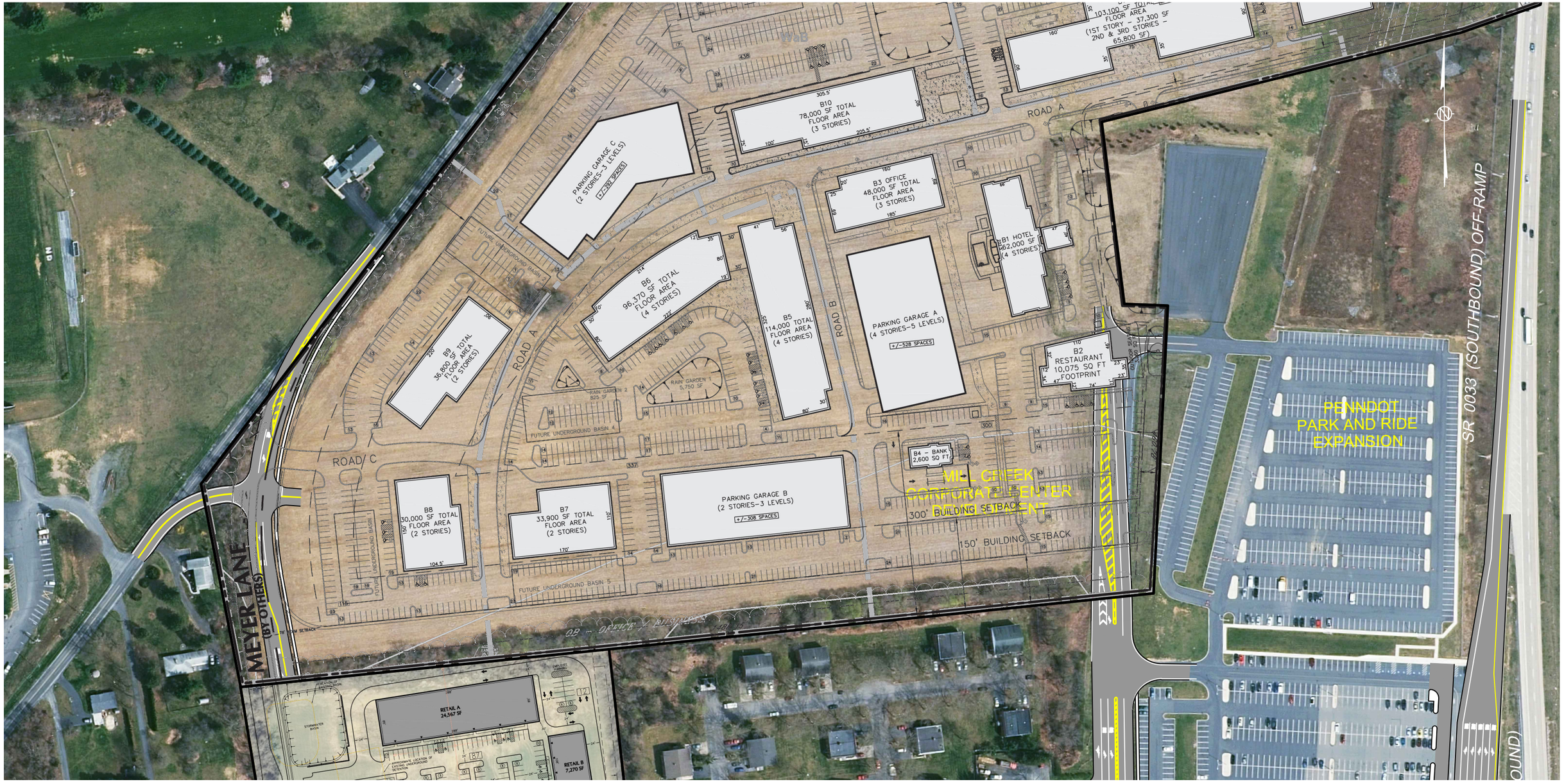
BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

SCALE: 1"=150' AUGUST 2016

THE PIDCOCK COMPANY
CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING
OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA

FIGURE 95
C-7

xrefs name: S:\Municipalities\Beth Twp\Design Projects\WPH CORDR CMP TRFC STDY\04 Docs\Reports-Studies\Traffic Reports\2016-10-XX TIS\Exhibits and figures\Fig 095.dwg Last Modified: Sep 27, 2016 - 3:28pm



WILLIAM PENN HIGHWAY CORRIDOR IMPROVEMENTS

CONCEPTUAL ROADWAY IMPROVEMENTS PLAN

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

SCALE: 1"=150' AUGUST 2016

THE PIDCOCK COMPANY
CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING
OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA

Drawing name: S:\Municipalities\Beth Twp\Design Projects\WPH CRRDR CMP TRFFC STDY\Cvl Docs\Reports-Studies\Traffic Reports\2016-09-26 TIS\Exhibits and figures\Fig 096.dwg Last Modified: Dec 13, 2016 - 11:08am



WILLIAM PENN HIGHWAY CORRIDOR IMPROVEMENTS

CONCEPTUAL ROADWAY IMPROVEMENTS PLAN

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

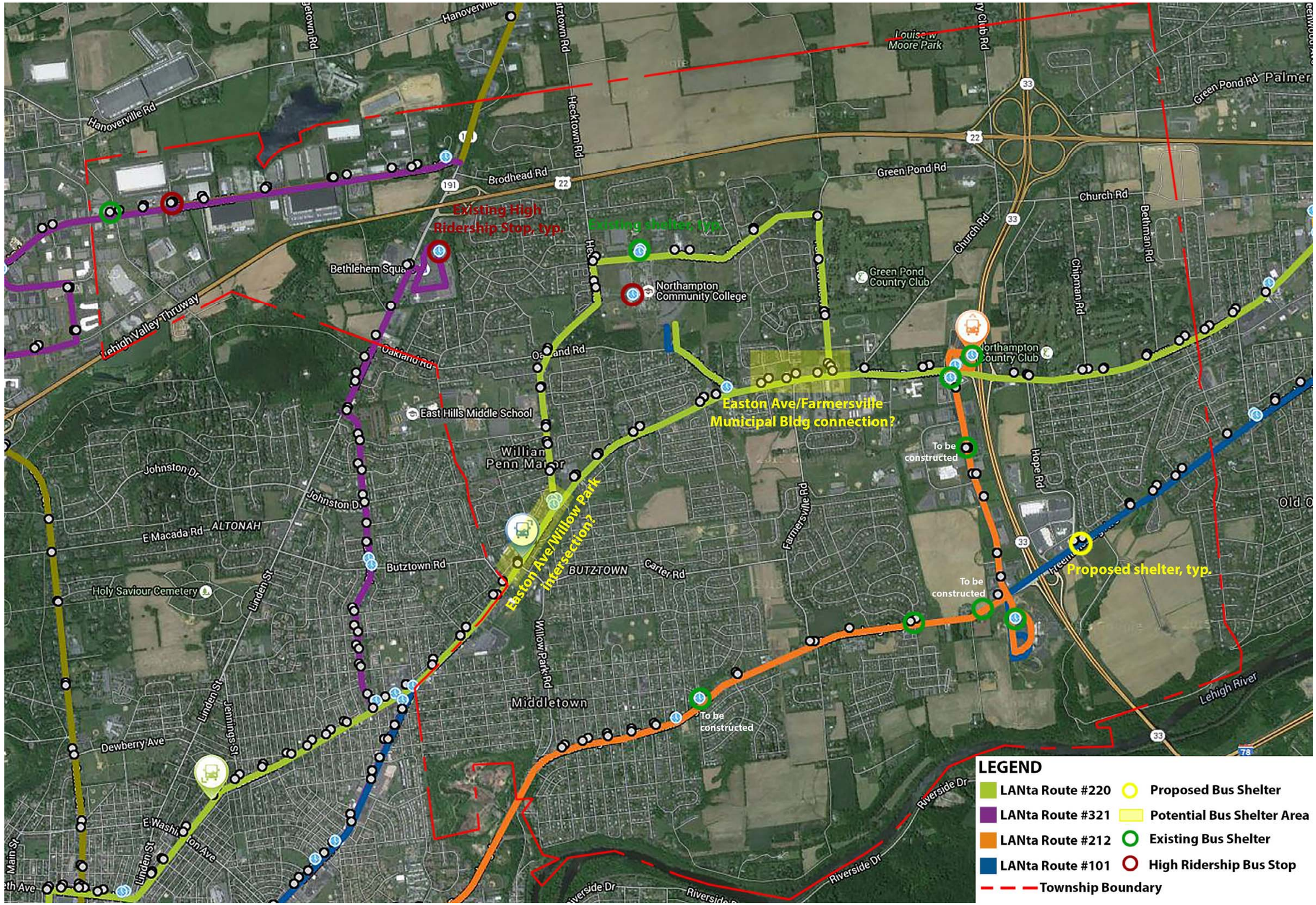
SCALE: 1"=150' AUGUST 2016

THE PIDCOCK COMPANY

CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING

OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA

FIGURE 97
C-9


Existing High Ridership Stop, typ.
Existing shelter, typ.
Easton Ave/Farmersville Municipal Bldg connection?
Easton Ave/Willow Park intersection?
To be constructed
To be constructed
To be constructed
Proposed shelter, typ.
Hanoverville Rd
Brodhead Rd
Green Pond Rd
Church Rd
Bethlehem Square
Northampton Community College
Green Pond Country Club
Lehigh Valley Thruway
Oakland Rd
East Hills Middle School
William Penn Manor
Johnston Dr
E Macada Rd
ALTONAH
Butztown Rd
BUTZTOWN
Carter Rd
Holy Saviour Cemetery
Linden St
Willow Park Rd
Middletown
Dewberry Ave
Jennings St
Farmersville Rd
Riverside Dr
Lehigh River
Louise W Moore Park
Hecktown Rd
Chipman Rd
Bethman Rd
Hope Rd
Palmer
LEGEND
LANta Route #220
LANta Route #321
LANta Route #212
LANta Route #101
Township Boundary
Proposed Bus Shelter
Potential Bus Shelter Area
Existing Bus Shelter
High Ridership Bus Stop

Bethlehem Township Comprehensive Plan – Advisory Committee Meeting
STORMWATER PACKET

Work Session on February 4, 2016

As a follow- up to the January 7, 2016Workshop, the following list of Stormwater related items should be included in the Comprehensive Plan Report.

1. Stormwater Management Investigation (map), dated July 30, 2015, illustrating 12 high priority actions needed to: address existing Stormwater Management problems.

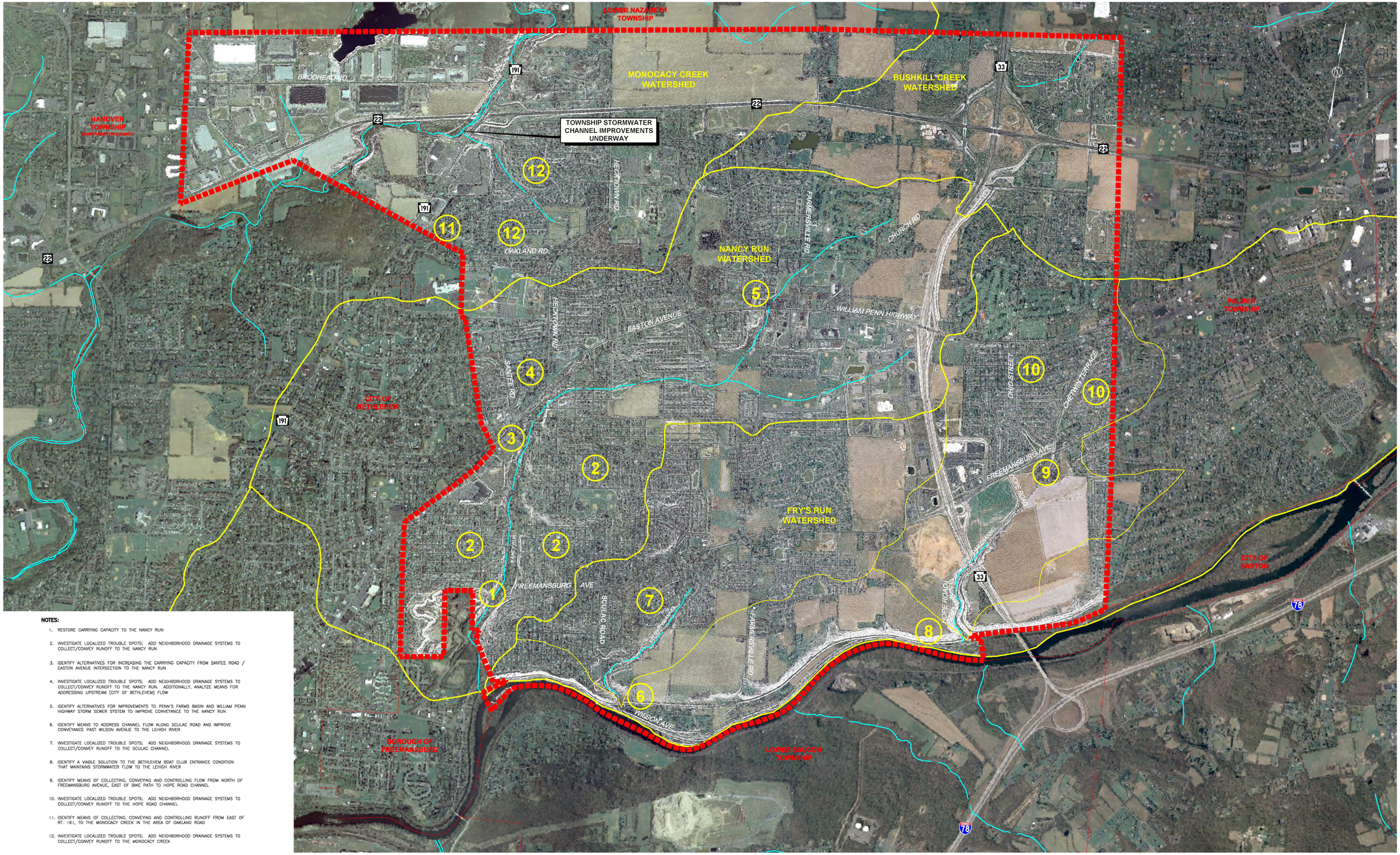
2. Future Land Use Map Recommendations for: Stormwater Basin Retrofit Areas; Stormwater Conveyance Improvement Areas; Stream Enhancement Areas; and Riparian Buffer Restoration Areas.

3. Zoning Ordinance Amendment Ideas pertaining to: Cluster Development to enable more green space on tracts to fit needed Stormwater Management facilities; as well as Reductions to existing Impervious Cover Limits for certain Zoning Districts.

4. Subdivision & Land Development Ordinance Amendment Ideas pertaining to: BMP's; Rain Gardens; Porous Pavements; Narrower Street Widths; Riparian Buffers; Water Quality; new MS-4 Requirements; Stormwater Facility Maintenance; and Tree Plantings.

5. Coordination with a BT Stormwater Management Committee to: consider a Stormwater Impact Fee based on square footages of proposed building coverages and proposed land disturbances.

6. Identification of potential Grants, Funding programs, and other Revenue sources to: pay for needed Stormwater Management Improvements.



NOTES:

1. RESTORE CARRYING CAPACITY TO THE NANCY RUN
2. INVESTIGATE LOCALIZED TROUBLE SPOTS; ADD NEIGHBORHOOD DRAINAGE SYSTEMS TO COLLECT/CONVEY RUNOFF TO THE NANCY RUN
3. IDENTIFY ALTERNATIVES FOR INCREASING THE CARRYING CAPACITY FROM SANTEE ROAD / EASTON AVENUE INTERSECTION TO THE NANCY RUN
4. INVESTIGATE LOCALIZED TROUBLE SPOTS; ADD NEIGHBORHOOD DRAINAGE SYSTEMS TO COLLECT/CONVEY RUNOFF TO THE NANCY RUN. ADDITIONALLY, ANALYZE MEANS FOR ADDRESSING UPSTREAM (CITY OF BETHLEHEM) FLOW
5. IDENTIFY ALTERNATIVES FOR IMPROVEMENTS TO PENN'S FARMS BASIN AND WILLIAM PENN HIGHWAY STORM SEWER SYSTEM TO IMPROVE CONVEYANCE TO THE NANCY RUN
6. IDENTIFY MEANS TO ADDRESS CHANNEL FLOW ALONG SCULAC ROAD AND IMPROVE CONVEYANCE PAST WILSON AVENUE TO THE LEHIGH RIVER
7. INVESTIGATE LOCALIZED TROUBLE SPOTS; ADD NEIGHBORHOOD DRAINAGE SYSTEMS TO COLLECT/CONVEY RUNOFF TO THE SCULAC CHANNEL
8. IDENTIFY A VIABLE SOLUTION TO THE BETHLEHEM BOAT CLUB ENTRANCE CONDITION THAT MAINTAINS STORMWATER FLOW TO THE LEHIGH RIVER
9. IDENTIFY MEANS OF COLLECTING, CONVEYING AND CONTROLLING FLOW FROM NORTH OF FREEMANSBURG AVENUE, EAST OF BIKE PATH TO HOPE ROAD CHANNEL
10. INVESTIGATE LOCALIZED TROUBLE SPOTS; ADD NEIGHBORHOOD DRAINAGE SYSTEMS TO COLLECT/CONVEY RUNOFF TO THE HOPE ROAD CHANNEL
11. IDENTIFY MEANS OF COLLECTING, CONVEYING AND CONTROLLING RUNOFF FROM EAST OF RT. 191, TO THE MONOCACY CREEK IN THE AREA OF OAKLAND ROAD
12. INVESTIGATE LOCALIZED TROUBLE SPOTS; ADD NEIGHBORHOOD DRAINAGE SYSTEMS TO COLLECT/CONVEY RUNOFF TO THE MONOCACY CREEK

BETHLEHEM TOWNSHIP

STORMWATER MANAGEMENT INVESTIGATION

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

JULY 30, 2015

Scale: 1" = 1,000'

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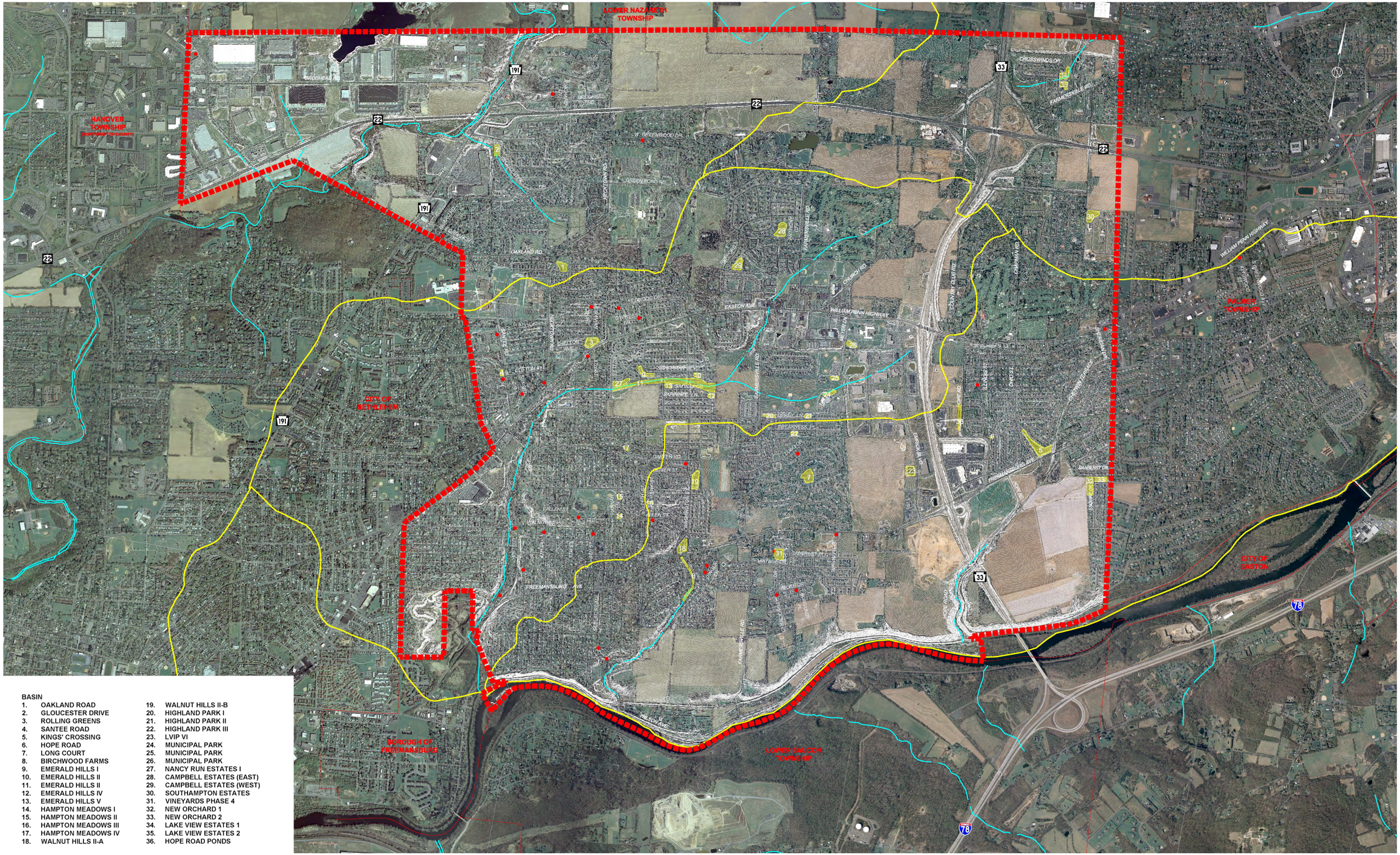
THE PIDCOCK COMPANY
CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING
OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA



BASIN

1.	OAKLAND ROAD	19.	WALNUT HILLS II-B
2.	GLOUCESTER DRIVE	20.	HIGHLAND PARK I
3.	ROLLING GREENS	21.	HIGHLAND PARK II
4.	SANTEE ROAD	22.	HIGHLAND PARK III
5.	KINGS' CROSSING	23.	LVIP VI
6.	HOPE ROAD	24.	MUNICIPAL PARK
7.	LONG COURT	25.	MUNICIPAL PARK
8.	BIRCHWOOD FARMS	26.	MUNICIPAL PARK
9.	EMERALD HILLS I	27.	NANCY RUN ESTATES I
10.	EMERALD HILLS II	28.	CAMPBELL ESTATES (EAST)
11.	EMERALD HILLS II	29.	CAMPBELL ESTATES (WEST)
12.	EMERALD HILLS IV	30.	SOUTHAMPTON ESTATES
13.	EMERALD HILLS V	31.	VINEYARDS PHASE 4
14.	HAMPTON MEADOWS I	32.	NEW ORCHARD 1
15.	HAMPTON MEADOWS II	33.	NEW ORCHARD 2
16.	HAMPTON MEADOWS III	34.	LAKE VIEW ESTATES 1
17.	HAMPTON MEADOWS IV	35.	LAKE VIEW ESTATES 2
18.	WALNUT HILLS II-A	36.	HOPE ROAD PONDS

BETHLEHEM TOWNSHIP

STORMWATER MANAGEMENT INVESTIGATION COMPLAINTS

BETHLEHEM TOWNSHIP, NORTHAMPTON COUNTY, PENNSYLVANIA

NOVEMBER 1, 2015

Scale: 1" = 1,000'

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THE PIDCOCK COMPANY
CIVIL ENGINEERING AND LAND PLANNING ARCHITECTURE LAND SURVEYING
OXFORD DRIVE AT FISH HATCHERY ROAD
ALLENTOWN, PENNSYLVANIA

E-893

APPENDIX D: BRIEF ON BETHLEHEM TOWNSHIP'S REAL ESTATE VACANCIES: LAND AVAILABLE FOR DEVELOPMENT, AS WELL AS COMMERCIAL, INDUSTRIAL, OFFICE, AND RETAIL/SERVICE SITES

This Appendix indicates:

+ that there is a large inventory of large building square footages available; and
+ that there is almost no inventory of small and medium size buildings for various businesses.

One "take-away" could be that some of the larger format buildings could be partitioned to enable small to medium size business to occur.

Brief on Bethlehem Township's Real Estate Vacancies:
Land Available for Development as well as Commercial, Industrial, Office, and Retail/Service Sites

Scope

Over the course of June and July 2016, the Planning Department conducted a basic property vacancy survey in order to obtain a clearer picture of Bethlehem Township's real estate market as well as to better understand the character of existing infrastructure able to be occupied. This brief will first examine available land advertised for development and then proceed to analyze the different categories of existing buildings on the real estate market. These vacancies were divided into four groupings: industrial, office, commercial, and retail/service spaces. The data that was collected regarding these sites includes square feet (SF) as well as the asking price per SF per year. At the end of this brief, overall notable trends will also be discussed.

It should be noted that at the time of the survey, a number of leases for these properties were currently being negotiated. Moreover, this data is subject to frequent fluctuation, so emphasis should be placed upon comprehensive trends and patterns rather than on specific sites themselves.

Land Available

The Township currently has a number of potential development sites on the market – totaling eleven sites at the time of the survey. Nearly 55% of the sites are located in the Township's Lehigh Valley Industrial Parks (LVIP), while 18% are located along Freemansburg Avenue, and 27% are located near or along Easton Avenue (see Figure 1). Approximately 73% of all sites have a commercial or light industrial zoning, and only 27% are listed as having previous approval for a specifically sized building. One such site, along William Penn Highway, has approval for a 5,600 SF office building, another on Christian Spring Road has approval for a 24,000 SF building, and a third pad site on Emrick Boulevard is listed as having approval for a 5,500 SF building. This indicates that within the Township there is currently the capacity to develop 35,100 SF of physical building space. Outside of these sites with specifically indicated building size, the majority of advertised sites (approximately 73%) are listed on the market in acres. More than 50% of these sites had asking prices that exceeded $100,000/acre. Based on current calculations, there are **104 advertised acres for sale** along with the **35,100 SF of physical building space** able to be developed within the Township.

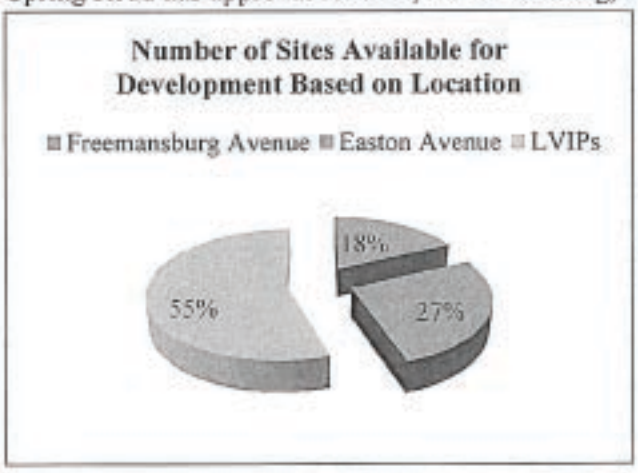


Figure 1

Industrial

Industrial spaces in the Township were classified as buildings with a combination of both office space and warehouse space. At the time of the survey, there were a total of ten units advertised on the market – some of which were free-standing buildings and others of which were smaller units within a larger complex. All of the vacant industrial spaces were located in the LVIPs. While the number of total units available in LVIP VI was greater than in LVIP IV & V, the total number of SF available in LVIP IV & V was much greater – **110,400 SF in LVIP IV & V** compared to **76,350 SF in LVIP VI** (see Figures 2 and 3).

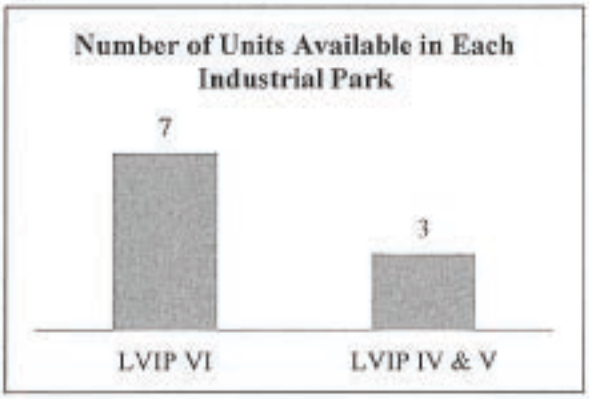


Figure 2

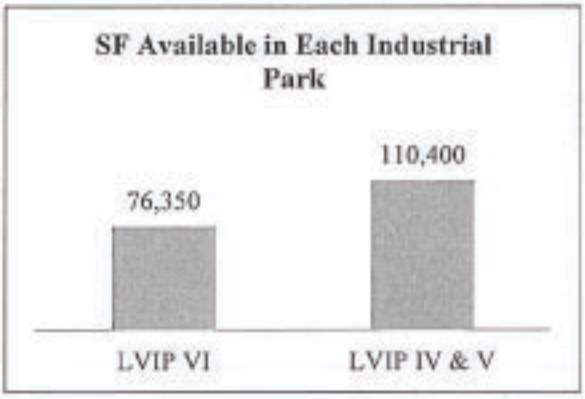


Figure 3

Office



Figure 4

The majority of advertised office spaces were located in either of the LVIPs, and there were a number of other vacancies located on Freemansburg Avenue and the Nazareth Pike. As evident when the location distribution of the available office spaces is analyzed, spacing is heavily weighted toward the western half of the Township (see Figure 4). Based on current calculations, there is a total of **52,228 SF of office space** available in the Township – the majority of which has a leasing rate between $10/SF/year and $30/SF/year.

Commercial

Commercial space was treated as any workplace environment that did not fall under the office or industrial classification. There is currently a total of **14,711 SF of advertised commercial space** available in the Township with an average asking price of $34.70/SF/year.

Retail/Service

The majority of retail/service space was located within Madison Farms and in Bethlehem Plaza on Nazareth Pike. However, while the asking price for retail space in Bethlehem Plaza was only $18/SF/year, the asking price for retail space in the much newer and more modern space of Madison Farms was $30/SF/year. Based on current calculations, there is a total of **40,309 SF of retail/service space** available in the Township.

Other Notable Trends

Upon comparison of the totals of SF available for each classification, it becomes apparent that property vacancies in the Township are overwhelmingly industrial in nature (see Figure 5). Industrial vacancies, however, tend to have the least expensive asking prices per SF per year (see Figure 6). In looking at the significance of such a high concentration of industrial space, it is worth considering the effect that this might have upon smaller businesses and services. A glut of industrial space at low leasing rates may have an effect on pricing and the availability of office and retail vacancies. Such a high average asking price for office space could very well impact the presence of small businesses within the Township.

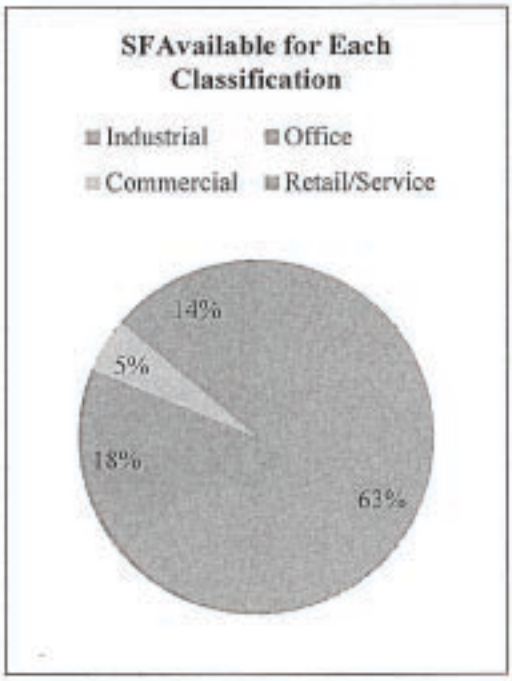
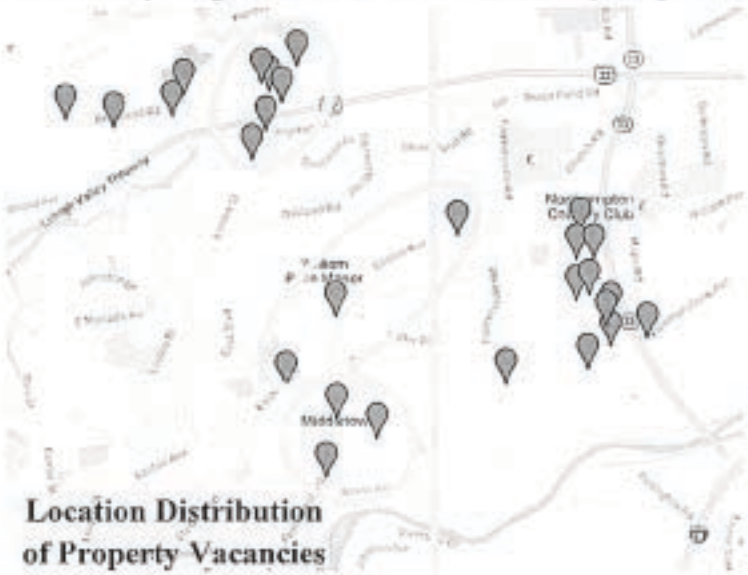


Figure 5



Figure 6

In looking at the location distribution of all property vacancies, it becomes clear that the majority of real estate openings are concentrated in the western and older half of the Township. Other than office and industrial openings in LVIP VI as well as retail openings in Madison Farms, real estate vacancies, particularly those that could be classified as "small businesses," are concentrated in the Nazareth Pike area as well as in the area south of Easton Avenue and north of Freemansburg Avenue (see Figure 7). Aside from LVIP VI and Broadhead Road, which are showing signs of sustainability when it comes to turnover in occupying space and negotiating leases, redevelopment along the highlighted corridors – particularly the Nazareth Pike corridor – could drastically change the real estate market for the Township.



Location Distribution of Property Vacancies

Figure 7

LAND AVAILABLE	Address	Square Footage/Acreage	Asking Price	Contact	Email Address	Phone Number	Notes
Freemansburg Avenue	5030 Freemansburg Avenue	8.32 acres	$515,625/acre	Jane Schiff (Frederick Group)	SchiffJane@gmail.com	610-398-0411 610-841-4206 (direct)	For sale; Commercial
	Freemansburg Avenue & 3rd Street	2 acres	N/A	J.G. Petrucci	mtill@jgpetrucci.com	610-332-0555	For sale; Possible office space development
Easton Avenue	Easton Avenue & Farmersville Road	5.30 acres	$283,019/acre	Michael Adams (NAI Summit)	madams@naisummit.com	610-264-0200 610-871-1701 (direct)	For sale; Commercial
	4006 William Penn Highway	5,600 square feet	$94/square foot	James Balliet (KW)	jballiet@kw.com	610-435-4711 610-435-4712 (direct)	For sale; 5,600 square foot office building approved
	Hecktown Road & Farmersville Road	54 acres	$50,926/acre	Frederick Group		610-398-0411	For sale; Approved 1.5 acre lots
LVIP VI	2200 Emrick Boulevard	5,500 square feet	$18/square foot/year	Costas Hrousis Shawn Donahue (Veraxia CRES)	shawn@veraxiacres.com	610-997-0100 484-895-1597 (Shawn direct)	For lease; Pad site; Includes existing as well as new parking to be built
	2500 Emrick Boulevard	10 acres	N/A	J.G. Petrucci	mtill@jgpetrucci.com	610-332-0555 (PA office)	For lease; Build-to-suit; Can divide to 2 lots
	2751 Baglyos Circle	3.3 acres	$190,000/acre	Jessica L. Gentile (North Star)	jlgentile@northstarcm.com	610-395-3311	For sale; Commercial land
LVIP IV & V	4046 Christian Spring Road	24,000 square feet	$36/square foot	Kelly Berfield (Colliers International)	Kelly.Berfield@colliers.com	610-770-3600 610-295-6116 (direct)	For sale; 24,000 square foot building approved
	Miller Circle & Highland Avenue	19 acres	N/A	J.G. Petrucci	mtill@jgpetrucci.com	610-332-0555	For sale; Light Industrial; Build-to-suit; 2 parcels
	Brodhead Road & Fritch Drive	2.07 acres	$181,159/acre	Ryan Dietrick (Colliers International)	Ryan.Dietrick@colliers.com	610-770-3600 610-770-3100 (direct)	For sale

COMMERCIAL	Address	Square Footage/Acreage	Asking Price	Contact	Email Address	Phone Number	Notes
Freemansburg Avenue	3844 Linden Street	2,910 square feet	$12.40/square foot/year	Doug Frederick (Frederick Group)		610-398-0411 610-841-4218 (direct)	For lease; Previously dentist's office
	1623 Freemansburg Avenue	11,801 square feet	$57/square foot/year	Joe Paranee (NJ Realty Partners)		610-657-9515	For sale

INDUSTRIAL	Address	Square Footage/Acreage	Asking Price	Contact	Email Address	Phone Number	Notes
LVIP IV & V	Unit 1, 2625 Brodhead Road	65,600 square feet	$5.50/square foot/year	Kim Jacobsen Lee Fittipaldi (JLL)		484-635-3300 267-885-3100 (Kim) 610-249-226 (Lee)	For lease; Warehouse space
	Unit 2, 2625 Brodhead Road	38,400 square feet	$5.50/square foot/year	Kim Jacobsen Lee Fittipaldi (JLL)		484-635-3300 267-885-3100 (Kim) 610-249-226 (Lee)	For lease; Warehouse space
	2440 Brodhead Road	6,400 square feet	$7.50/square foot/year	Michael Adams (NAI Summit)	madams@naisummit.com	610-264-0200 610-871-1701 (direct)	For lease; Warehouse/Office space
	2800 Baglyos Circle	52,400 square feet	$6.50/square foot/year	Michael Adams (NAI Summit)	madams@naisummit.com	610-264-0200 610-871-1701 (direct)	For lease; Warehouse/Office space
	2451 Baglyos Circle	9,000 square feet	$7.50/square foot/year	Michael Adams (NAI Summit)	madams@naisummit.com	610-264-0200 610-871-1701 (direct)	For lease; Warehouse/Office space
	2410 Emrick Boulevard	2,400 square feet	$8/square foot/year	Michael Adams (NAI Summit)	madams@naisummit.com	610-264-0200 610-871-1701 (direct)	For lease; Warehouse/Office space
LVIP VI	2820 Emrick Boulevard	4,090 square feet	N/A	Jonathan Epstein (Berger-Epstein)		610-437-7070	For lease; Warehouse/Office space
	2830 Emrick Boulevard	4,090 square feet	N/A	Jonathan Epstein (Berger-Epstein)		610-437-7070	For lease; Warehouse/Office space
	2770 Emrick Boulevard	4,230 square feet	N/A	Jonathan Epstein (Berger-Epstein)		610-398-0411	For lease; Warehouse/Office space
	2810 Emrick Boulevard	4,230 square feet	N/A	Jonathan Epstein (Berger-Epstein)		610-398-0411	For lease; Warehouse/Office space

OFFICE	Address	Square Footage/Acreage	Asking Price	Contact	Email Address	Phone Number	Notes
LVIP VI	Suite 1, 3101 Emrick Boulevard	4,704 square feet	N/A	William Wolf (CBRE)	bill.wolf@cbre.com	610-398-6900 610-398-7175 (direct)	
	Suite 2, 3101 Emrick Boulevard	2,648 square feet	N/A	William Wolf (CBRE)	bill.wolf@cbre.com	610-398-6900 610-398-7175 (direct)	
	Unit 1, 2151 Emrick Boulevard	5,000 square feet	$18/square foot/year	Cindy Feinberg (Feinberg)		610-360-9733	For lease
	Unit 2, 2151 Emrick Boulevard	2,378 square feet	$18/square foot/year	Cindy Feinberg (Feinberg)		610-360-9733	For lease
	2551 Baglyos Circle	1,200-10,000 square feet	N/A	Jean Miller (Premier Office Builders)	JeMiller@PremierOfficeBuilders.com	610-670-5210 (direct)	Multiple suites available; For sale or lease
Madison Farms	Unit C102, 4787 Freemansburg Avenue	2,140 square feet	$28/square foot/year	James Balliet (KW)	jballiet@kw.com	610-435-4711 610-435-4712 (direct)	Sub-lease space
Freemansburg Avenue	5250 Freemansburg Avenue	4,200 square feet	$192/square foot/year	Doug Frederick		610-398-0411 ext. ***216***	For lease
	1822 6th Street	2,500 square feet	$144/square foot/year	Mary Beth Dolinich (Frederick Group)		610-398-0411 610-841-4236	For lease
Easton Avenue	3354 Easton Avenue	1,074 square feet	$12/square foot/year	Stephen Forest (Frederick Group)		610-398-0411 610-841-5275 (direct)	For lease
LVIP IV & V	Unit 1, 3005 Brodhead Road	412 square feet	$26/square foot/year			610-398-0411	For rent; Utilities Included
	Unit 2, 3005 Brodhead Road	690 square feet	$9.20/square foot/year			610-398-0411	Unit can be used for inside storage
	4210 Fritch Drive	3,892 square feet	$9/square foot/year	Amy Ling (Century 21)		610-867-2400	
	2550 Brodhead Road	1,187 square feet	$16/square foot/year	Gloria Decker Joe Paranee (NJ Realty Partners)		610-657-9515 908-859-0600 (Gloria) 610-657-9515 (Joe)	For lease
	2299 Brodhead Road	3,068 square feet	$12/square foot/year	David Klein (David Klein)		610-820-9888	For lease
Willow Park Road	3232 Keystone Street	3,000 square feet	$12/square foot/year			610-398-0411	Multiple units for individual rent
Nazareth Pike	4063 Nazareth Pike	1,950 square feet	$11/square foot/year			610-398-0411	Rental
	4260 Nazareth Pike	3,385 square feet	$7/square foot/year	Wendy Karopoulos		610-398-0411 610-841-4209 (direct)	Rental

RETAIL/SERVICE	Address	Square Footage/Acreage	Asking Price	Contact	Email Address	Phone Number	Notes
Madison Farms	Unit A106, 4717 Freemansburg Avenue	2,532 square feet	$30/square foot/year	David Nicholson Blake Gross (LMS)	dnicholson@lma-pma.com	717-569-9373	Deal pending
	Unit B2, 4717 Freemansburg Avenue	3,750 square feet	$30/square foot/year	David Nicholson Blake Gross (LMS)	dnicholson@lms-pma.com	717-569-9373	Free-standing restaurant pad
	Unit D105, 4717 Freemansburg Avenue	1,989 square feet	$30/square foot/year	David Nicholson Blake Gross (LMS)	dnicholson@lms-pma.com	717-569-9373	
	Unit E101, 4717 Freemansburg Avenue	1,803 square feet	$30/square foot/year	David Nicholson Blake Gross (LMS)	dnicholson@lms-pma.com	717-569-9373	
	Unit E104, 4717 Freemansburg Avenue	2,068 square feet	$30/square foot/year	David Nicholson Blake Gross (LMS)	dnicholson@lms-pma.com	717-569-9373	
	Unit F103, 4717 Freemansburg Avenue	667 square feet	$30/square foot/year	David Nicholson Blake Gross (LMS)	dnicholson@lms-pma.com	717-569-9373	
Southmont Plaza	Unit 305, 4423 Birkland Place	4,180 square feet	N/A	Tyler Terhune (DDR)		877-225-5337 216-755-6581 (mobile)	For lease
Nazareth Pike	Unit 1, 3846 Nazareth Pike	1,000 square feet	$18/square foot/year	Scott Horner (Colliers International)		610-770-3600	
	Unit 2, 3846 Nazareth Pike	1,600 square feet	$18/square foot/year	Scott Horner (Colliers International)		610-770-3600	
	Unit 3, 3846 Nazareth Pike	2,000 square feet	$18/square foot/year	Scott Horner (Colliers International)		610-770-3600	
	Unit 4, 3846 Nazareth Pike	3,330 square feet	$18/square foot/year	Scott Horner (Colliers International)		610-770-3600	
	Unit 5, 3846 Nazareth Pike	1,140 square feet	$18/square foot/year	Scott Horner (Colliers International)		610-770-3600	
Easton Avenue	4186 Easton Avenue	12,000 square feet	$13/square foot/year	Amy Hawley (Markward Group)	ahawley@markwardgroup.com	610-295-6600 610-398-4000 (direct)	For lease
	2910 Easton Avenue	2,250 square feet	N/A	Robert Thompson (Colliers International)		610-770-3600 484-273-3615 (direct)	For lease; Pizzeria and Italian restaurant

APPENDIX E: WAYFINDING CONCEPTS

A Wayfinding Signage System for Bethlehem Township should address, at a minimum: Gateway Signage; Directional Signage; and Accent Signage (such as Vertical Pole-Mounted Banner System). The Wayfinding Signage System should incorporate the colors, and culture of Bethlehem Township as a "new" Branding concept.



Welcome to Bethlehem Township



Gateway Sign Example



Municipal Campus Sign Example

Bethlehem Township should consider the following options for Wayfinding Signage:

Gateway Signs: Signs at entryways along Rt. 191, Freemansburg Avenue, Easton Avenue, and William Penn Highway.

Other "Welcome to Bethlehem Township" Signs: Select special places in the Township to install other signs.

Distance & Directional (D&D) Signs: Meet with PennDOT to attempt to have them accept a Bethlehem Township color for the otherwise typical green Distance & Directional (D&D) Signs. Select places to tell the world how close they are to Bethlehem Township, and features within the Township.

Civic/Park & Rec Signs: Determine strategic places where the general public would benefit from knowing where the parks are located, and install a family of signs that distinctively announce Park & Rec (P&R) sites.

Municipal Campus: Enhance directional and Identification Signs near and at the Township Building property to help orient people.

Vertical Pole-Mounted Banners (VP-MB): Select key streets/roads where Bethlehem Township could partner with the business community. Consider a dual VP-MD system, and seek corporate funds to install same. (One banner for Bethlehem Township, and the other for a business enterprise.)

Signage should reflect a "new" Branding system for Bethlehem Township.

APPENDIX E: WAYFINDING CONCEPTS EXAMPLES

A Wayfinding Signage System should identify locations for the various sign types, as well as the size, fonts, colors, and styles of writing, numerals, and graphics.



Directional Sign Example



Distance & Directional Sign Example


Vertical Pole-Mounted Banner Example

Fundamental to the Wayfinding Signage System are the goals to:

- Identify the boundaries of Bethlehem Township;
- Help direct the motoring public to significant places;
- Help guide Pedestrians to signficant places; and
- Celebrate the culture, history, and future of Bethlehem Township.

Questions to be answered in devising the Wayfinding Signage System include:

- Where is Bethlehem Township?
- Where are significant places?
- How do I get to my destination, and how far is it?
- When I arrive at my destination, where do I park, and where is the front door?

Since many of the Wayfinding Signage locations are within State Road Rights-of-Way, coordination with PennDOT will be required.

A Wayfinding Signage Master Plan should be prepared in order to establish a implementation schedule and budge.

Appendix F: Placemaking

"Placemaking" is one of the important elements to community development. Placemaking is intended to convey the desired outcome for the physical form of a development to address such items as:

+ compact development patterns (as a form of clustering), frequently intended to be designed with a central green;
+ environmental resources protection (including the protection of steep slopes, wetlands, and woodlands); and
+ walkability (as a goal related to trails, pathways, sidewalks, and crosswalks).

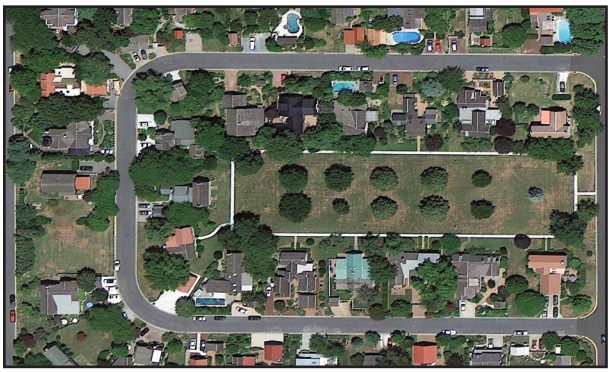
On pages F-2 and F-3, several "Best Practices" examples of Placemaking are included. The images on pages F-2 and F-3 should be utilized to inspire the layout of developments in the future in BethlehemTownship.

Relative to Ordinance Amendments to promote Placemaking, several options should be considered after the Comprehensive Plan is adopted such as:

- Ordinance Amendments to enable more effective Placemaking; and
- Design Standards as Appendices to both the Zoning Ordinance and Subdivision & Land Development Ordinance to strengthen opportunities for Placemaking.

Please refer to Chapter 15, Implementation Strategies, for additional information.

Placemaking Principles
Examples of Residential Placemaking



Ship Carpenter Square
Lewes, DE

Ship Carpenter Square, in Lewes, DE, is a good example of a neighborhood of single-family detached homes, with common open space in the form of a central green.

The central green serves as a Green Court upon which the homes have frontage. The “loop road” for vehicular access provides rear access to garages.



Brick House Farm

Brick House Farm, in Newtown Square, PA, is another good example of a neighborhood of single-family detached homes, and a central green.

The central green contains a perimeter walkway, and includes a Gazebo, Shade Trees, and Benches.



Glen Miills School
Faculty Housing

The Glen Mills School Faculty Housing, in Glen Mills, PA, is noted for a series of central greens, around which single-family homes on small lots are grouped.

Great “curb” appeal is achieved with front porches, and rear access to garages.



Ponds of Woodward

The Ponds of Woodward, in Mendenhall, PA, has a compact arrangement of housing in triplex clusters, along with open space consisting of a series of ponds.

The scale and mass of the triplex units emulates the appearance of a large farmhouse.

Placemaking Principles
Examples of Mixed-Use Development Placemaking



Willowdale Town Center
Unionville, PA

Willowdale Town Center, in Unionville, PA, is a good example of commercial buildings located around the perimeter of the site, and centrally located green space.

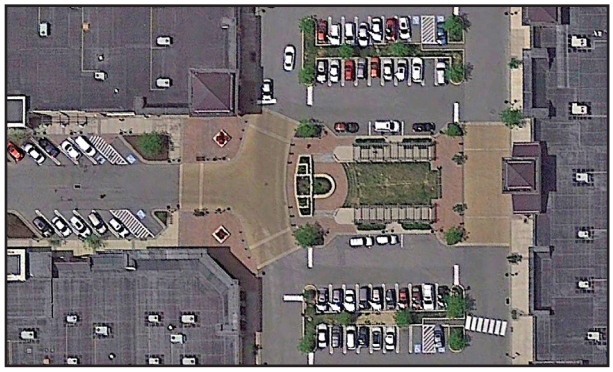
Smaller scale commercial buildings are emblematic of a Village.



Eagleview Town Center
Exton, PA

Eagleview Town Center, in Exton, PA, has a large common open space area surrounded by restaurants, shops, condominiums, apartments, and live-work units.

The central green space provides opportunities for a Farmers Market and other special community events.



Concordville Town Center
Concordville, PA

Concordville Town Center, in Concordville, PA, has a central public open space that includes a Pergola, Fountain, small Amphitheater, and a small Green.

The central public open space connects to stores and shops via unit paver plazas.



Legacy Village
Cleveland, Ohio

Legacy Village, in Cleveland, OH, has a central green “wrapped” by commercial buildings.

The central green provides opportunities for pedestrian gathering and for special events.

RESOLUTION R039-17

A RESOLUTION ADOPTING THE BETHLEHEM TOWNSHIP COMPREHENSIVE PLAN UPDATE 2017

WHEREAS, Article III, Comprehensive Plan, of the Pennsylvania Municipalities Planning Code, provides for municipalities and counties to compose comprehensive plans to guide future land use, growing and development; and

WHEREAS, the Bethlehem Township Board of Commissioners first adopted the Bethlehem Township Comprehensive Plan on November 10, 1975 by its Resolution No. R20-75; and

WHEREAS, the Bethlehem Township Board of Commissioners adopted a revised Bethlehem Township Comprehensive Plan on June 8, 1987 by its Resolution No. R38-87; and

WHEREAS, the Bethlehem Township Board of Commissioners adopted a revised Bethlehem Township Comprehensive Plan on July 1, 1997 by its Resolution No. R065-97; and

WHEREAS, the Bethlehem Township Board of Commissioners adopted a revised Bethlehem Township Comprehensive Plan on November 15th, 2004 by its Resolution R118-04; and

WHEREAS, the Bethlehem Township Board of Commissioners charged the Township Planning Consultant, Thomas Comitta of Thomas Comitta Associates, Inc. to aid in the visioning, planning, crafting and authoring of a 10 year Comprehensive Plan Update; and

WHEREAS, the Bethlehem Township Board of Commissioners appointed a Comprehensive Plan Advisory Committee comprised of the Bethlehem Township Planning Commission, representatives from the Bethlehem Township Recreation Committee, representatives from Township Staff and representatives from the Board of Commissioners; and

WHEREAS, The Bethlehem Township Comprehensive Plan Update of 2017 directs future land use remain in the line with recognized "Smart Growth" principals adopted in 2004 as well as new concepts and recommendations for the Township's major corridors, redevelopment of existing parcels and for Bethlehem Township to continue planning efforts to address infrastructure improvements in earnest preparing for possible community buildout within the next 10 years; and

WHEREAS, The Bethlehem Township Comprehensive Plan Update 2017 is primarily intended to provide direction for land development, redevelopment of existing parcels and preservation in the Township of Bethlehem over the next 10 to 15 years, and is an advisory guide for zoning changes, infrastructure improvement projects and other official public action; and

WHEREAS, pursuant to state law, the Bethlehem Township Comprehensive Plan Advisory Committee, in conjunction with its professional consultant, Thomas Comitta Associates, held public meetings on a regular basis beginning on July 13th, 2015 and continuing through January 30th, 2017 for the purpose of preparing the Bethlehem Township Comprehensive Plan Update 2017; and

WHEREAS, pursuant to state law, the Comprehensive Plan Advisory Committee held a public meeting in an open house format, for the purpose of publicly reviewing the Bethlehem Township Comprehensive Plan Update 2017 and receiving any public comment thereon, before releasing the Bethlehem Township Comprehensive Plan Update 2017 for statutory review; and

WHEREAS, pursuant to state law, the Bethlehem Township Planning Commission held regularly scheduled and advertised monthly public meetings where in addition to land development matters, the proposed Comprehensive Plan was discussed, with ample opportunity for public comment prior to statutory review; and

WHEREAS, the Bethlehem Township Planning Commission, voted to recommend to the Bethlehem Township Board of Commissioners that it adopt the Bethlehem Township Comprehensive Plan update 2017 and to release the draft of the Bethlehem Township Comprehensive Plan Update 2017 for statutory review at a regular public meeting; and

WHEREAS, pursuant to state law, Bethlehem Township delivered a copy of the Bethlehem Township Comprehensive Plan Update 2017 to the Lehigh Valley Planning Commission, all contiguous municipalities (the City of Bethlehem, the Borough of Freemansburg, and the Townships of Hanover, Lower Nazareth, Lower Saucon, Williams and Palmer) and the Bethlehem Area School District, for their review and comment; and

WHEREAS, to ensure full planning coordination and stakeholder partnership, Bethlehem Township delivered a copy of the Bethlehem Township Comprehensive Plan Update 2017 to the Lehigh and Northampton County Transportation Agency (LANTA) and the Lehigh Valley Industrial Park (LVIP); and

WHEREAS, comments were received from the Lehigh Valley Planning Commission, LANTA and Palmer Township by letter following their review. Additionally, a period in excess of 45 days elapsed since the date on which the Bethlehem Township Comprehensive Plan Update 2017 was received by all other contiguous municipalities and the Bethlehem Area School District, which did not comment on the Bethlehem Township Comprehensive Plan Update 2017; and

WHEREAS, pursuant to state law, the Bethlehem Township Board of Commissioners held a public hearing following proper to public notice for the purpose of further reviewing the Bethlehem Township Comprehensive Plan Update 2017 and receiving further public comment, at which time the hearing was continued to a date certain and the Board of Commissioners directed the Comprehensive Plan Advisory Committee and Planning Commission to address Lehigh Valley Planning Commission comments via the Bethlehem Township Comprehensive Plan Update 2017 revisions; and

WHEREAS, pursuant to state law, the Bethlehem Township Comprehensive Plan Advisory Committee held additional publicly advertised open meetings revising certain portions of the Bethlehem Township Comprehensive Plan Update 2017 after which the Bethlehem Township Planning Commission at regularly scheduled & publicly advertised monthly meetings reviewed said revisions, offered additional comment, accepted public comment and voted to recommend approval of the revised Bethlehem Township Comprehensive Plan Update 2017 and release for statutory review, whereby the draft Bethlehem Township Comprehensive Plan Update 2017 was then distributed to all required parties for comment; and

WHEREAS, comments were then received a second time from the Lehigh Valley Planning Commission, following statutory review. Additionally, a period in excess of 45 days then elapsed since the date on which the Bethlehem Township Comprehensive Plan Update 2017 was received by all other contiguous municipalities and the Bethlehem Area School District, which did not comment on the Bethlehem Township Comprehensive Plan Update 2017; and

WHEREAS, pursuant to state law, the Bethlehem Township Board of Commissioners held a continued public hearing for the purpose of further reviewing the Bethlehem Township Comprehensive Plan Update 2017 and receiving further public comment; and

WHEREAS, the Bethlehem Township Board of Commissioners has carefully considered recommendations and comments by the Bethlehem Township Comprehensive Plan Advisory Committee, Bethlehem Township Planning Commission, Lehigh Valley Planning Commission and all other public comments, including public meeting comments, received by it; and

WHEREAS, the Bethlehem Township Board of Commissioners finds that the Bethlehem Township Comprehensive Plan Update 2017 is generally consistent with the Comprehensive Plan for Lehigh and Northampton Counties, as amended; and

WHEREAS, the Bethlehem Township Board of Commissioners finds that the Bethlehem Township Comprehensive Plan Update 2017 has been prepared in accordance with the Pennsylvania Municipalities Planning Code; and

WHEREAS, as presented to the Bethlehem Township Board of Commissioners for final action, the Bethlehem Township Comprehensive Plan Update 2017 comprises the following elements: 1) Executive Summary, 2) Overview & Introduction, 3) Population & Housing Forecasts, 4) Visioning, 5) Plan Components/ Focus Areas, 6) Transportation/ Circulation & Traffic, 7) Stormwater Management, 8) Future Land Use, 9) Redevelopment, 10) Parks, Recreation &

Open Space, 11) Natural Resource Protection, 12) Streetscape Enhancement, 13) Interrelationships of Plan Components/ Focus Areas, 14) Compatibility with LVPC Policy and Adjoining Municipalities, 15) Implementation Strategies; and

WHEREAS, as presented to the Bethlehem Township Board of Commissioners for final action, the Bethlehem Township Comprehensive Plan Update 2017 comprises the following appendices: A-1) Visioning, B-1) Redevelopment Strategies, C-1) Infrastructure: Transportation, Circulation & Traffic and Stormwater, D-1) A Brief on Bethlehem Township Real Estate Vacancies: Land

Available for Development as well as Commercial, Industrial, Office and Retail/Service Sites, E-1) Wayfinding Concepts, F-1) Placemaking Principles; and

WHEREAS, as presented to the Bethlehem Township Board of Commissioners for final action, the Bethlehem Township Comprehensive Plan Update 2017 comprises the following maps: "Bethlehem Township- Comprehensive Plan: Future Land Use Character Areas"- guiding future land use recommendations or future zoning in the Township, "Bethlehem Township- Comprehensive Plan: Existing Parks & Immediate Service Areas", "Bethlehem Township Greenways"- proposing to create new greenways or enhance existing greenways for The Nancy Run, Monocacy Creek, Lehigh River and D&L Trail, Bethlehem Township/Palmer Rail Trail and the Madison Farms/ Bethlehem Township Community Center Trail, "Designated Streetscape Enhancement Areas, Revised March 1, 2017"- proposing to add Emrick Boulevard to the Streetscape Enhancement Overlay District, "Bethlehem Township- Comprehensive Plan: Places Loved and Places to be Improved", "Bethlehem Township- Comprehensive Plan: Redevelopment Focus Areas- Township Wide"- calling out areas of the Township that should be focused on for redevelopment/ infill opportunities, "Bethlehem Township Development Locations Map as of December, 2016", Bethlehem Township Transportation Management Exhibit", Bethlehem Township Public Transportation Service Routes", "Bethlehem Township Stormwater Management Investigation" and "Bethlehem Township Development Stormwater Management Investigation Complaints"; and

WHEREAS, the Bethlehem Township Board of Commissioners desires to take final action on the Bethlehem Township Comprehensive Plan Update 2017.

NOW THEREFORE BE IT AND IT IS HEREBY RESOLVED BY the Board of Commissioners of Bethlehem Township, County of Northampton, and Commonwealth of Pennsylvania that the Bethlehem Township Comprehensive Plan Update 2017, as prepared and recommended by the Bethlehem Township Comprehensive Plan Advisory Committee and the Bethlehem Township Planning Commission for adoption, and as more fully described herein, is approved and adopted.

ADOPTED AND APPROVED this 17th day of April 2017 at a regular public meeting.

BOARD OF COMMISSIONERS
OF BETHLEHEM TOWNSHIP

Thomas J. Nolan
Vice-President

ATTEST:

Melissa Shafer,
Manager/Secretary