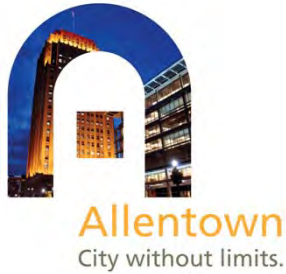




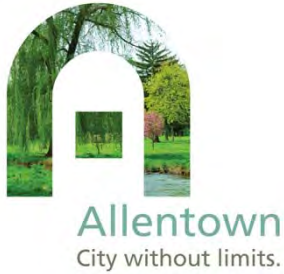
# Reinventing the Future



## Allentown's Next Frontier: The Lehigh River Waterfront and Nearby Development Opportunities

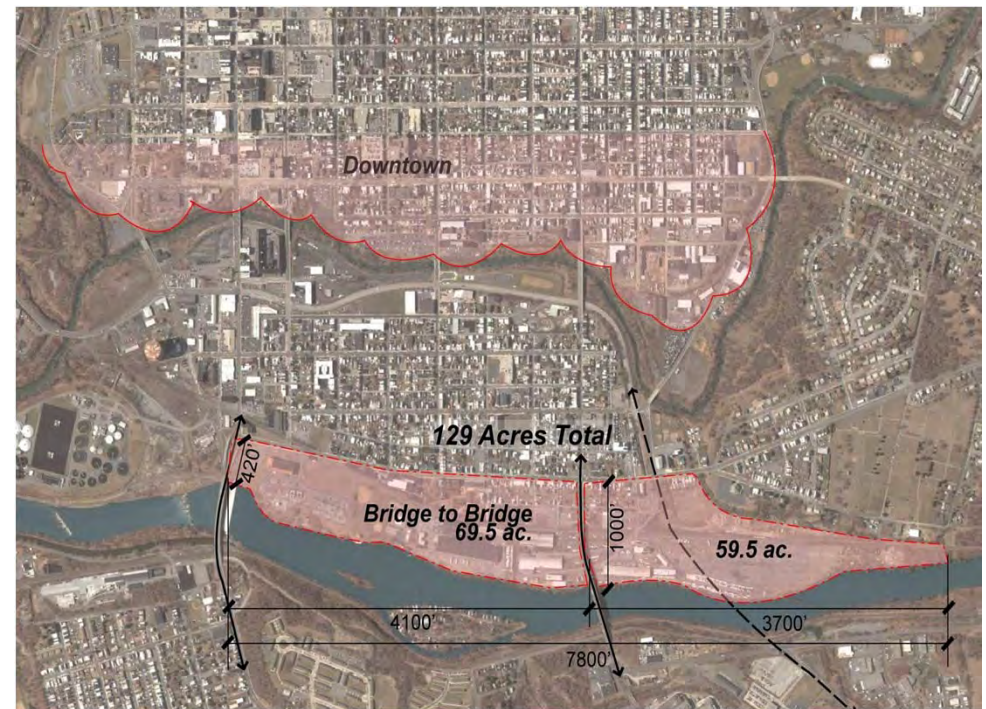
- What is the Opportunity?
  - Allentown is the 3<sup>rd</sup> Largest City in PA
    - 118,000 population
    - Nearly 1 Million population in Metro Area
    - Home to two Fortune 500 companies
    - 1.5 Hours to New York City
    - 1 Hour to Philadelphia





# Unique Location

- **Special Features**
- Over one mile of navigable water way – unique to the region
- Nearly 100 acres of under-utilized or undeveloped land
- Strong local and state support for development through creative financing







**Allentown**  
City without limits.

# Incentives

- **Keystone Opportunity Zones (KOZ) property**
  - For a period of up to 10 years...
    - No local RE taxes
    - No State taxes
      - Sales
      - Corporate
      - Income
- **Neighborhood Improvement Zone (NIZ)**
  - Through Bond Issuance
    - State taxes generated within the 136 acre NIZ are funneled right back
    - State taxes are used to make payments on the bonds issued
    - Upon issuance of first bond – benefits could last up to 40 years





Allentown  
City without limits.

# Potential







**Allentown**  
City without limits.

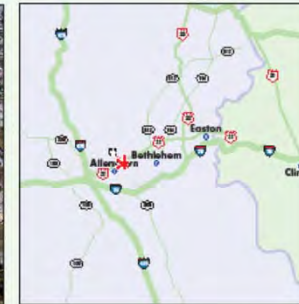
# Nearby Opportunities

## ■ Coca Cola Park



Build-to-Suit / Sale or Lease  
**American Parkway**  
Allentown, PA

**BUILD ON OUR STRENGTH**  
COUNT ON OUR COMMITMENT



Located next to Coca-Cola Park -  
the new Lehigh Valley IronPigs Baseball Stadium!

**26 Acres**

- High Visibility
- Easy access to Interstate 78 and Routes 22 & 946
- Within 1.5 miles to Lehigh Valley International Airport
- Traffic Counts:
  - Union Blvd - 22,000 vehicles per day (2004)
  - American Parkway - 17,509 vehicles per day (2004)
  - Route 22 - 80,585 vehicles per day (2004)
- Area retailers include Macy's, JC Penney, Boscov's, Wachovia Bank, BJ's Wholesale Club and Lone Star Steakhouse



#### Our Leadership Pledge

At J.G. Petrucci Co., Inc., we:

- \* Provide quality facilities that reflect the character of our clients and stand the test of time
- \* Relentlessly pursue total client satisfaction
- \* Respond to the needs of the community
- \* Create value and opportunity for clients, service providers, tradesmen, and employees
- \* Set a standard of conduct that reinforces traditional notions of service, accountability, and integrity

For information or to schedule a tour, contact:

Tom Shaughnessy or Jim Vozar  
J.G. Petrucci Co., Inc.  
(610) 332-0555 • [www.jgpetrucci.com](http://www.jgpetrucci.com)  
[tshaughnessy@jgpetrucci.com](mailto:tshaughnessy@jgpetrucci.com)  
[jvozar@jgpetrucci.com](mailto:jvozar@jgpetrucci.com)





Allentown  
City without limits.

# Downtown Arena

- 8,500 Seat (Fixed) / 10,000 (Concert Seating) Multi-Purpose Arena and Parking Facility
- Community Events Center
- Mixed-Use Anchor Attraction

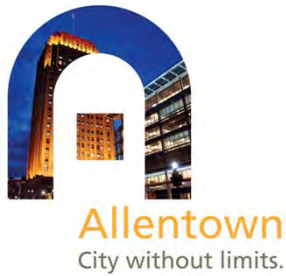




# Expanding our Vision for the Future





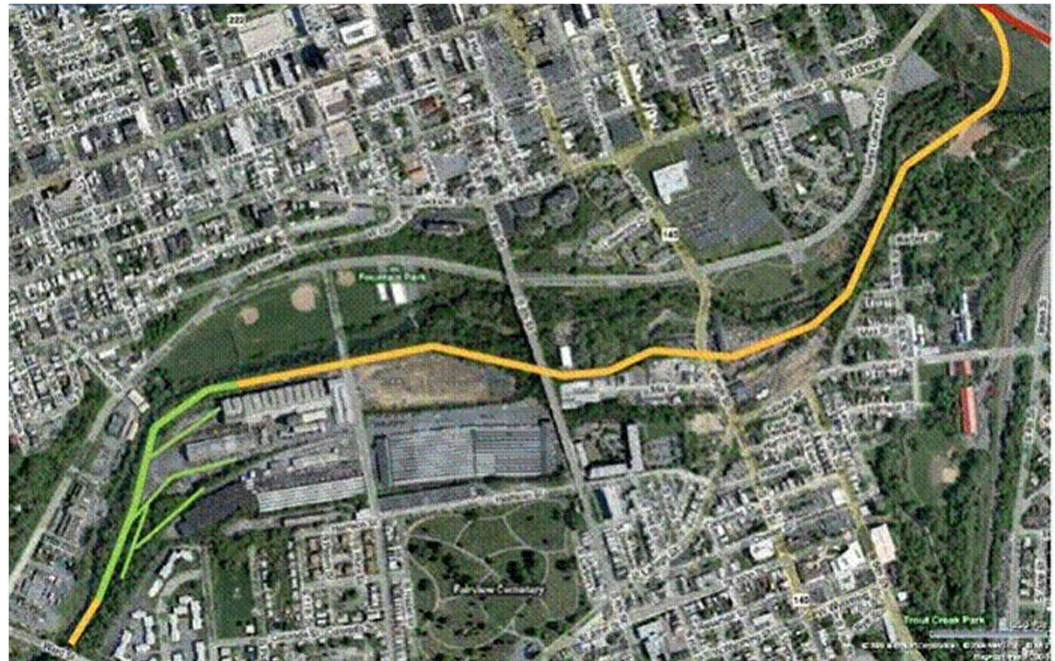


# Reinventing Industry

Reactivating Rail Service on Barbers Quarry Line

Opening New Opportunities for Industrial Development

Sustainable/Walkable workforce



# Reinventing our Business Districts

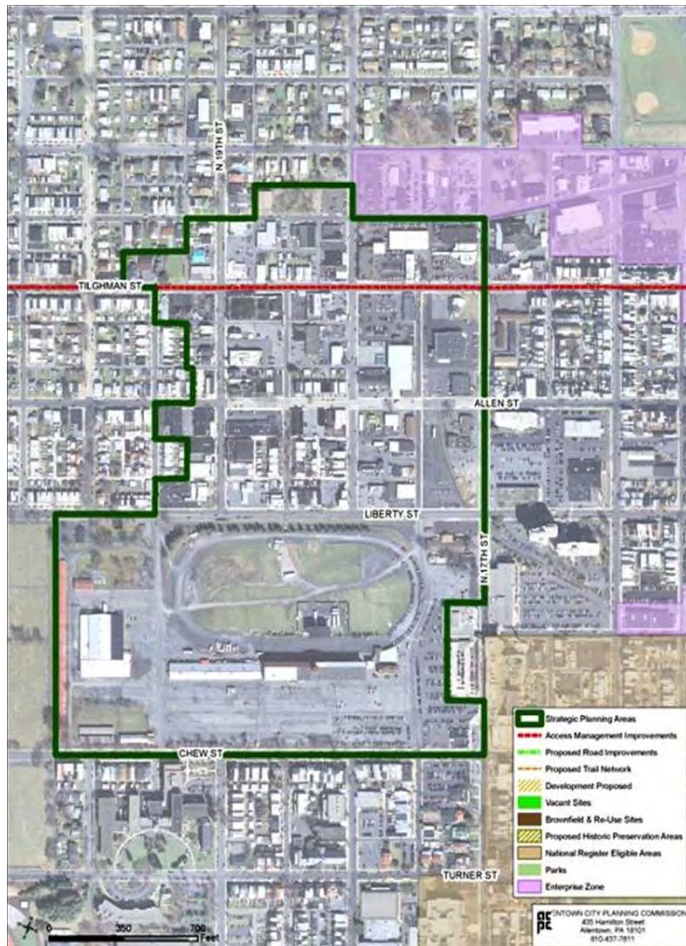






west end  
theatre district

# West End Theatre District



ALTERNATIVE 'B'  
ALLENTOWN FAIRGROUNDS GATE 2 ENTRANCE  
WEST END THEATRE DISTRICT

H<sub>2</sub>

JULY 21, 2009



N. 19<sup>TH</sup> STREET  
WEST END THEATRE DISTRICT

E<sub>4</sub>

JULY 21, 2009



N. 19<sup>TH</sup> STREET  
WEST END THEATRE DISTRICT

E<sub>3</sub>

JULY 21, 2009

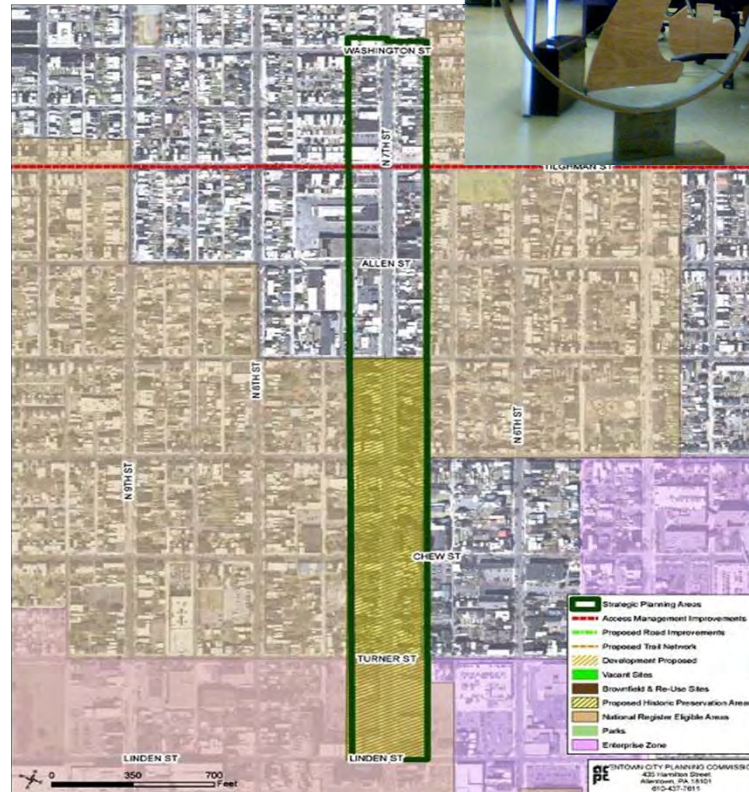




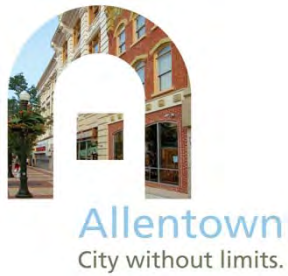


# 7<sup>th</sup> Street Corridor

New  
Streetscape  
and  
Main Street  
Program



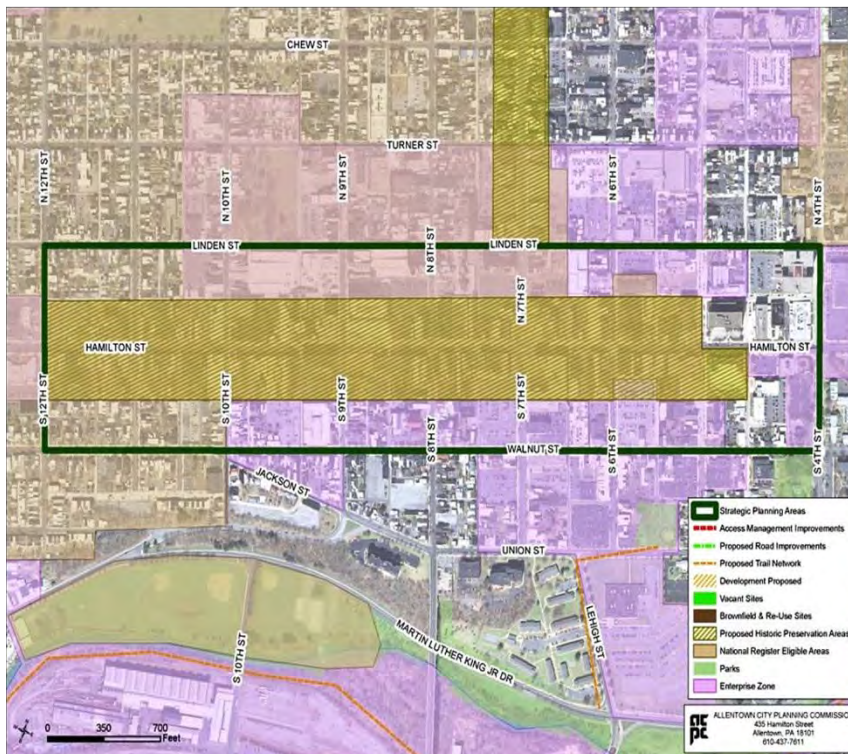




# Downtown and the Cultural Arts & Entertainment District

New Main Street Program

New Restaurants





# Reinventing our Future



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City without limits.