

WEST END THEATRE DISTRICT MASTERPLAN

The Role of a Master Plan

Understanding the existing patterns of development and the growth potential of a commercial area ensures a sustainable and viable future. The role of a Master Plan is to develop that understanding and see beyond the existing physical elements to realize the specific sense of place and vision for the future.

The following list highlights several key anticipated outcomes of the planning process:

1. Develop a clear pattern for infill development
2. Identify potential areas for civic space, green space connections, infill development, housing options, and pedestrian linkages
3. Create synergy between district stakeholders, including government, business owners, university representatives, residents, and non-profit groups
4. Engage stakeholders in advancing the vision for the district
5. Transform under-utilized spaces into compatible and necessary land uses
6. Enhance the cultural, physical, and spatial aspects of a community
7. Guide developers to opportunities within the existing community
8. Provide a tool for pursuing funding opportunities

Process

Before any master plan can take shape, we must thoroughly understand the essence of the district. To understand this essence, we spent time in town, walking, talking, and experiencing the outdoor spaces, both day and night, and through the seasons. We spent time drinking coffee, eating Ringer's burgers, getting peanuts at the market, and having ice cream at the Ritz.

With this background in place, only then can we begin to shape a Master Plan for the future of the West End Theatre District. This plan is rooted in the essence of the community with support from stakeholders, residents, and local government. It is a plan that is embraced and implemented by the community.

To facilitate the initial planning process, a steering committee was formed. The Steering Committee consisted of members from the community tasked with meeting monthly from June to January to guide the development of the Master Plan. The Steering Committee offered critical input related to the West End Theatre District, downtown Allentown, the existing business climate, and numerous intangible elements of this region of the city. In addition to the Steering Committee meetings, meetings were held with key community stakeholders and the community at large.



A walking tour of the area is one of the most important steps in the planning process. While walking through the downtown, the intangible elements of a community are made apparent by sharing a common viewpoint of the existing patterns and developments of a community. This common viewpoint enhances our understanding of the issues and opportunities prevalent in the West End Theatre District. The walking tour is beneficial for the community by having the opportunity to revisit the study area with an eye towards planning projects that may enrich the community fabric.

Walking Tour

To support the committee discussions and reviews, Derck & Edson led a walking tour of the study area in July to review the physical attributes of the district with committee members present adding valuable commentary and insight as the tour progressed through the area. The walking tour covered a variety of topics from parking and circulation to aesthetics and business base.

Public Meeting

After monthly meetings with the Steering Committee, Derck & Edson Associates led a community-wide review session. The strategy for this session was to gather information about the District and early planning concepts from residents and stakeholders. Over 40 residents and stakeholders from the community attended the meeting held at the 514 Theatre on August 4, 2009.

The design team sought input from the attendees pertaining to the specific planning questions related to the future of the West End Theatre District. Additionally, attendees were encouraged to offer general comments about the study area, further guiding the master planning process.

The Study Area

The study area for the master plan is defined as the area surrounding the 19th Street Theatre corridor and the Great Allentown Fairgrounds from Chew Street to Washington Street and between 17th and 20th Streets. Additionally, the Greenwood Cemetery was considered a portion of the study area. The study area is depicted graphically on page 5 of the report.

Within the study area, the following elements were examined and analyzed to set the framework for this planning process:

1. Existing Land Use
2. Existing Building Area
3. Existing Parking Areas and Usage
4. Existing Open Space
5. Existing Streets and Alleys
6. Existing Business Base
7. Existing Materials and Furnishings
8. Existing Utilities and Lighting

Vision Statement

The following vision statement from the 2006 PA Downtown Center Visioning Workshop served as a guiding principle for the land use and urban design planning within the district.

Experience the West End Theatre District as a...

Local Residential Neighborhood Center – by enhancing and diversifying its businesses and services, the West End Theatre District will become a walkable, pedestrian-friendly community atmosphere. By building on its culturally rich and ethnically diverse neighborhood, the West End Theatre District will be a welcoming mecca for both entrepreneurs and artisans to call home and work.

Regional Specialty Shopping, Dining Arts, and Entertainment Destination – by encouraging a safe, browse-able and diverse business district, the West End Theatre District will promote itself as a vibrant and inviting entertainment hub of Allentown. The District will display its own unique character by providing a fun and distinctive shopping and dining destination focusing on local businesses within a walkable, clean, and green environment appealing to the Great Lehigh Valley.

This vision for the revitalization of Allentown's West End Theatre District will be the catalyst for a growing partnership of engaged and committed stakeholders, including local merchants, property owners, residents and other local organizations, including the City of Allentown to assure the attainment and sustainability of this vision.

Allentown's West End Theatre District, where fun meets practicality to create a browsable neighborhood shopping district.

Urban Design Plan

Following the walking tour and study area review, urban design elements were identified to address the physical spaces or public realm within the district.

The West End Theatre District is a unique collection of traditional urban planning elements, all contained within one sub-region of the City of Allentown. In 1960, MIT professor Kevin Lynch described urban planning in terms of several key elements that transcend all urbanized areas. The elements he described were path, edge, node, landmark, and district. Within the confines of this district, each of these elements is represented in some capacity and has been integral in the planning process. The urban design plan for the West End Theatre District addresses each element with specific treatments that enhance these elements as key features in and around the district. The following series of graphics (pages 6-21) define improvements and enhancements that are proposed to strengthen these elements as they exist in the study area.

District, as defined by Lynch is an area within a city that share some common identifying feature and an area that people will know they have entered. There are several enhancement strategies that will support this concept and strengthen the identity of the West End Theatre District.

With the Great Allentown Fairgrounds anchoring the southern portion of the West End Theatre District there are inherent needs for enclosing the fairgrounds during fair week. These enclosures create significant *edges* along Chew and Liberty Streets as well as portions of 17th Street. There are current aesthetic and maintenance concerns with the existing chain link fence which forms these edges. With appropriate treatments and material selection, these edges can be

transformed into characteristic and interpretive elements of the community.

The *paths* that pedestrians, drivers, and bicyclists take to arrive in the district can be characterized by an inconsistency when compared to other areas of the City. The most obvious inconsistency is the lack of urban forestry. The adjacent neighborhoods surrounding Muhlenberg College and the Hamilton Street corridor support a broad street tree canopy which is an identifying feature of the streets. Additionally, these streets have pedestrian scale lighting which establishes a visual pattern that is recognizable within the district. The addition of trees and street lighting along the streetscape of the district will improve the experience of moving in and through the spaces.

The prevalent grid pattern of the roads in the City creates a system of very logical *nodes* at their intersections. Within the West End Theatre District these nodes are strengthened by their relationship to the existing business and cultural fabric of the district itself. The intersections along the 19th Street corridor are made more prominent by the retail, dining, and cultural attractions along the street. Additionally, the intersections along Chew Street and Liberty Street are adjacent to the Great Allentown Fairgrounds making them prominent nodes for access to the Fairgrounds property. An enhanced physical treatment of these junctions within this district will strengthen the district cohesiveness while providing opportunities for safer pedestrian circulation.

Within the West End Theatre District, there are many singular objects that can be considered *landmarks* of the area. The Civic Theatre and the Lehigh Valley Hospital are two. Similarly, the Great Allentown Fairgrounds and the War Memorial at 19th and Allen Street are also District landmarks. Landmarks are a part of the urban fabric of the District and add character and

sense of place to the District. They are celebrated in the vision statement as “culturally rich...diverse...” and “distinctive.” These landmarks are only visible in this part of the City of Allentown and this planning process provides strategies and concepts to enrich the experience of seeing them.

The following are key urban design concepts and strategies:

- Urban forestry (including street trees, buffer plantings, moveable planters, and raised planting beds)
- Edge treatments (including walls, fencing, gates, and parking lot buffers)
- Intersection enhancements
- Lighting enhancements



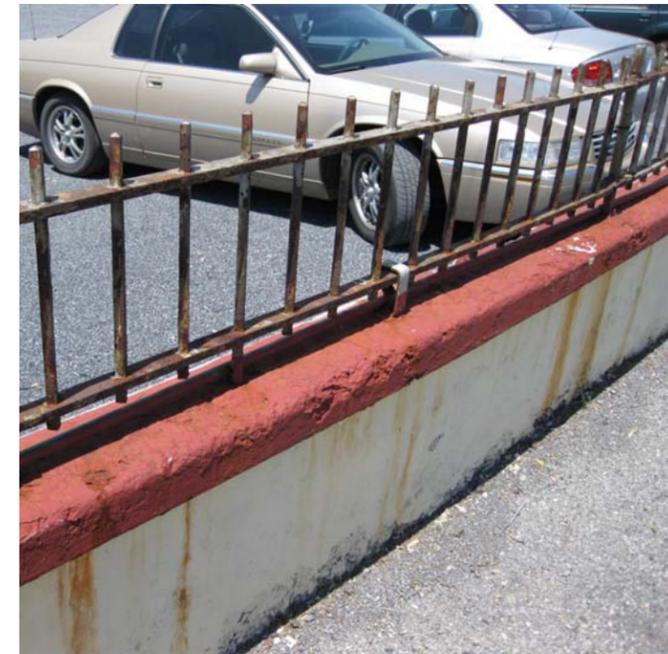
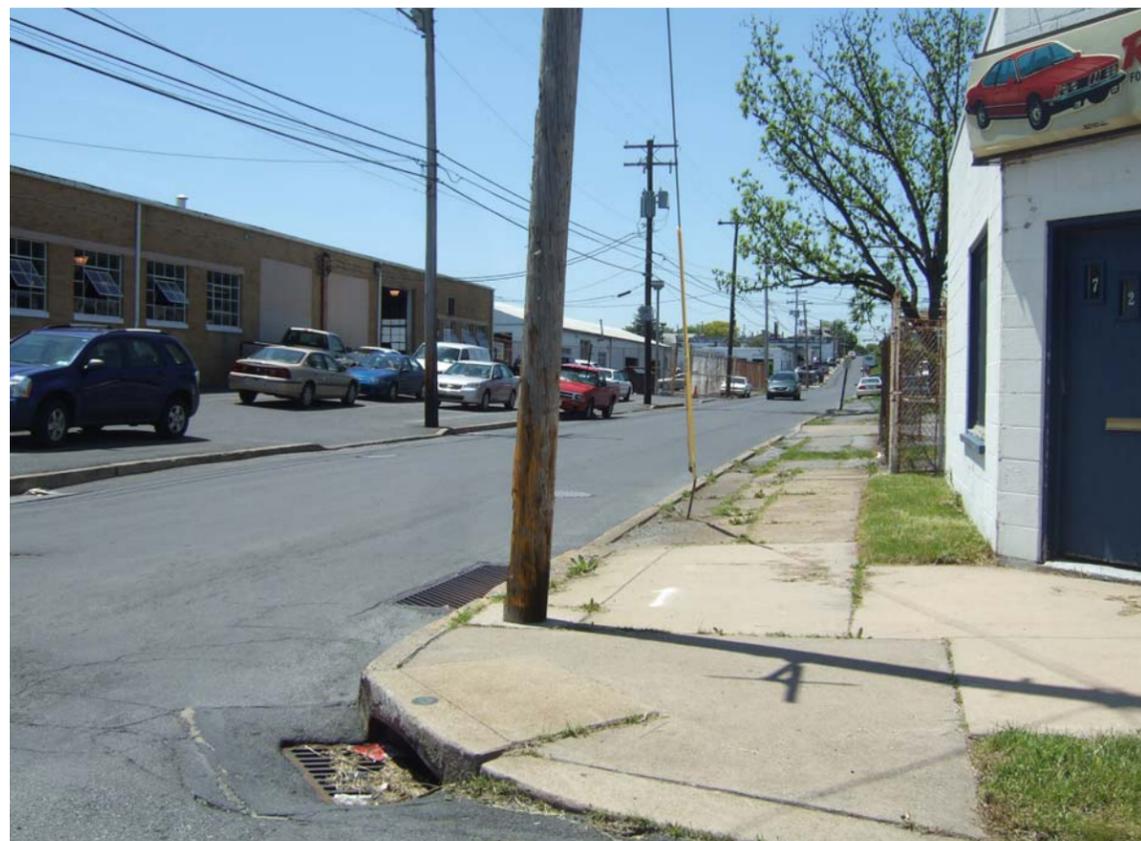
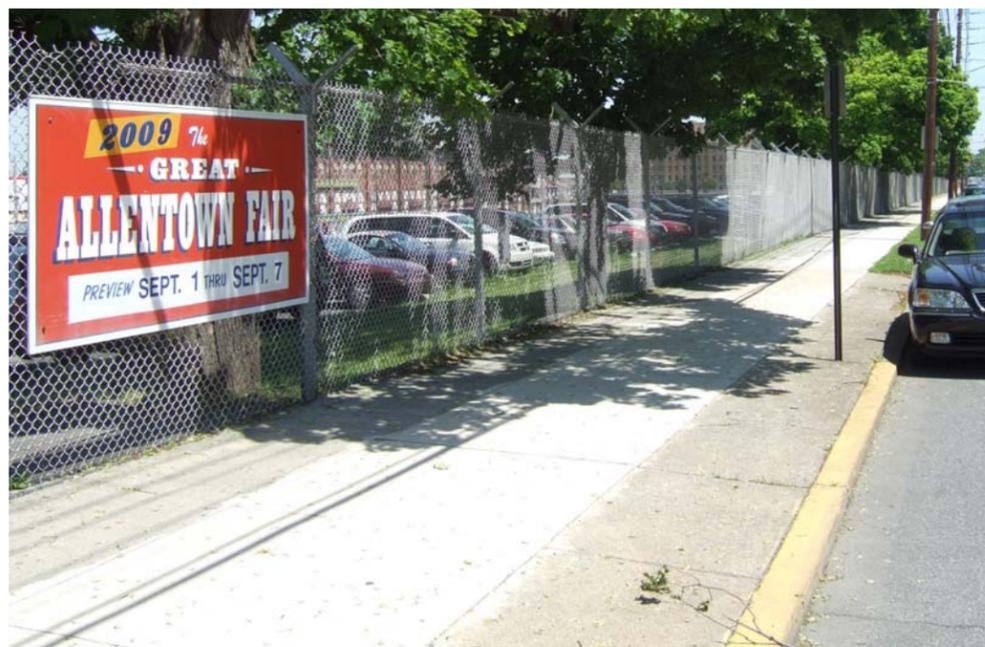


EXISTING CONDITIONS

Within the West End Theatre District are a mix of great businesses, sacred places, and busy streetscapes. Concurrently, there are areas that detract from the overall sense of place. These areas have imposing fences, deteriorating sidewalks, lack crosswalks, are devoid of lighting, or simply do not have the characteristics of a safe, accessible, and vibrant street environment.

The goal of the Urban Design Plan is to enhance the entire district by proposing a collection of specific streetscape elements. When used widely throughout the West End Theatre District, these streetscape elements will have the following effects:

- Enhanced safety
- Enhanced accessibility
- Enhanced visual continuity
- Increased green space and urban forestry
- Increased street furnishings
- Enhanced pedestrian environment
- Unified streetscape



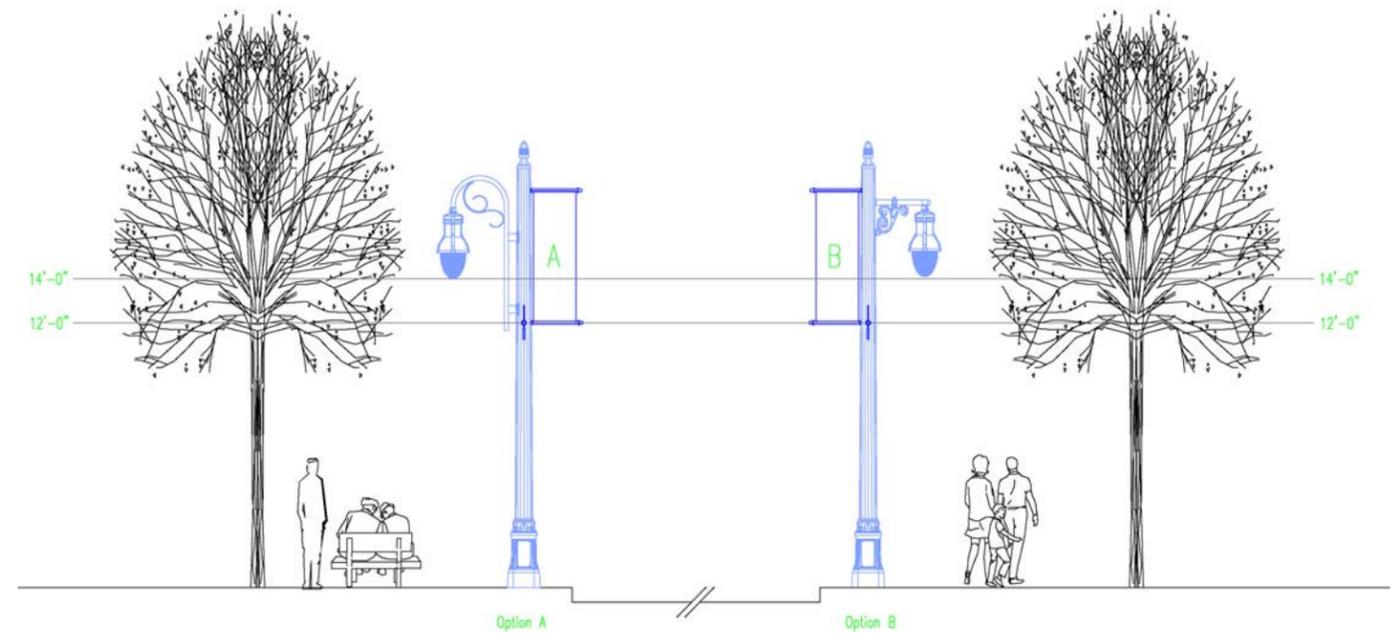
Urban Design Plan (cont.)

Below is a summary of the key elements of the Urban Design Plan sketches shown on pages 6-21.

1. The following items were discussed and agreed upon by committee members during the planning process:
 - a) Brick and concrete are the predominant elements of the streetscape plans for the District with areas of special paving punctuating areas of particular prominence
 - b) Street trees should be used where appropriate and should relate to the approved street tree list at the City when possible
 - c) Outdoor dining is desirable and should be encouraged in the district as denoted on the concept plans
 - d) Planters should be used in the District to provide green elements in the streetscape
 - e) New street lighting with banners should be used and the poles should have provisions for outlets
 - f) Pedestrian lighting should have a black finish color, a pendant style light, and banner arms (see image at right)
 - g) The entrance features to the fairground property should utilize overhead signage to enhance their visual presence
 - h) The fence enhancements around the perimeter of the fairground area should be a combination of brick piers with lighting and interpretive plaques, fence with a

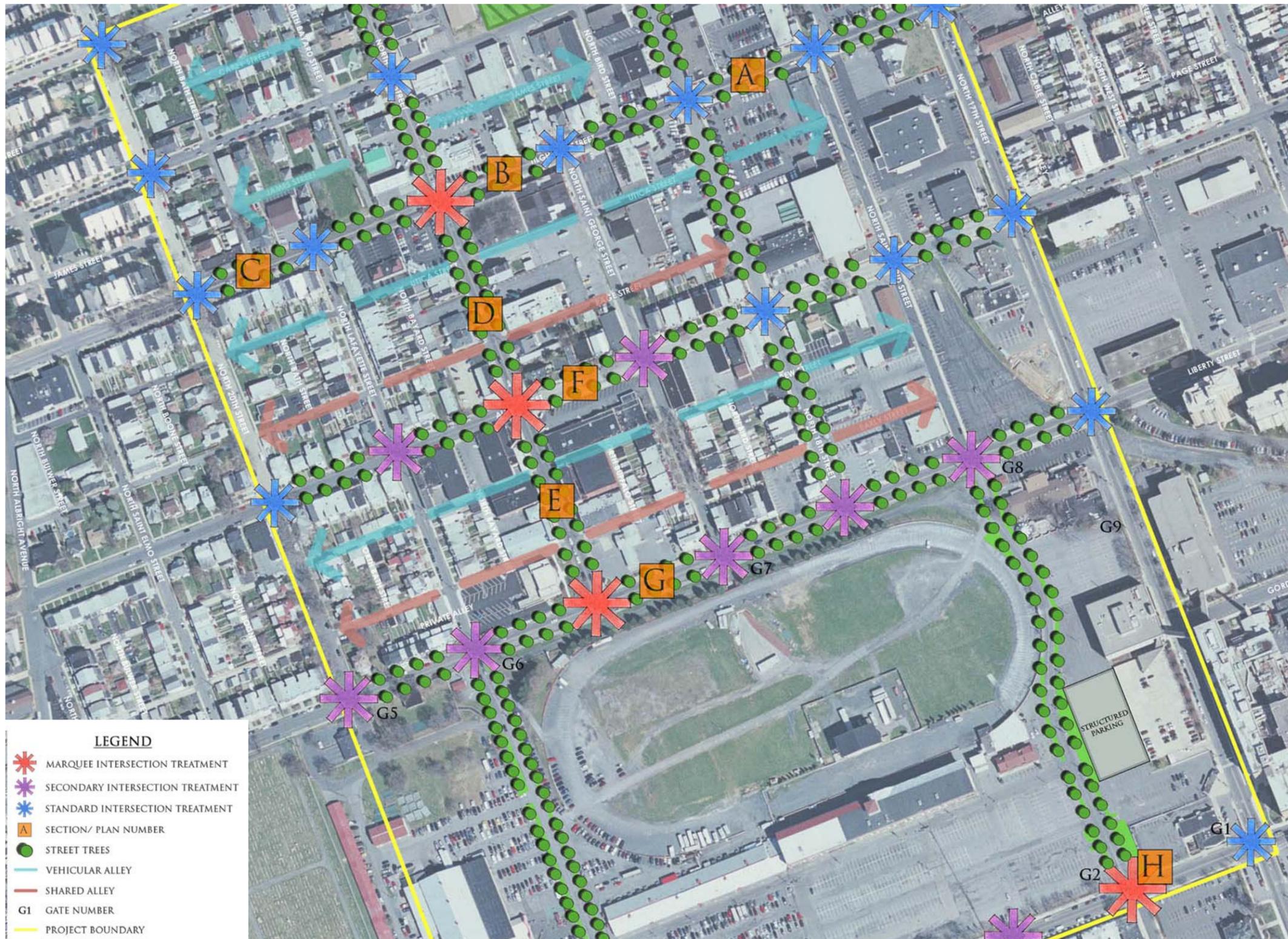
low brick knee-wall, and brick piers with cast stone caps. The finish of the fence should be black

- i) Pedestrian entrances to the fairgrounds should utilize an overhead sign or visual element (and may be combined with a retro-ticket booth at heavily used entrances)
 - j) Bike hitches or bollards should be used in lieu of actual bike racks (location should be focused to the bicycle corridors as designated in the circulation plan)
2. In addition to the above noted elements, several other comments were discussed and supported as they relate to the Urban Design Plan component:
 - a) The existing war memorial at 19th and Allen Streets should be a catalyst enhancement project and some options should be noted in the plan
 - b) If possible, the light source and housing for all cobra head lights should be replaced to be consistent with the pedestrian lighting
 - c) All traffic control signal poles and mast arms should be replaced to coordinate in color and style to pedestrian lighting
 - d) All street sign poles should be replaced to coordinate color with pedestrian lighting (consideration should be given to district street signs)
 - e) Crosswalk treatments should be enhanced at all intersections



Pedestrian scale street lighting enhancements are proposed in the West End Theatre District. The following parameters were developed through the process to guide the development of street lighting plans and construction drawings for the district. These parameters are for guidance only and may be modified during subsequent design phases.

- Light source - Induction - The lower mounting height, desire for an improved pedestrian experience, and proven long term maintenance cost make this the best option.
- Optics - Semi-cutoff - We need a fixture that has very good optical control such that the majority of the light is distributed to the ground, but a small amount should filter to the tress canopy and building walls to create that sense of place and visual brightness that is needed for the pedestrian experience in the urban environment.
- Pole Material - Steel lined aluminum will provide the strength for banner and decoration attachments in the future
- Lens Material - The increased cost of the glass is an effective investment if the budget can handle it, however there are acrylic options that can be considered
- Foundation - Flush to grade - The pole base sits on the brick with the pole foundation concealed. This creates a very clean streetscape appearance, but allows for shovels, sweepers, and other things to contact the pole base, so care will be required periodically around the base.

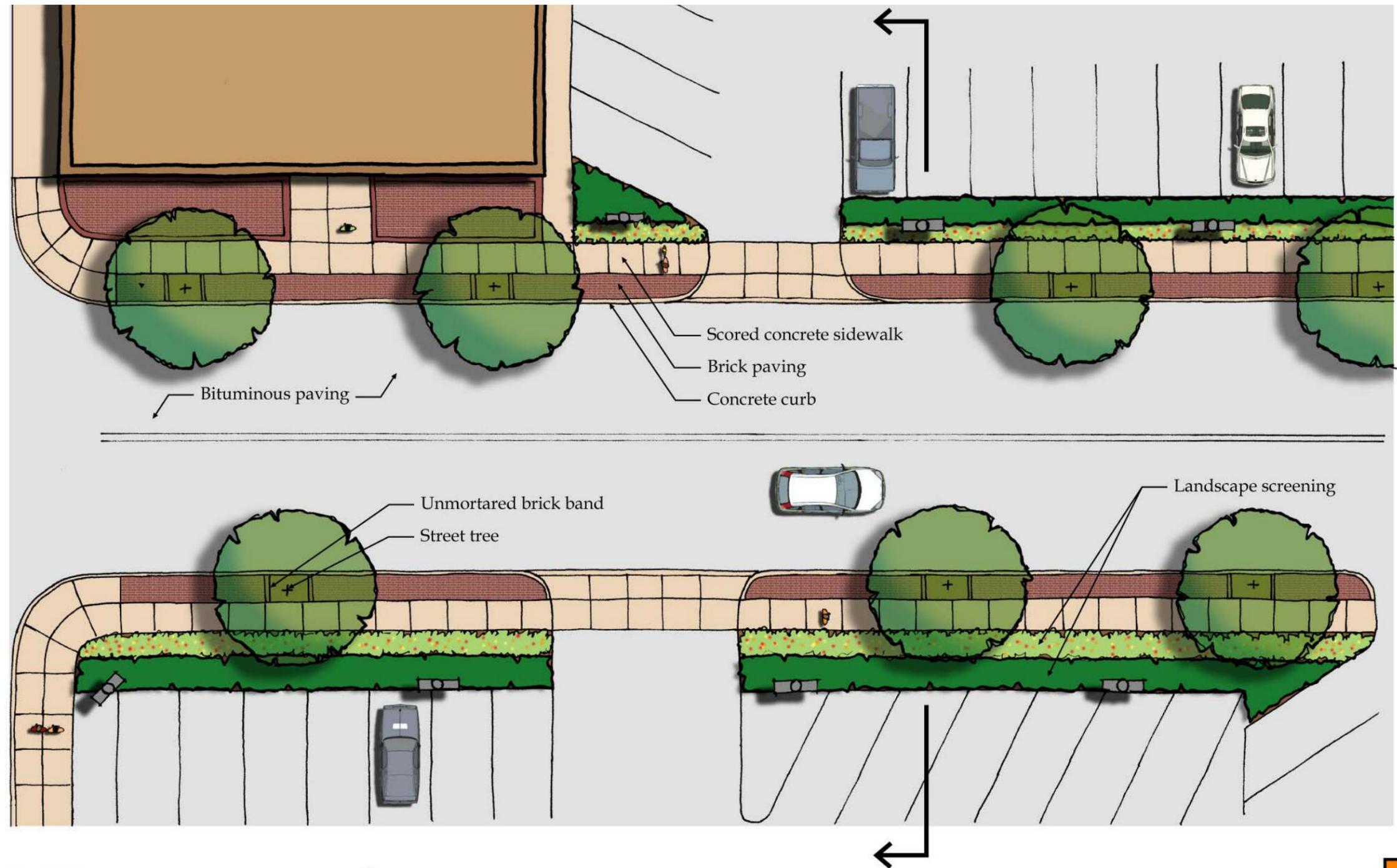


**URBAN DESIGN PLAN
CONCEPT SKETCHES**

The following series of sketch plans and cross sections portray suggested enhancements along the street corridors within the West End Theatre District. These plans begin to highlight some of the key features of an enhanced streetscape in a graphic manner. These enhancements are intended to unify the public realm of the streetscape environment. The letters on the map correspond to a subsequent plan sketch and typical cross section.

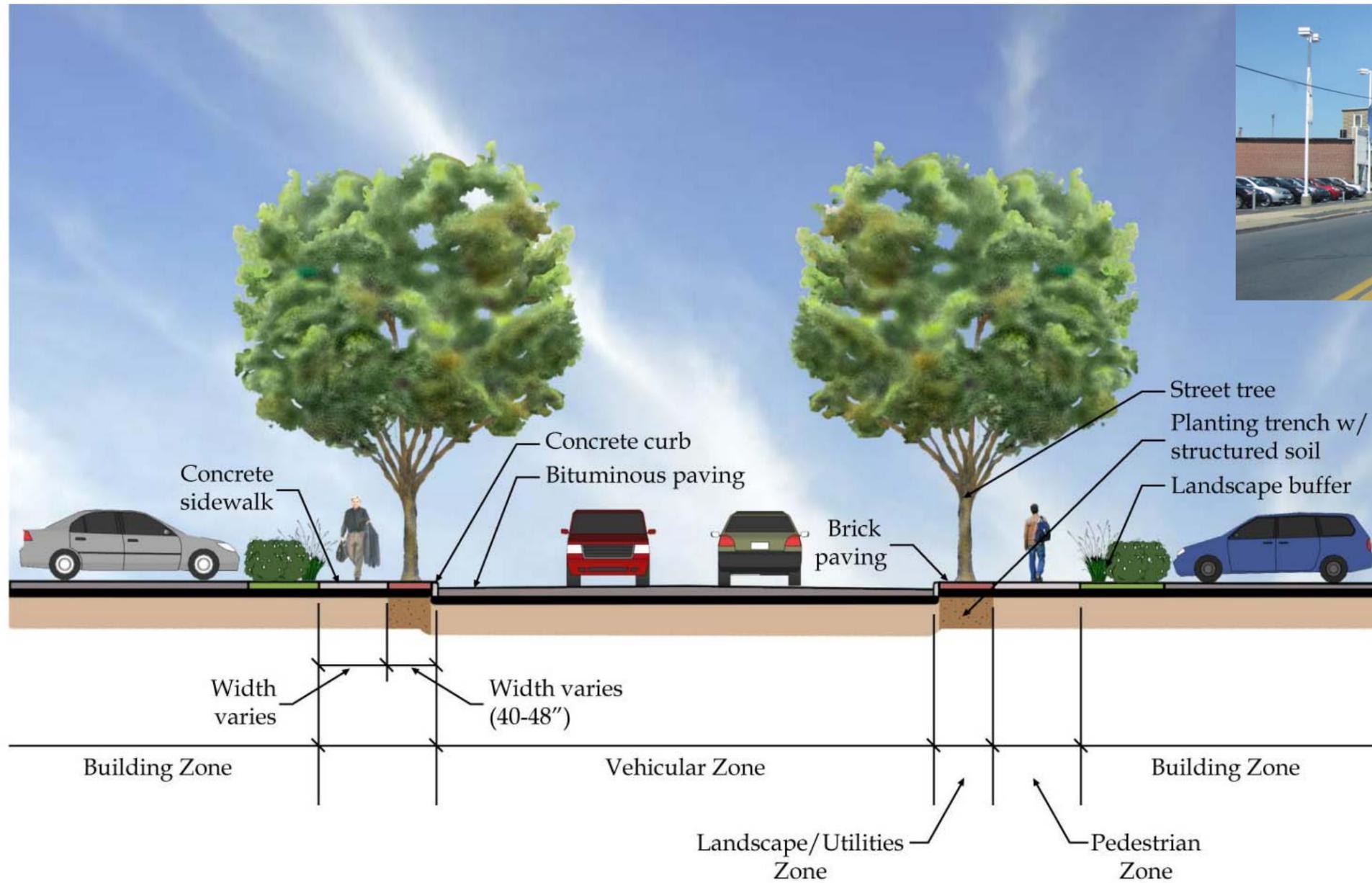
There are many site specific construction details that are unique to each street condition. These elements include accessible ramps at crosswalks, the type of crosswalk treatment, street lighting, signage, and site furnishings. Additionally, each location has different constraints and site conditions related to parking, access, and building placement. Detailed planning and design of these elements would occur during the construction planning phases. Additionally, no significant changes to lane configuration are proposed. On-street parking exists along many streets in the district, and that parking would remain in place.

KEY MAP



W. TILGHMAN STREET





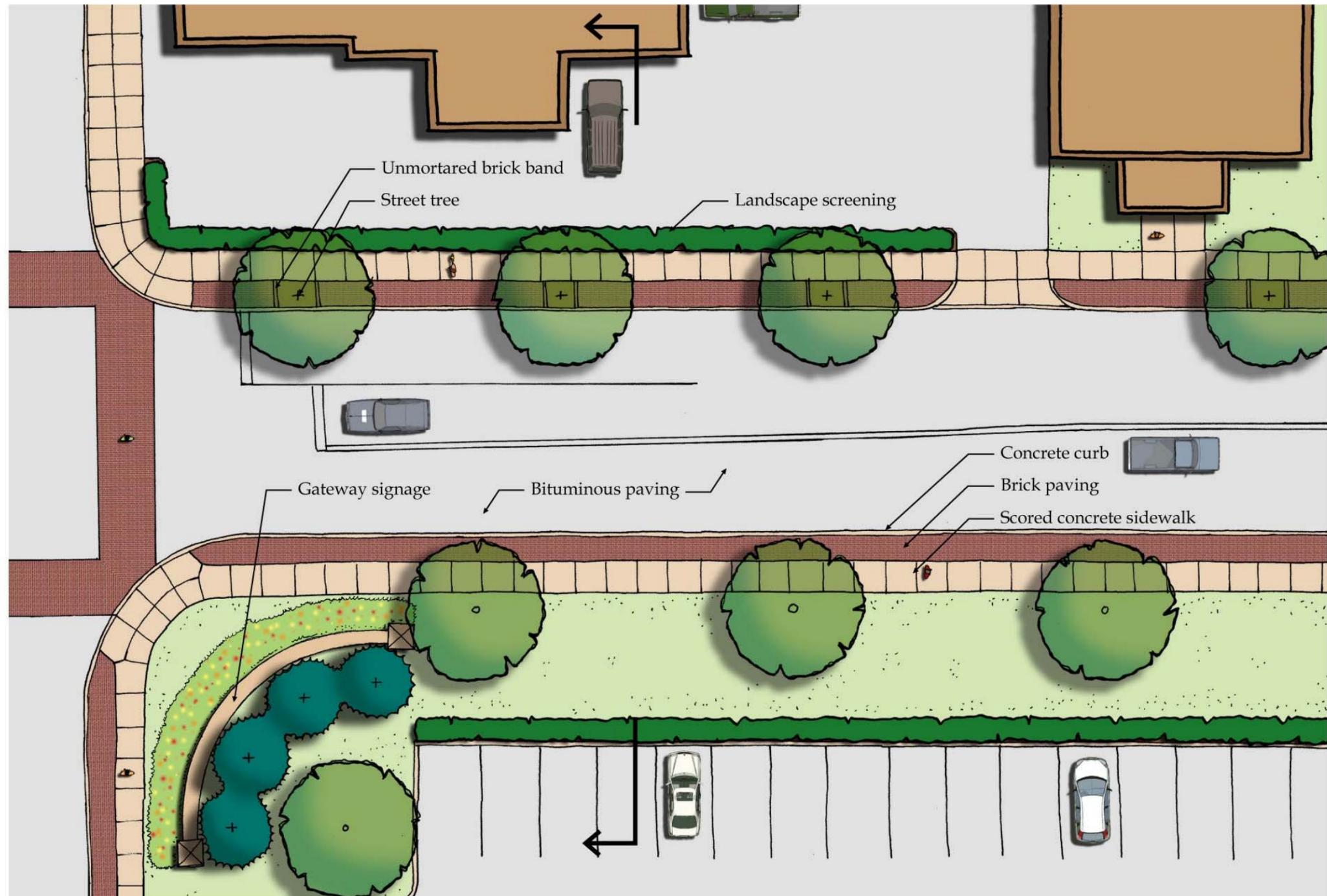
W. TILGHMAN STREET





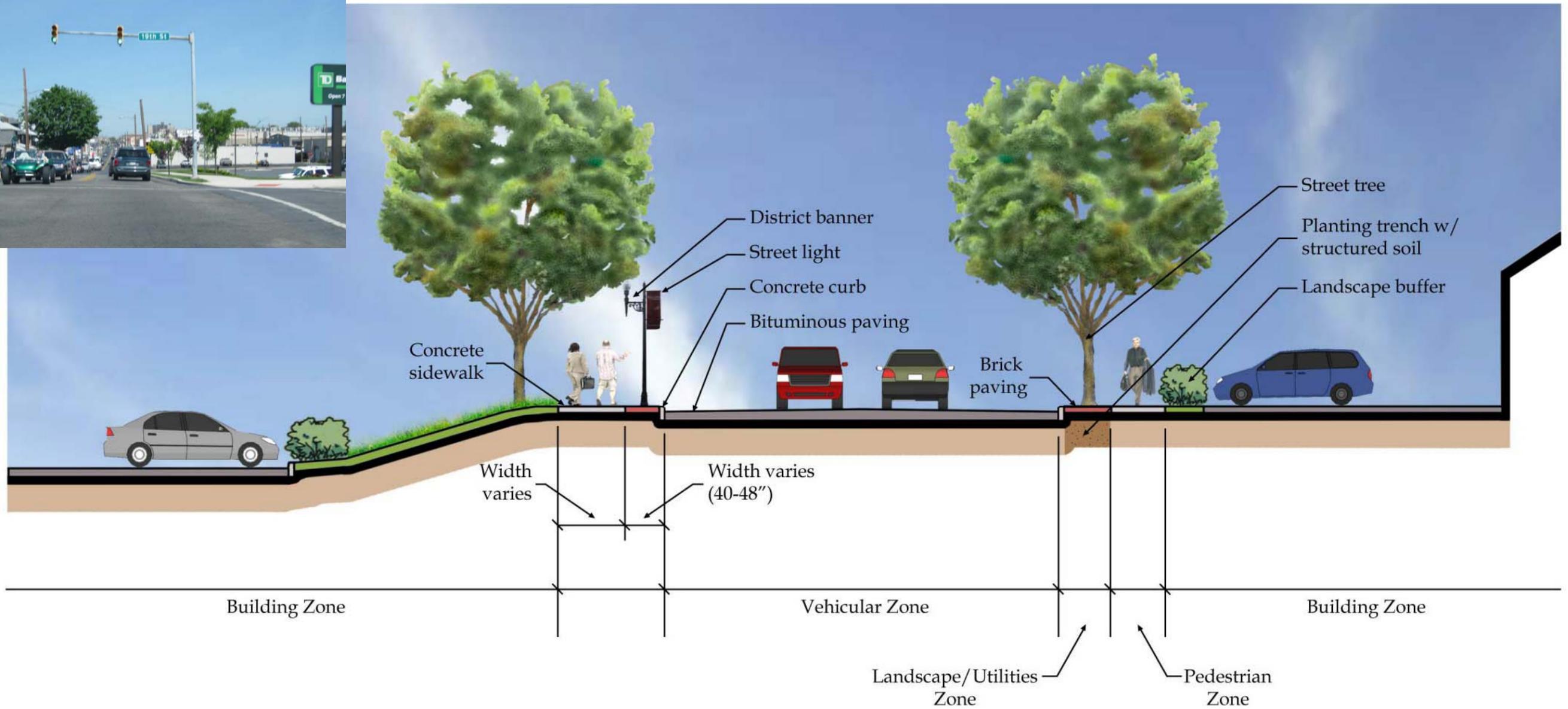
Gateway Signage

The corner of 19th Street and West Tilghman Street provides a unique opportunity for a gateway element into the retail core of the 19th Street area. The sign could also be an important node within the community that is identifiable to the West End Theatre District. Gateway sign examples are shown above for visual reference. The final scale and design detail of a gateway sign should be a separate effort with input from the City, the local merchants, and the stakeholders of the area.

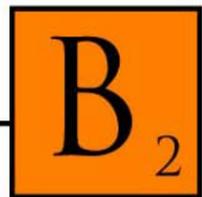


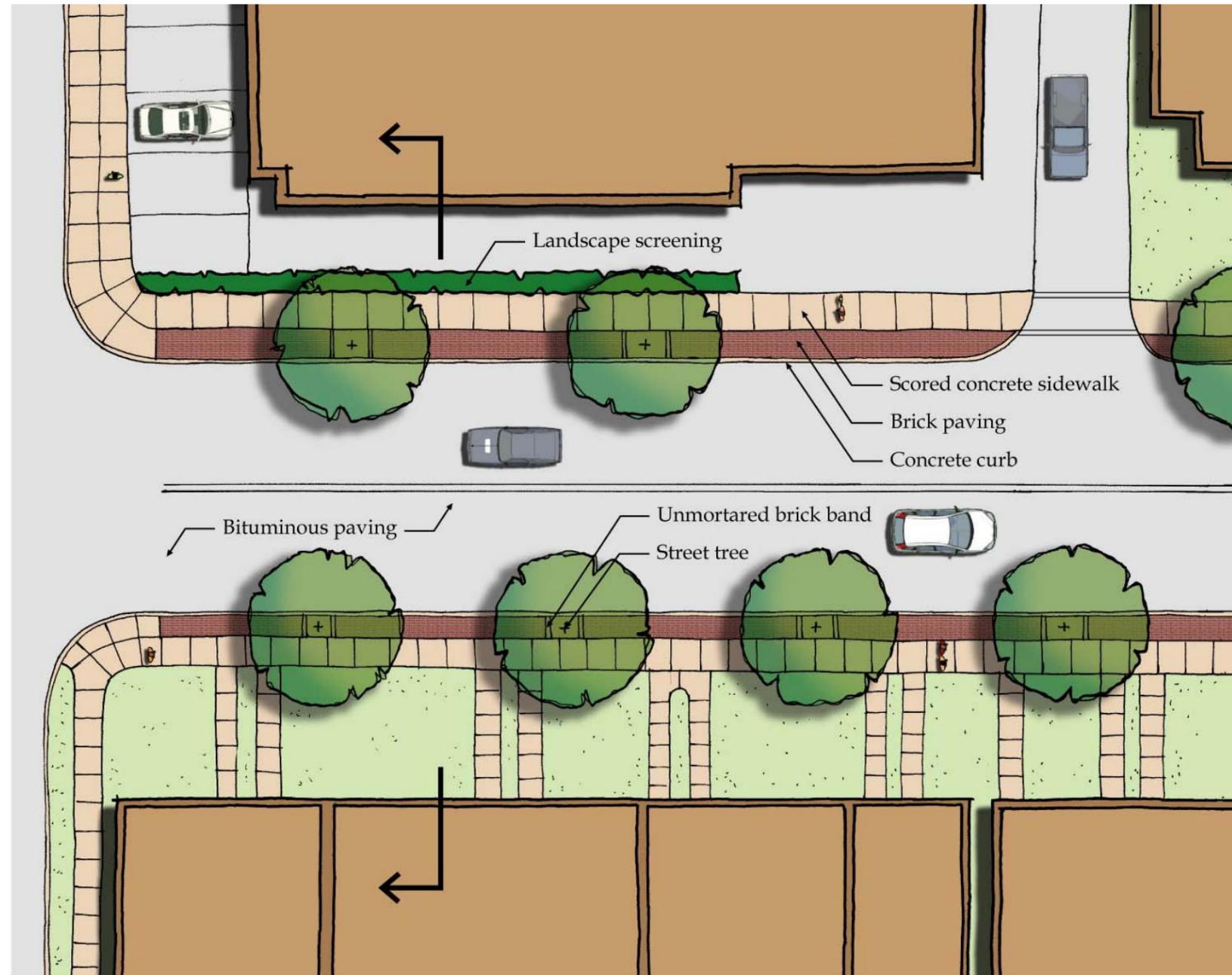
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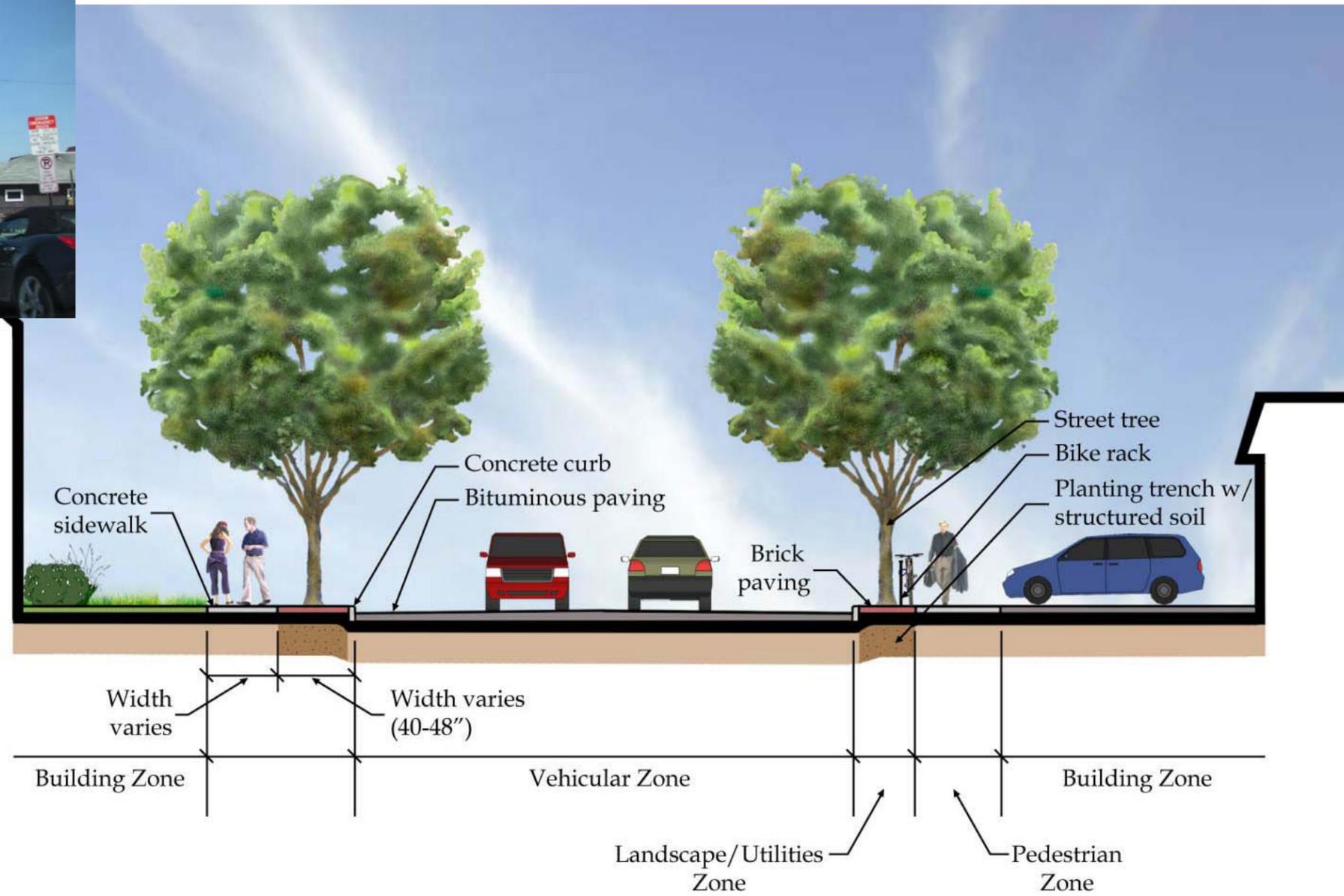
W. TILGHMAN STREET





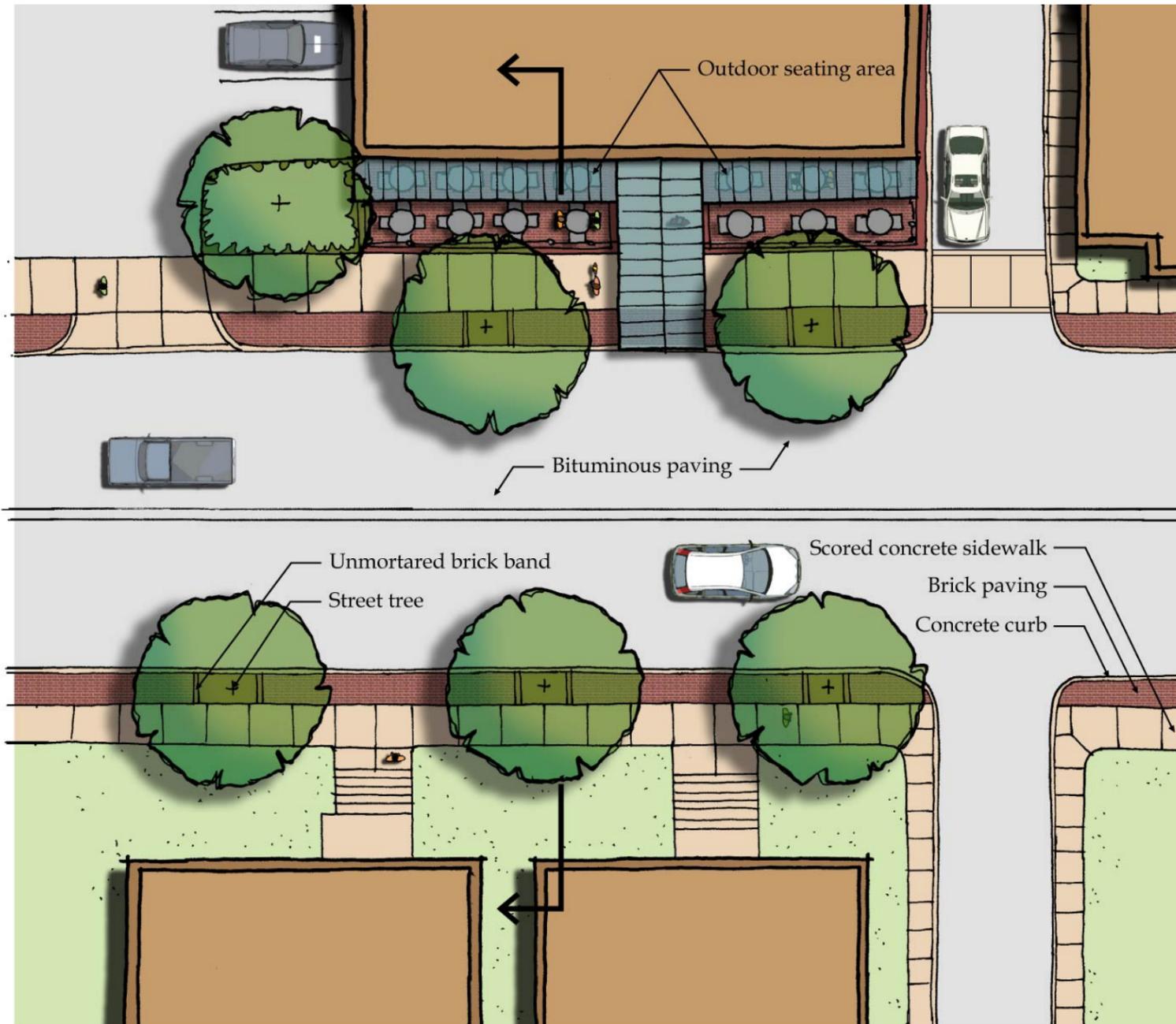
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W. TILGHMAN STREET



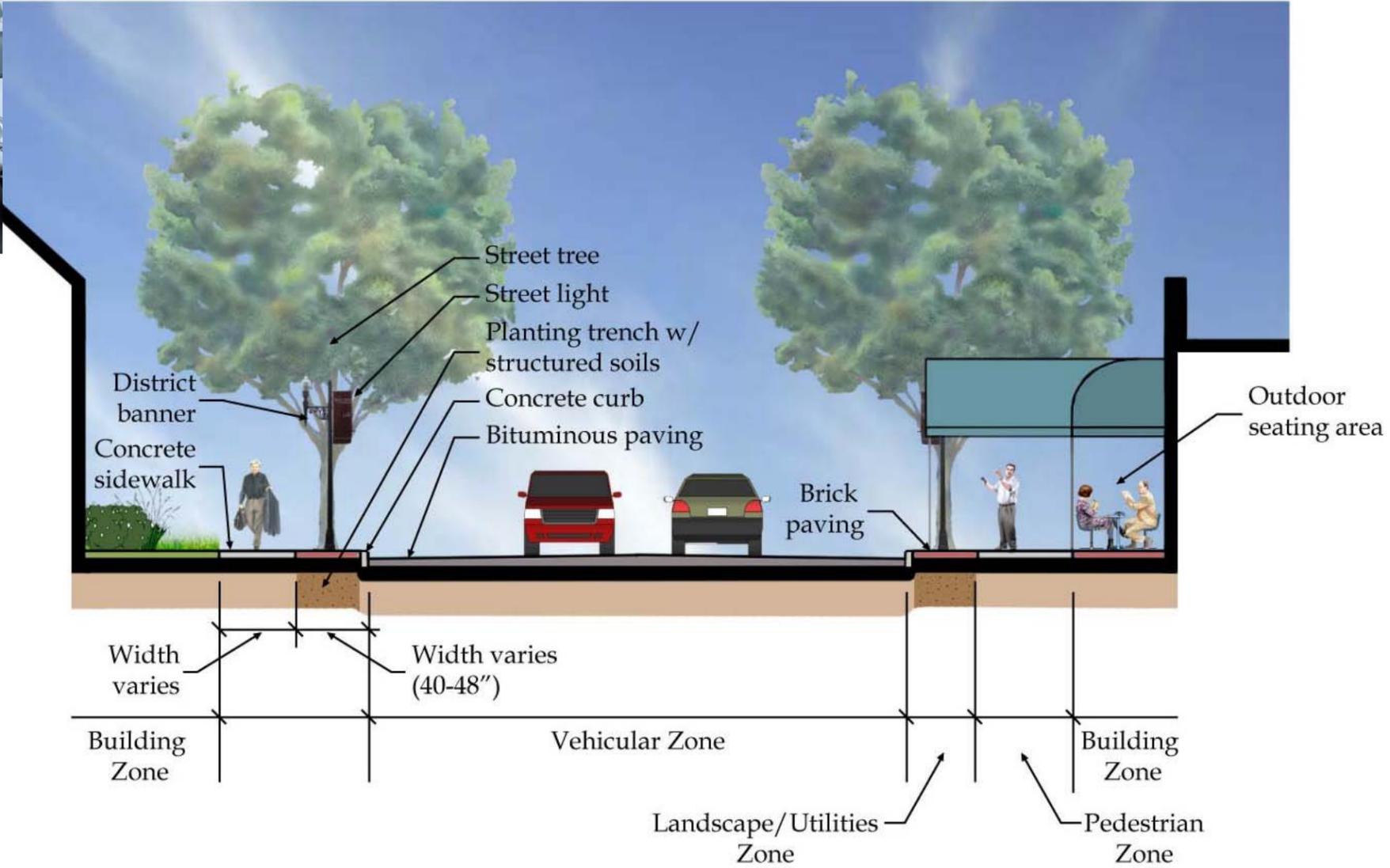


Outside Dining

Providing areas within the district for outside dining will create areas of vibrancy along the streetscape. These dining areas can be very modest in size, yet they yield significant results in the perception of activity on a street. The example above shows a sidewalk width similar in size and scale to the West End. The difference in the experience and visual look of the spaces is related to the presence of dining and the overhead tree canopy. The example above is from a small retail and restaurant district in St. Paul, MN.

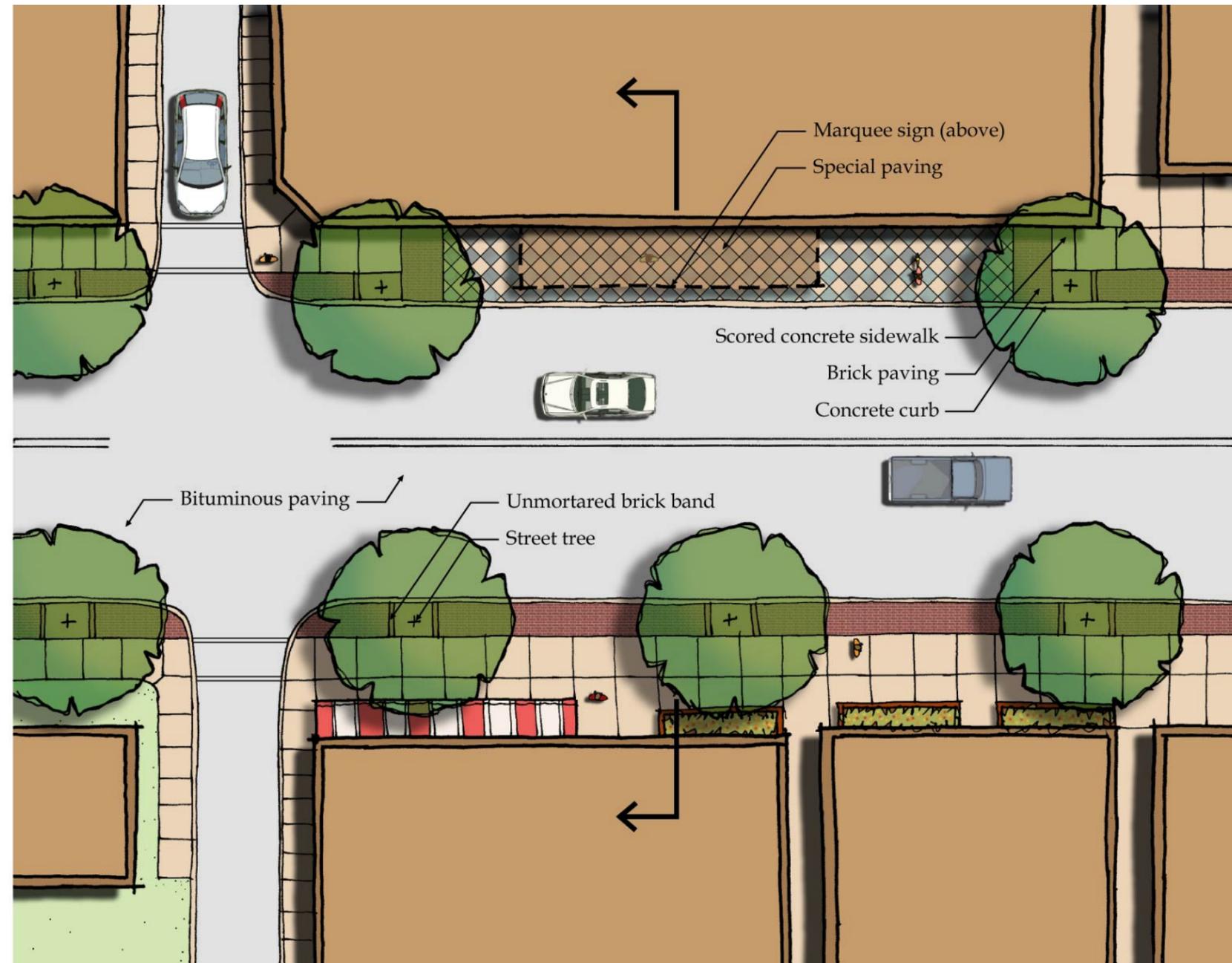
N. 19TH STREET





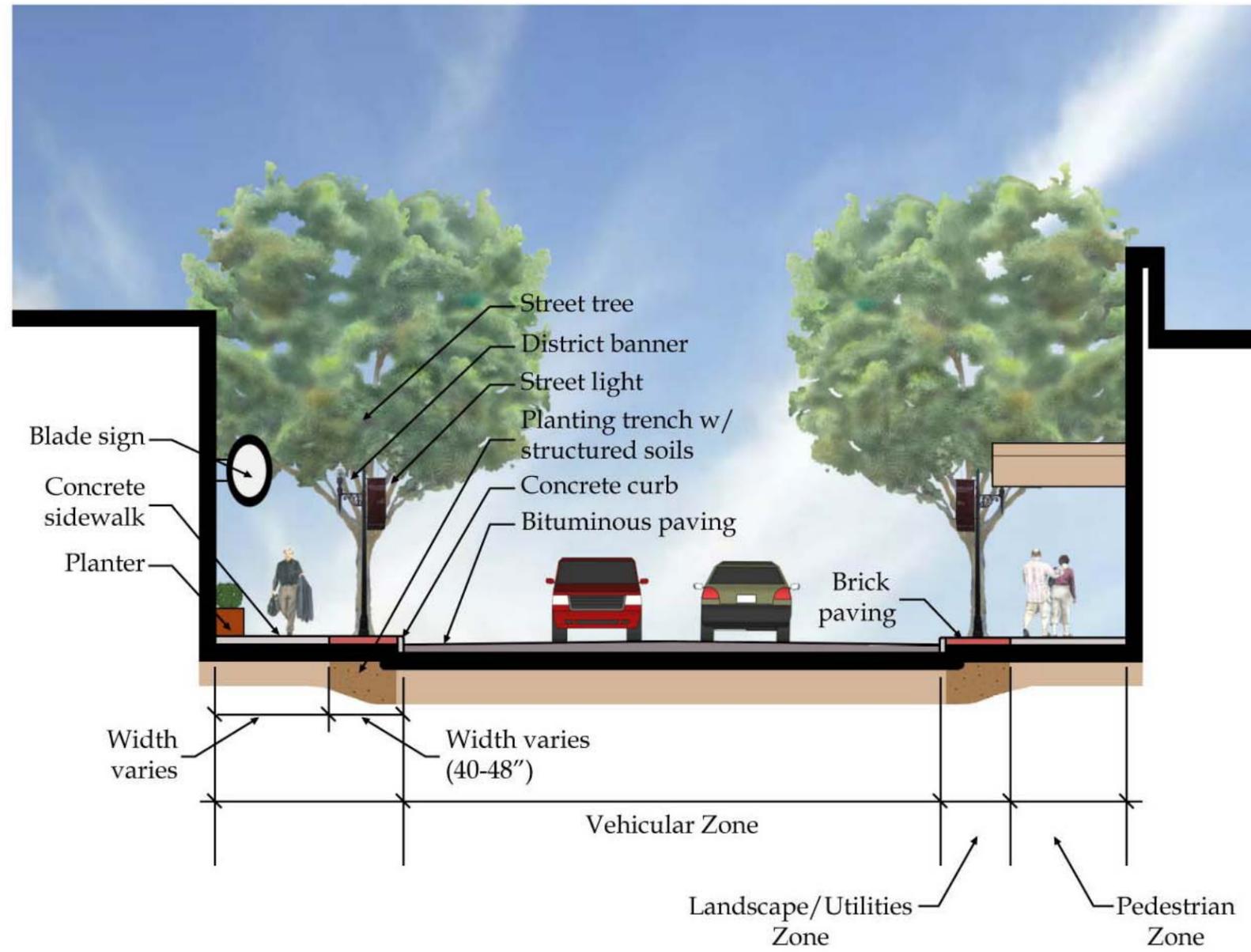
N. 19TH STREET





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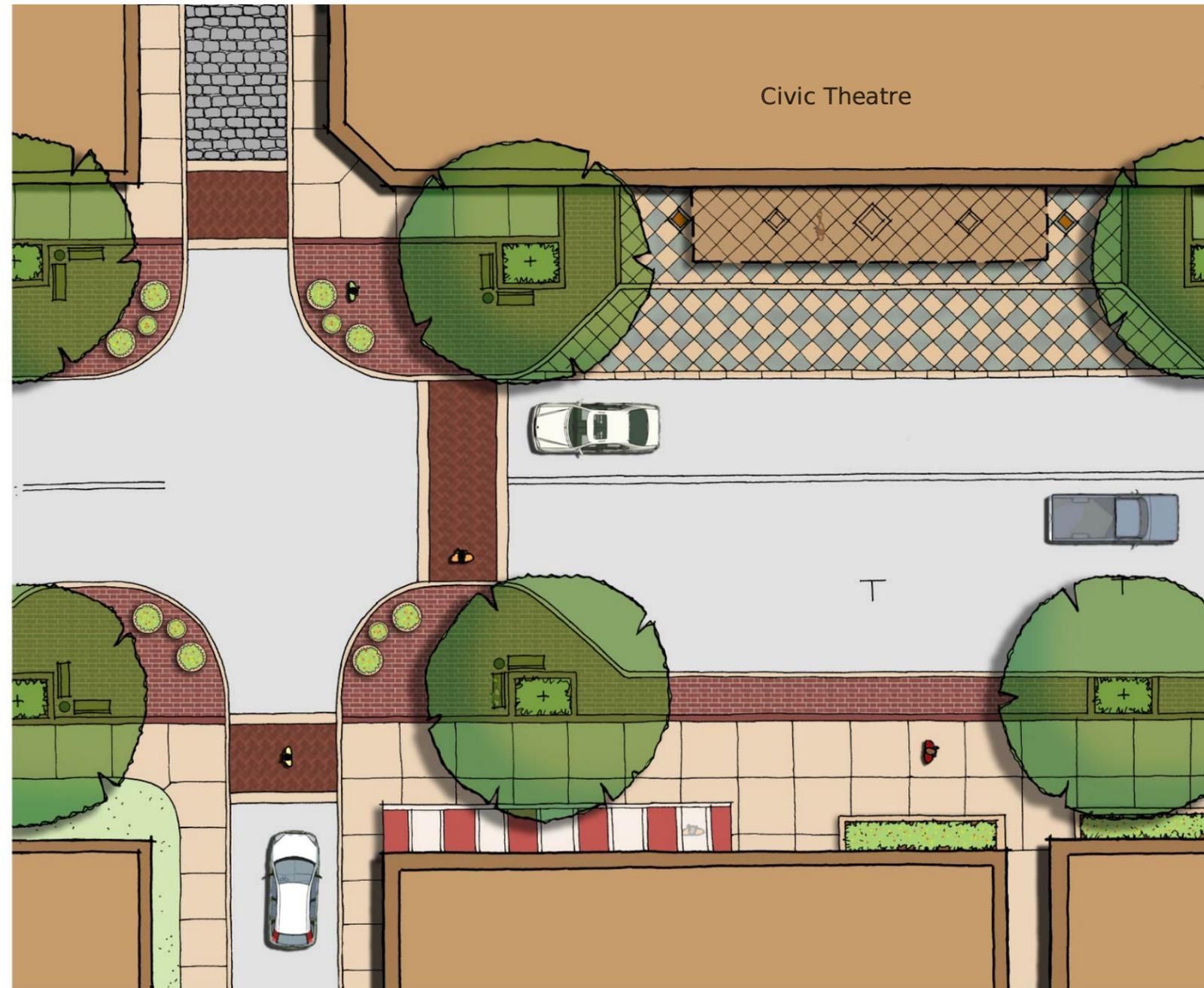




Special Paving and Planters as Accents

Brick accents are proposed throughout the West End Theatre District as a unifying element of the streetscape. There are certain situations that would allow a deviation from the unified streetscape. An example is the Civic Theatre, which is a prominent architectural form along 19th Street. The existing marquee and entry area could be accented with special unique paving to highlight the space apart from the surrounding streetscape as depicted here. Alley paving represents another area where unique paving treatments are suitable. This sketch shows a cobble stone paving in the alley, which would permit storm water infiltration.

Aside from street trees, planters can add green space within the street fabric and can control access and pedestrian travel at key intersections and crosswalks.



N. 19TH STREET





Civic Theatre Alley

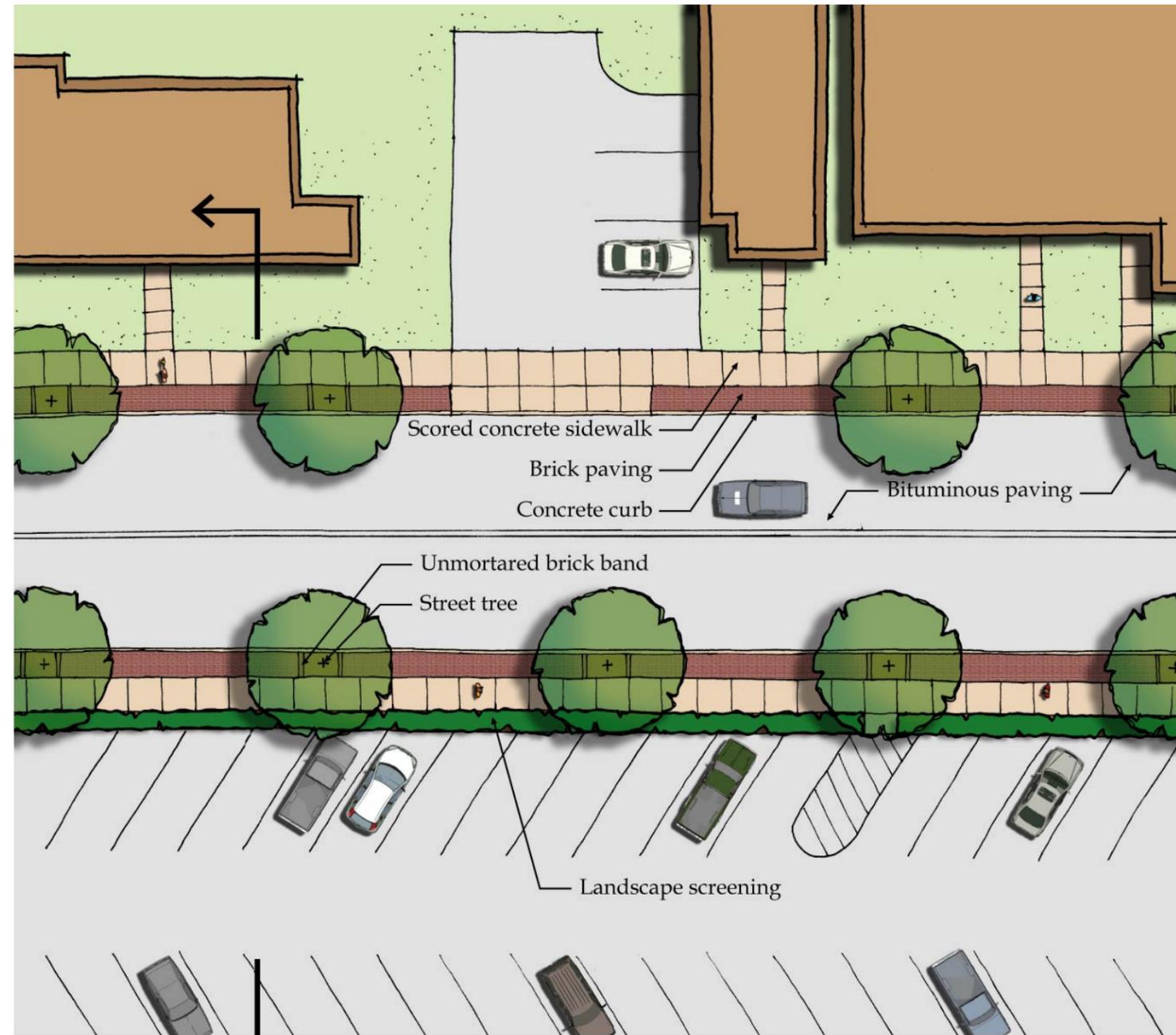
Alleys are prevalent within the urban fabric of the West End Theatre District. These alleys are important to the circulation within the district and present an opportunity to become just as important to the open space network within the district. This sketch depicts several simple improvements to the alley that work together to create an environment that is socially connective and environmentally beneficial. A mural could be added to the wall (in this sketch it reflects the shadow of the adjacent building) in addition to new business signage, overhead lighting, and paving enhancements which can change the appearance and quality of the space.

The narrow alleys in the district provide an opportunity for creative lighting, in this sketch, overhead lights are shown. This lighting adds vibrancy when the space is used socially, while not impeding traffic flow and circulation. Also, environmental benefits can be reaped from the alley system as well. Porous paving in the alley is proposed as a means to reduce storm water run-off and enhance the character of the alleys themselves.



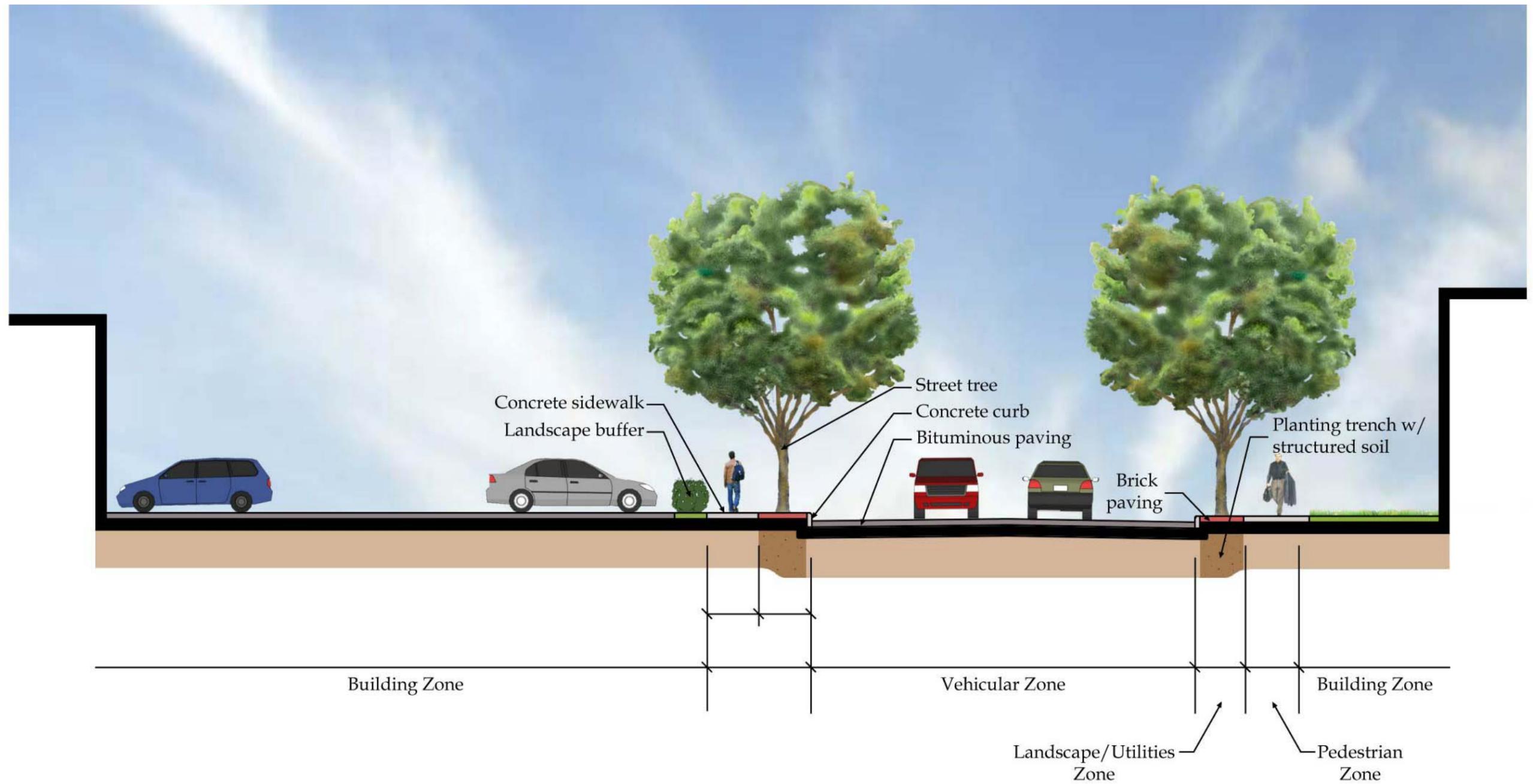
N. 19TH STREET





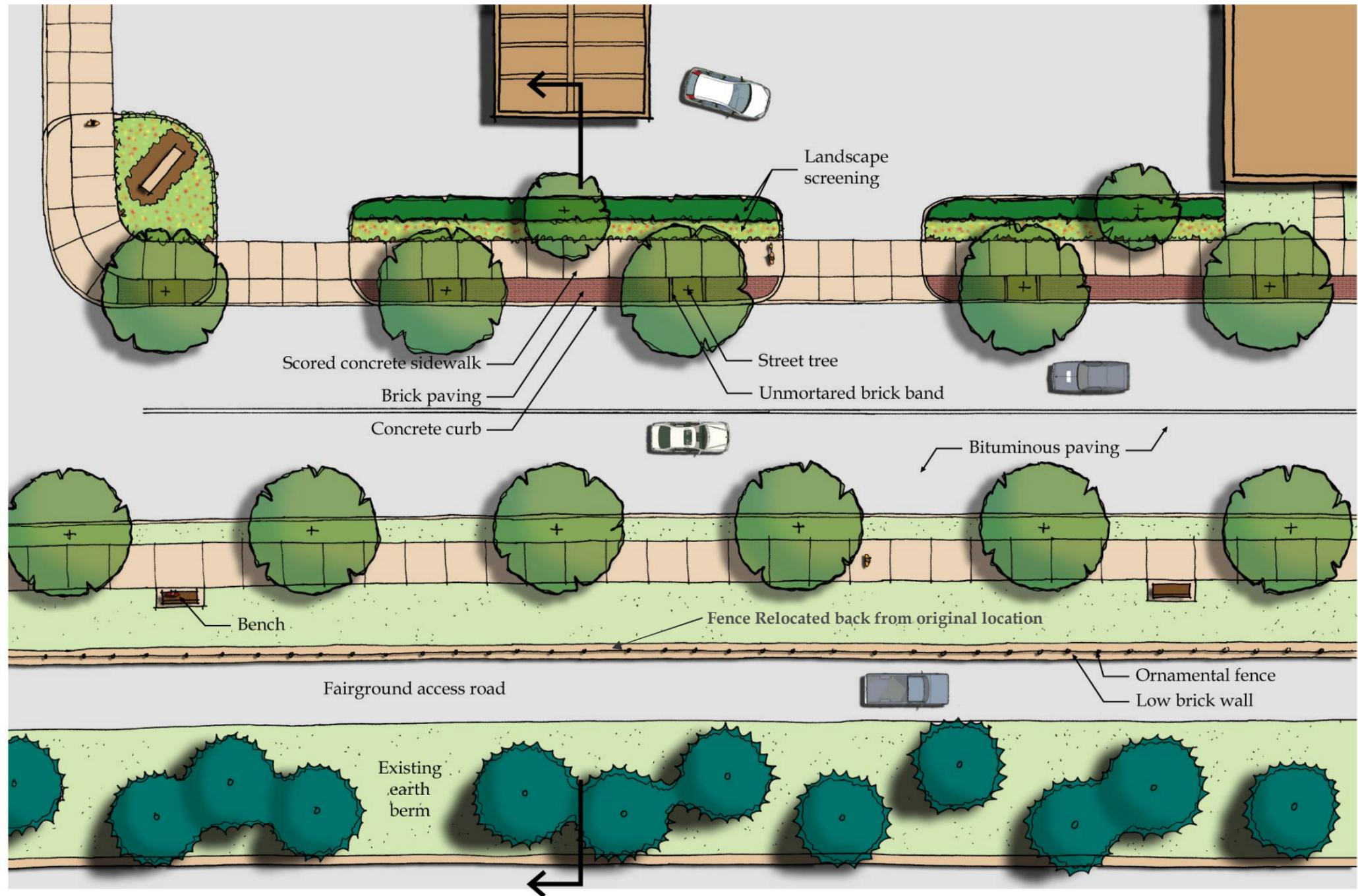
W. ALLEN STREET

F₁



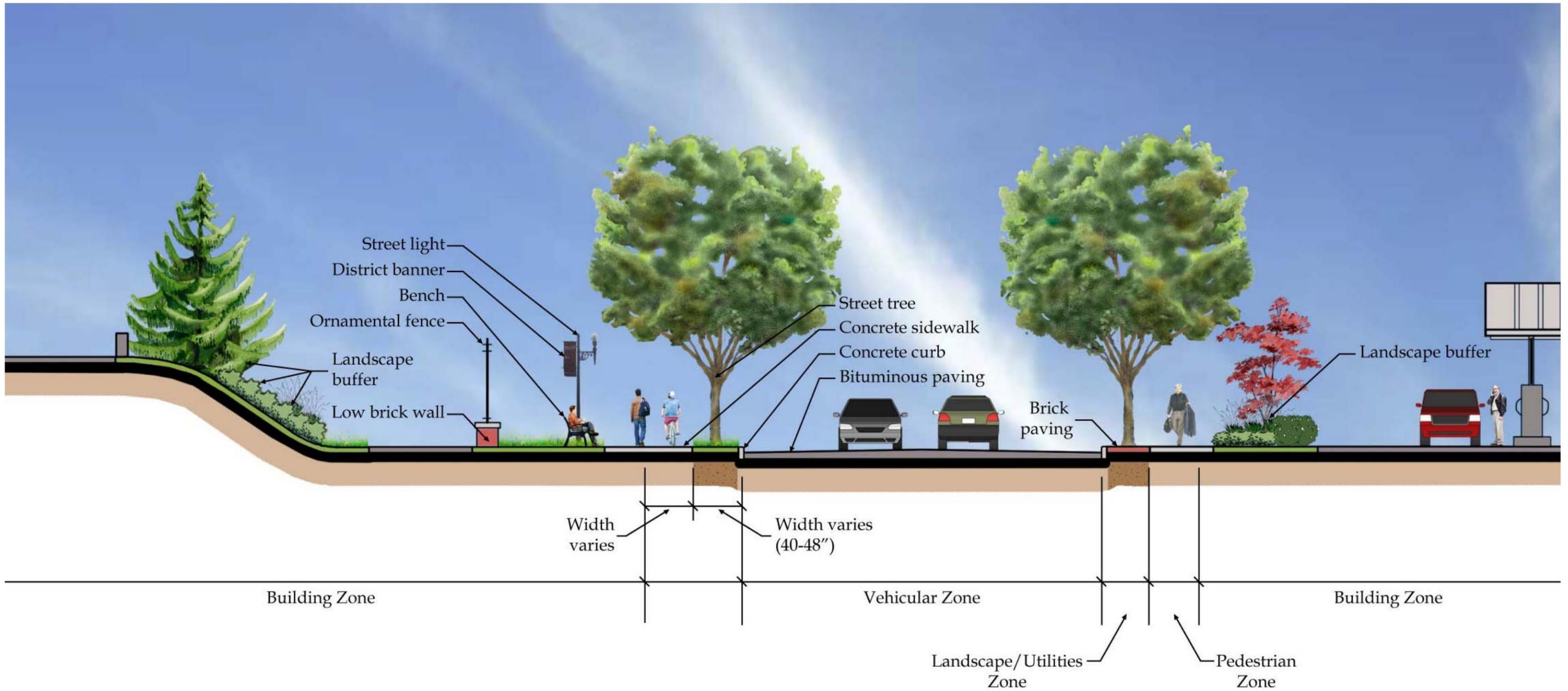
W. ALLEN ST.

F₂



W. LIBERTY STREET





W. LIBERTY ST.



Wayfinding

A wayfinding system may include many components, however, several overarching guidelines became apparent. In many cases, these general guidelines apply to all levels of the system including:

- Direct visitors to the district
- Utilize a variety of wayfinding sign types
- Complement the community character

Direct Visitors to the District

The necessity of a wayfinding system for the West End Theatre District results from visitors trying to find not only the District itself, but also key destinations within the District. These destinations include 19th Street Civic Theatre, The 514 Theatre, The Great Allentown Fairgrounds, Muhlenberg College, and the Lehigh Valley Hospital. Additionally, visitors need guidance to finding shopping and retail destinations as well.

Utilize a variety of wayfinding sign types

Wayfinding exists through a series of sign types that help a visitor progress to the destination(s) from a vehicular level to a pedestrian level. This series of signage types lends itself to the needs of visitors to the West End Theatre District, in that it addresses the requirements of a visitor as a motorist through the point when that visitor becomes a pedestrian.

Complement the community character

The West End Theatre District has successfully developed into a vibrant, unique area within the City of Allentown with a distinct identity and sense of place. The wayfinding signs and support elements should complement the existing fabric of this area. The signs should be simple, elegant, designed and placed for their purpose. All elements of a sign need to be carefully considered and designed including the back of the sign, how the sign is mounted, and the poles that are used

to mount the sign, as well as the relationship of the signs to other adjacent street elements. The wayfinding planning being conducted by the City of Allentown should take into consideration the character and unique elements of the West End Theatre District.



Gateway signage can be incorporated into the existing architectural fabric of a community. These Elizabethtown examples relate to the adjacent architecture to create a welcoming gesture while not overpowering the buildings they are sited near.



In order for the signage piece of the wayfinding system to be successful, the following action items are recommended:

Utilize PennDOT signs where appropriate. The purpose of the wayfinding system is to direct people to the District. This does not mean that visitors do not need guidance to venues that are

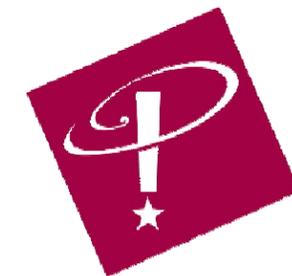
outside of the area, but still within or close to the West End Theatre District. These venues, particularly when a public or quasi-public entity, are best served by utilizing the appropriate PennDOT signs. Examples include signs for Cedar Crest College, Muhlenberg College, schools, athletic fields, parks, and large institutions.

Integrate the wayfinding and signage system with a larger, multi-media informational system. Site signs and wayfinding elements should be only part of a larger informational system built for visitors that may include hand-carried maps, walking tour information, and websites (which the West End Alliance has in place already).

Use high-quality materials for all components of the wayfinding system. West End Theatre District and the City of Allentown share a rich history and tradition. Both take pride in its downtown. As such, the quality of materials - whether for signs, paving, street furniture, or light poles - should be of the highest standards, to be as enduring as the rest of the City.



Logos can be incorporated into district paving, signage, banners, and others wayfinding elements. These examples are from other communities with similar districts.



PlayhouseSquare

Utilize a standard symbol or icon to represent West End Theatre District in the wayfinding system. Many signage systems incorporate a singular element or symbol which is repeated throughout the system, whether on signs, banners, or kiosks. The use of an iconic symbol in the wayfinding system will help to unite the various signs and elements of the system and reinforce the identity of the West End Theatre District. Choosing a symbol to represent the district should be done with care. A symbol chosen should be timeless, enduring, classic, and should communicate to the visitor something about the area of the city they are entering. Developing a logo and name for the West End Theatre District is an important next step for branding, image identification and economic development.

Fairground Gateway Enhancements

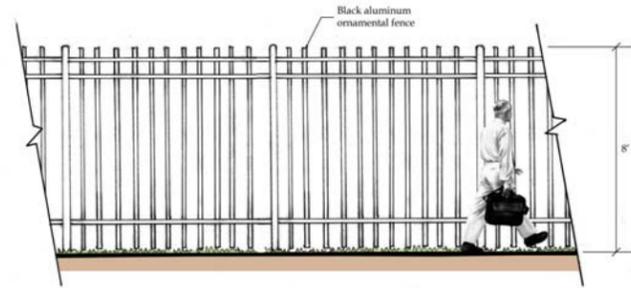
Accenting the major vehicular entrances to the Fairgrounds will provide a unique opportunity to celebrate a necessary and functional entry feature as an attractive focal point in the community. The proposed enhancements shown at right include new brick and masonry piers that would anchor an overhead stylized metal sign. The entry drives would be separated by a raised median with shrubs and seasonal landscape treatments. The final design and detailing of this entry feature would be an individual project that would involve the community and the Agricultural Society in its final nuances.

This proposed improvement could occur at the St. Cloud and Lafayette Street entrances along Chew Street and Liberty Street. A new entry feature could be added at the 19th Street and Liberty Street intersection, providing a very dramatic visual terminus to the 19th Street corridor and providing direct access to the Fairgrounds.

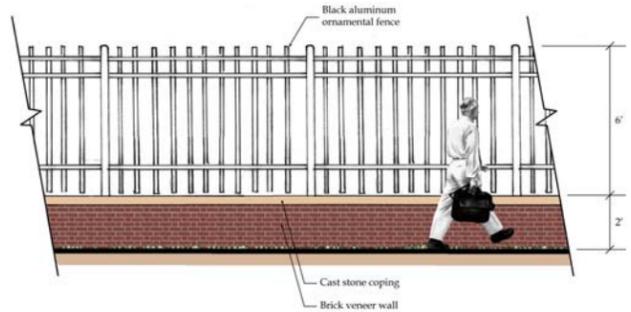


ALTERNATIVE 'B'
ALLENTOWN FAIRGROUNDS GATE 2 ENTRANCE

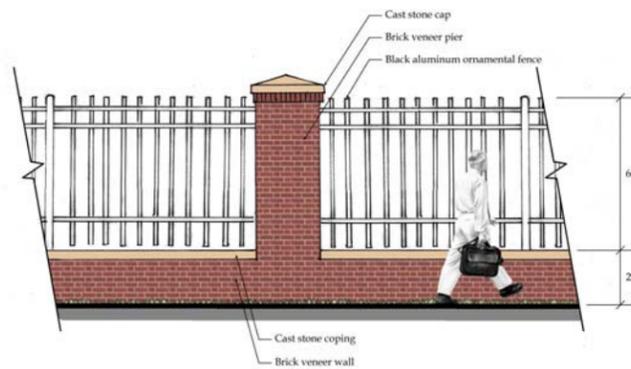




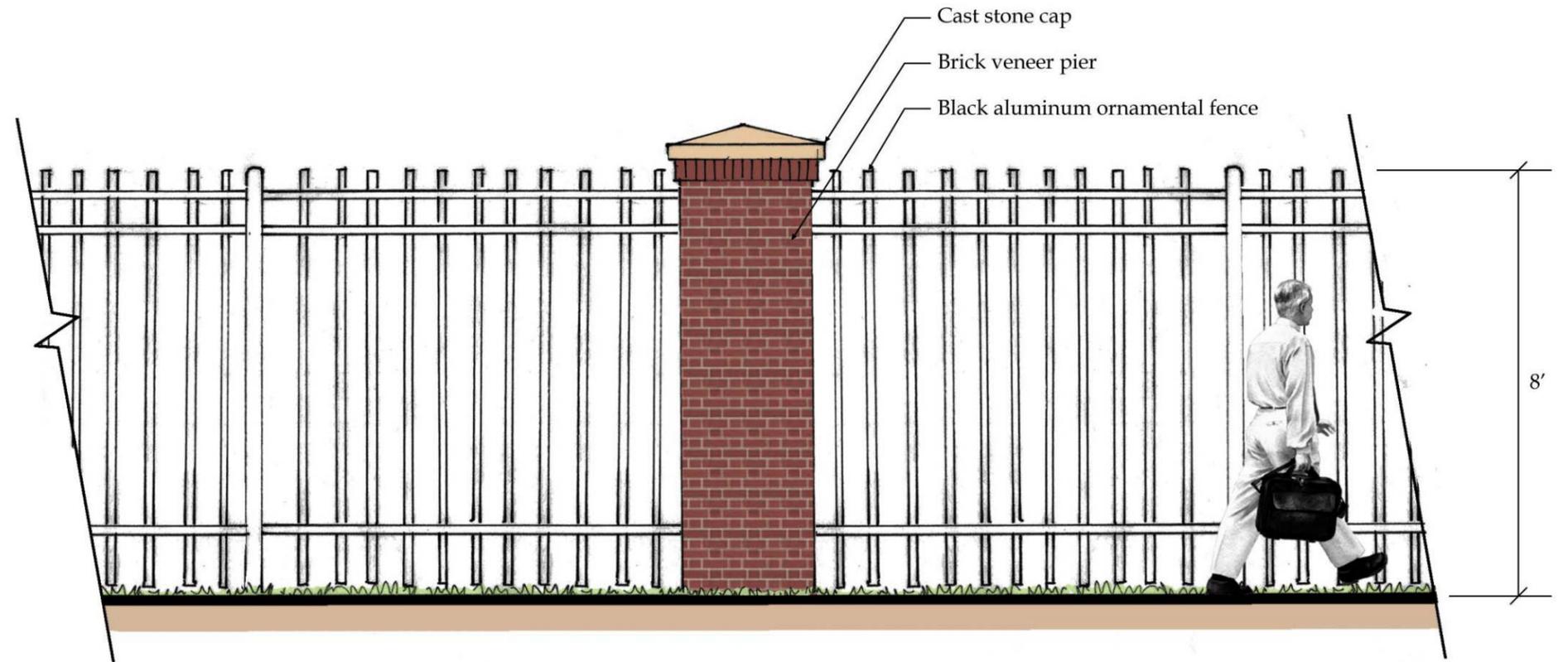
ALTERNATIVE 'A'
ALLENTOWN FAIRGROUNDS PERIMETER FENCE



ALTERNATIVE 'C'
ALLENTOWN FAIRGROUNDS PERIMETER FENCE

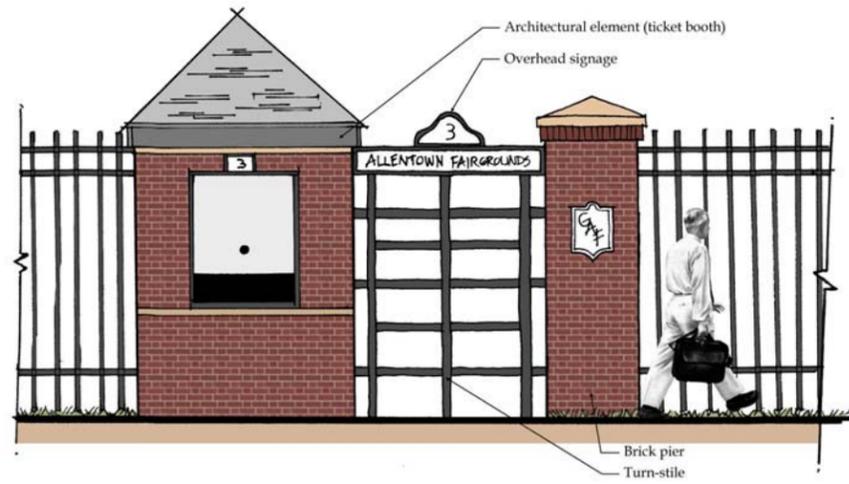


ALTERNATIVE 'D'
ALLENTOWN FAIRGROUNDS PERIMETER FENCE



ALTERNATIVE 'B'
ALLENTOWN FAIRGROUNDS PERIMETER FENCE

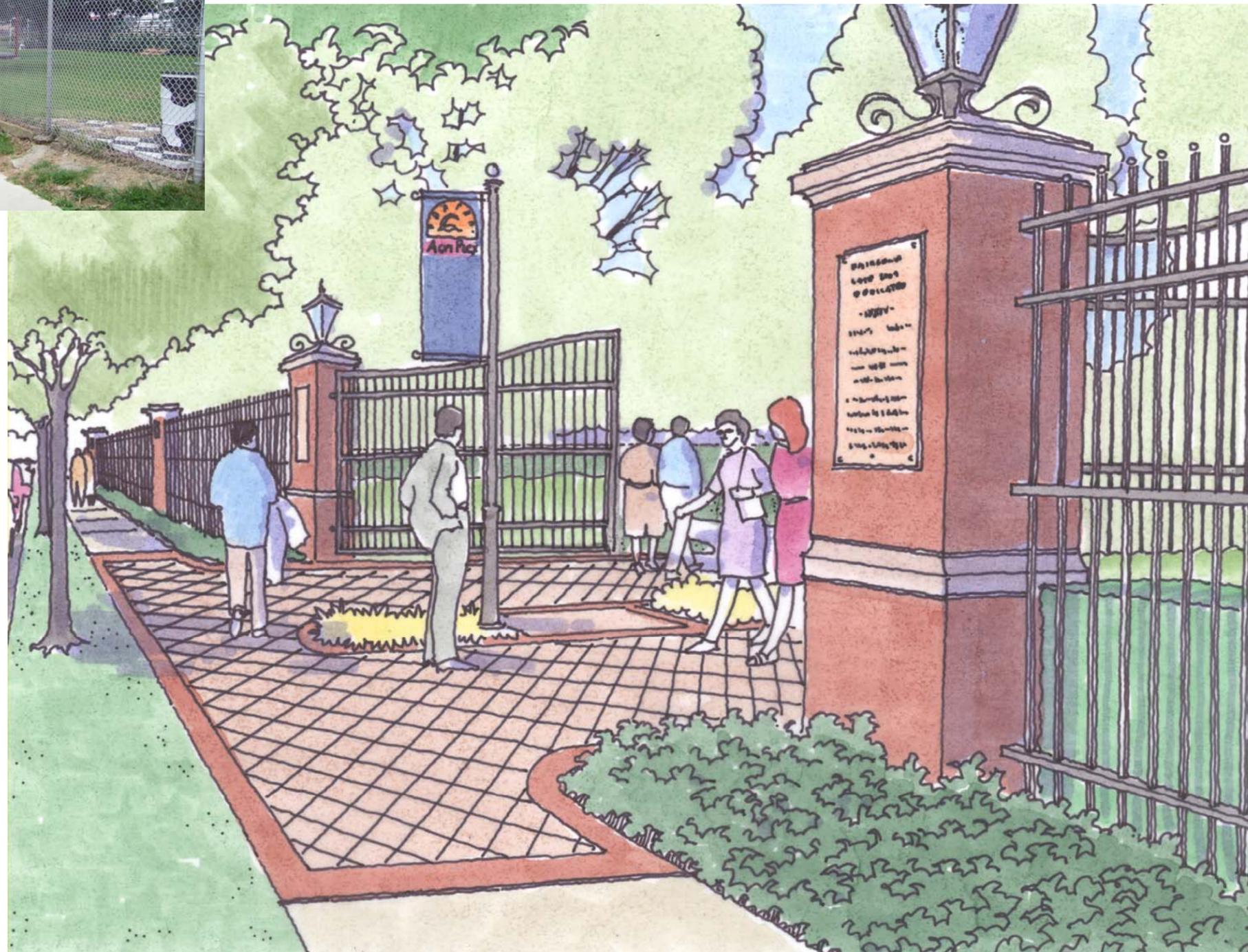




ALTERNATIVE 'B'
ALLENTOWN FAIRGROUNDS PEDESTRIAN GATE



ALTERNATIVE 'A'
ALLENTOWN FAIRGROUNDS PEDESTRIAN GATE



Farm-a-rama Streetscape Enhancement

The existing chain-link fence and sidewalk adjacent to the fairground property define the aesthetic and character of the immediate neighborhood. Simple enhancements to the edge can have profound effects on the surroundings. In the proposed sketch, the existing chain-link fence is replaced with a powder-coated steel fence. The proposed fence offers the same level of security with a more aesthetic appeal.

By providing an attractive and functional gate at this location, the open space and performance area of the Farm-a-rama is available as a high-quality open space within the community. The gates could be opened throughout the non-fair weeks during the year, creating a green destination accessible from Liberty Street directly. The space is ideal for small events, passive activities, and outdoor dining.

The proposed masonry piers highlight the entry to the open space inside the Fairground while providing opportunities for interpretive plaques. These interpretive plaques become a useful tool to celebrate the history and achievements of the Fairgrounds through photographs and stories. In addition, the use of street trees and banners combined with special paving will continue the character of the streetscape that is being proposed elsewhere in the West End Theatre District.

Capital Improvements Summary - Opinion of Probable Costs

Item	Estimated Quantity	Estimate Unit Cost	Unit	Estimated Cost	Comments
Street Lights	450	\$6,500.00	Each	\$2,925,000.00	cost includes pole, luminaire, and associated wiring (80' spacing)
Brick Pavers	75000	\$22.00	Square Foot	\$1,650,000.00	bricks installed on a 4" concrete base, sand swept joints
Concrete Paving	165000	\$6.50	Square Foot	\$1,072,500.00	4" thick concrete, no color, welded wire mesh included
Crosswalk Striping	20	\$2,000.00	Each	\$40,000.00	assumes thermoplastic piano key style crosswalks
Asphalt Paving	650	\$35.00	Square Yard	\$22,750.00	standard City paving section
Streetprint Asphalt	650	\$34.00	Square Yard	\$22,100.00	decorative color and pattern over standard section
Bike Bollards	24	\$450.00	Each	\$10,800.00	assumes bike bollards are installed along key bike corridors
Litter Receptacles	60	\$750.00	Each	\$45,000.00	assumes 2 per block (each side of major streets)
Benches	60	\$1,200.00	Each	\$72,000.00	assumes 2-3 per block (each side of major streets)
Planters	64	\$1,250.00	Each	\$80,000.00	assumes 3-4 per marquee and secondary intersection
8' Aluminum Fence*	3000	\$135.00	Linear Foot	\$405,000.00	black powder coated finish, standard picket style
Brick Fence Piers	60	\$2,900.00	Each	\$174,000.00	30" sq. pier, brick veneer, cast stone cap
Street Trees	300	\$600.00	Each	\$180,000.00	assumes 3 1/2" caliper tree
Shrubs	750	\$50.00	Each	\$37,500.00	assumes 24"-36" shrub
Overall Area Total				\$6,736,650.00	

Sample Block - Opinion of Probable Costs

Item	Estimated Quantity	Estimate Unit Cost	Unit	Estimated Cost	Comments
Street Lights	14	\$6,500.00	Each	\$91,000.00	cost includes pole, luminaire, and associated wiring (80' spacing)
Brick Pavers	2400	\$22.00	Square Foot	\$52,800.00	bricks installed on a 4" concrete base, sand swept joints
Concrete Paving	4800	\$6.50	Square Foot	\$31,200.00	4" thick concrete, no color, welded wire mesh included
Crosswalk Striping	1	\$2,000.00	Each	\$2,000.00	assumes thermoplastic piano key style crosswalks
Asphalt Paving	40	\$35.00	Square Yard	\$1,400.00	standard City paving section
Streetprint Asphalt	40	\$34.00	Square Yard	\$1,360.00	decorative color and pattern over standard section
Bike Bollards	3	\$450.00	Each	\$1,350.00	assumes bike bollards are installed along key bike corridors
Litter Receptacles	4	\$750.00	Each	\$3,000.00	assumes 2 per block (each side of major streets)
Benches	6	\$1,200.00	Each	\$7,200.00	assumes 2-3 per block (each side of major streets)
Planters	4	\$1,250.00	Each	\$5,000.00	assumes 3-4 per marquee and secondary intersection
Street Trees	12	\$600.00	Each	\$7,200.00	assumes 3 1/2" caliper tree
Shrubs	30	\$50.00	Each	\$1,500.00	assumes 24"-36" shrub
Per Block Total				\$205,010.00	

Capital Improvements Summary

These costs represent a schematic level opinion of probable cost based on certain assumptions made during master planning. Each block and each street within the West End Theatre District will have unique circumstances that will ultimately affect the final pricing for the proposed enhancements.

Due to the varying designs of signage, way-finding and gateway enhancements have not been priced into this summary.

* The fence price includes standard gates at all locations. The enhanced gateway features may range in cost as described below:

Pedestrian Turnstile w/Pier:
\$14-18,000

Pedestrian Ticket Booth and Turnstile:
\$25-35,000

Overhead Gateway Entrance:
\$40-60,000

Core Area Revitalization Strategies

The overall goal for the West End Theatre District Master Plan is promote a vibrant and sustainable mixed-use district within the City of Allentown. To reach this overall goal for the West End Theatre District, there are several strategies outlined below. Accompanying each strategy are several action items that vary in detail and scope.

The following strategies and action items apply to the West End Theatre District:

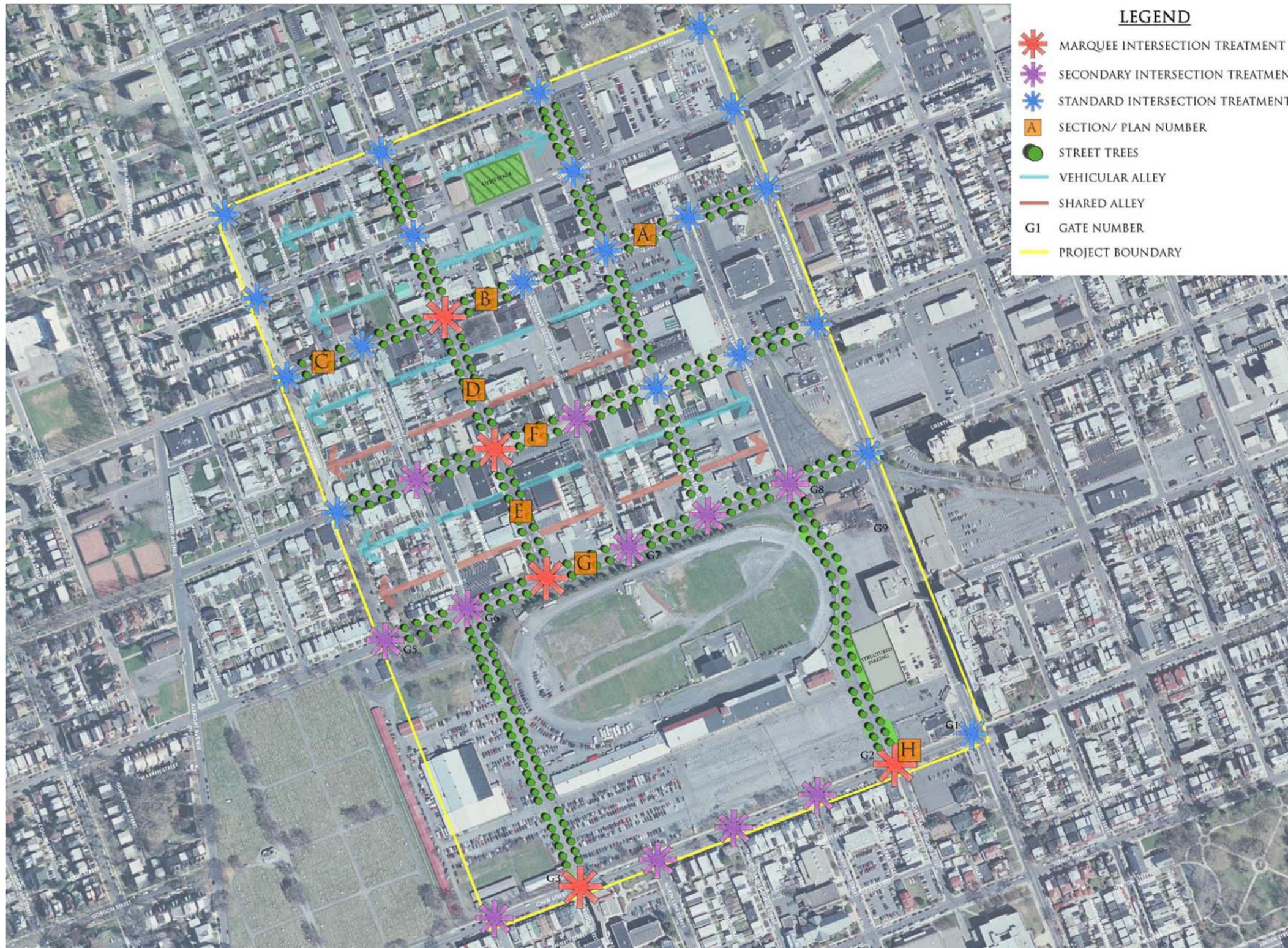
1. Maximize efficiency of surface parking opportunities within the downtown area
 - a. Re-evaluate the arrangements of surface lots with alley access to increase efficiency and provide necessary screening and green space to manage storm water runoff
 - b. Consolidate small surface parking lots into larger more efficient parking areas
 - c. Consider provisions for compact car spaces and reducing width requirements for other spaces.
 - d. Limit entrances/exits to increase efficiency of traffic flow and parking quantity
2. Enhance business recruitment and retention.
 - a. Develop a list of local developers and proprietors that have current business interests in town
 - b. Develop a target list of developers and proprietors in the region (approximately a 120 minute drive-shed)
 - c. Create a district specific “Golden Broom” award for outstanding achievement in property maintenance
3. Adaptive re-use of existing structures
 - a. Develop concepts for vacant buildings in town to provide potential developers with a selection of creative uses for the properties
 - b. Work with local restaurateurs and developers to consider re-developing existing buildings within the core business district
4. Create mixed-use redevelopment opportunities
 - a. Provide sample conceptual plans for mixed-use development options for larger land holdings in town that are available for sale or may become available.
 - b. Amend local codes to permit mixed use development (including zoning and subdivision and land development ordinance)
 - c. Provide incentives for desirable development (either procedural or financial)
5. Provide infill housing projects within existing neighborhood fabric to increase residential density within the district
 - a. Work with local developers to target small properties within the neighborhoods for residential development
 - b. Create design guidelines for residential infill emphasizing material selection, scale, setback, and proportions.
6. Celebrate the local heritage and history
 - a. Create a concise guide book related to HARB guidelines and architectural styles
 - b. Develop a list of historically appropriate material and sources for that material
7. Increase green space within the District
 - a. Develop a sidewalk greening program to provide green space along sidewalk corridors that exceed a recommended 4’ clear width.
 - b. Redevelop select alleys as enhanced pedestrian connections and temporary pocket park opportunities
8. Enhance gateway experiences
 - a. Provide gateway signage at five (5) major entry points into District:
 - i. 17th and Chew Streets
 - ii. 17th and Tilghman Streets
 - iii. 20th and Tilghman Streets
 - iv. 20th and Chew Streets
 - v. 19th and Washington Streets

- b. Encourage minor welcome signage and district identification at other intersections along 17th and 20th and along Chew and Washington Streets

The implementation of these action items will occur over time and should be measured to determine success. The unit of measure may include, but not be limited to: business recruitment and retention rates, property value, event attendance, new businesses opening, and press coverage. Each action item leads toward the preservation and enhancement of the West End Theatre District’s rich commercial, cultural, and residential fabric.



Alleys can be transformed into multi-use spaces with minor enhancements. This example from Culpepper, VA utilizes brick paving and simple overhead seasonal lighting to create a park-like setting adjacent to a downtown eatery. The addition of moveable furniture and planters completes the transformation. These furnishings can move to allow circulation through the alley as well.



Intersection and Circulation Plan

Crossing the street is an experience that is integral to walking and/or driving through a community. This experience is one that when poorly executed, can have a negative impact on the sense of place for any area within the City. Several enhancements are proposed that facilitate this experience in an improved manner. These enhancements may occur in sequence as funding permits; however, the hierarchy indicated on the plans should be mirrored with the installation.

The intersection enhancements will serve multiple purposes. Most importantly, they will make the district a more pedestrian friendly area in the City. Each intersection improvement will include varying degrees of physical improvements focused on an enhanced pedestrian experience and a way-point for vehicular travelers.

The ‘marquee’ intersections are envisioned to have patterned and colored paving treatments through the entire intersection with the pedestrian crossings colored in a contrasting color for increased visual acuity. The marquee intersections are located at prominent intersections throughout the district and already function as nodes in the district. The secondary intersections will have patterned and colored crosswalks only, with the native paving in the streets remaining. The standard intersection treatment will be painted or thermoplastic applied crosswalk stripes.

In addition to the intersection treatments, additional street trees are proposed along key corridors as depicted in the plans. In addition to the shade provided by street trees, they have the potential to improve air quality and mitigate the effects of storm water runoff. The Department of Conservation and Natural Resources is now in year five of their Treevitalize program. This program focuses funding and technical resources on establishing urban forests in communities across the commonwealth. Consideration should be given to this program’s applicability to the West End Theatre District.



Bicycle Gateway and Circulation Plan (including parking areas)

Arriving into the district and then circulating through the district should be a consistent and well articulated experience. The use of district specific signage and wayfinding elements as described on page 25 of this report will signal drivers and pedestrians. Walkability and pedestrian safety are key goals of the urban design plan. The Comprehensive Trails Study for Allentown delineates Allen Street and 19th Street as bicycle lanes. Additionally, through the West End Theatre District planning process, Liberty Street was also identified as an important bicycle corridor as well. Bicycle specific gateways are proposed at the following intersections, 20th and Allen Streets, 20th and Liberty Streets, 17th and Allen Streets, and 17th and Liberty Streets. These gateway features should be secondary to the main vehicular gateways and should be scaled towards bicycle users and coordinated with the recommendations of the Trails Study. In addition to the gateway enhancements, these identified bicycle corridors will also be the primary locations of bicycle racks and bicycle bollards. Bicycle access through the Fairground property should be promoted along St. Cloud Street (currently a Bike Allentown group meets regularly at the Ritz within the Fairground’s property)



Above: Examples of bicycle specific signage and attractive bike bollards installed in the brick banding adjacent to on-street parking spaces.

West End Theatre District Parking Analysis					
Lot Type	Lot Description	Total Number of Spaces	5% allocated to District parking	10% allocated to District parking	15% allocated to District parking
Private* (*with one public lot of 15 spaces)	Lots with greater than 10 contiguous spaces	1217	61	122	183

Parking Strategies and Plan Concepts

Surface parking areas exist throughout the West End Theatre District. Most of these parking areas are private, with the exception of one public parking lot along 19th Street between Allen and Tilghman Streets. There are approximately 2,123 surface parking spaces within the district. Almost 43% of that parking (approximately 906 spaces as noted in Figure 1) is on-street parking, with the remaining 57% existing in private lots. This parking count does not include the 1000 spaces within the Fairground property. Maximizing the use of the existing parking stock within the community is a sustainable approach to parking concerns within the District.

The following is a proposed strategy for capturing additional spaces within the district. It is a shared parking strategy with the following elements:

- Work with private lot owners to dedicate a small (5%-15%, as depicted in the Figure 2) amount of spaces to shared use for district patrons or “Share Spaces.” These spaces will remain privately owned, but will be available to the district users free of penalty
- The shared spaces would be demarcated with a special provisional parking sign (that would list any legal language and hourly restrictions). The use of a district logo and name will strengthen the cohesiveness of the district. On-street spaces could be marked with district parking signs as well



Existing Surface Parking Lots in the District

On-Street Parking	# of Spaces
Chew Street	118
Liberty Street	70
Allen Street	68
Tilghman Street	60
Green Street	35
Washington Street	97
20 th Street	87
Lafayette Street	30
19 th Street	70
Saint George Street	49
18 th Street	79
Saint Cloud Street	46
17 th Street	97
Total Number of On-Street Parking Spaces	906



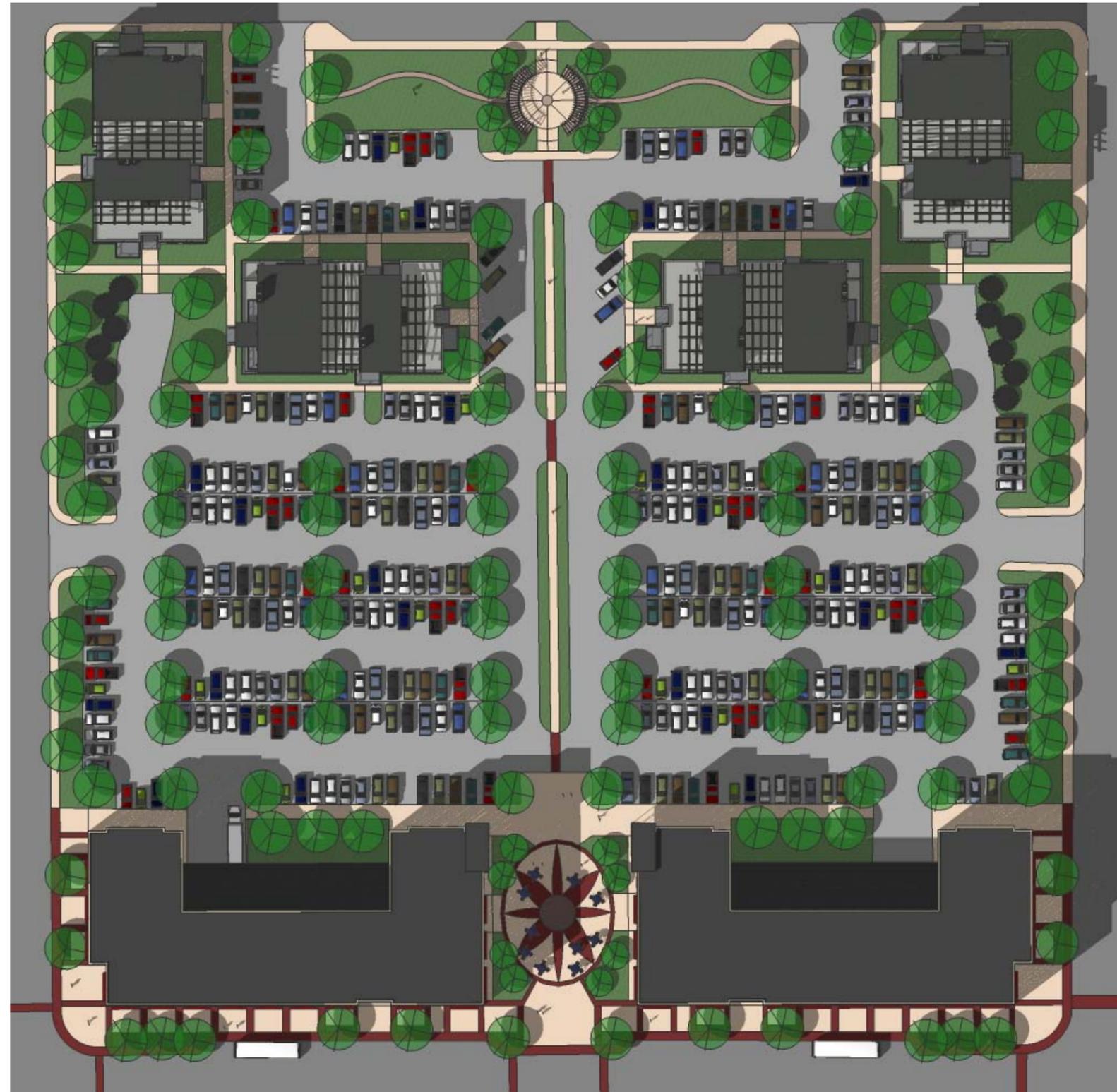
Land Use Plan Infill Development Options

Condo development or even up-scale apartments may be a viable option with the proximity to the hospital and colleges (opportunity for relocating staff and others)

- **Housing Infill**
- 76 New Housing Units (mix of duplex and townhome unit types)
- Approximately 1200-1800 SF
- Town green style open space

The addition of higher density housing is consistent with a Traditional Neighborhood Design (TND) approach to infill development within the city. A range of housing types combined with public open space and mixed use activities within walking distance are all hallmarks of a TND style development. This variety in housing can apply in various locations within the West End Theatre District.

The architectural forms for residential living in the City of Allentown (above left) can be applied within the district. Townhome development can share some of the features that are prevalent in the existing city fabric. The inclusion of a shared green space (left) is a more modern urban form that is beneficial to the neighborhood both socially and environmentally.



Land Use Plan

- **Commercial Infill**
- 20,000 SF retail 1st Floor per building
- 18 units/floor each building
- Linear green space

- **Residential Infill**
- 7,000 SF mixed use 1st Floor per building
- 6 units/floor each building
- Linear green space

- **Totals:**
- 68,000 SF ground floor space
- 120 residential units
- Associated parking and loading
- Streetscape enhancements including green spaces, urban plazas, and corner open spaces.

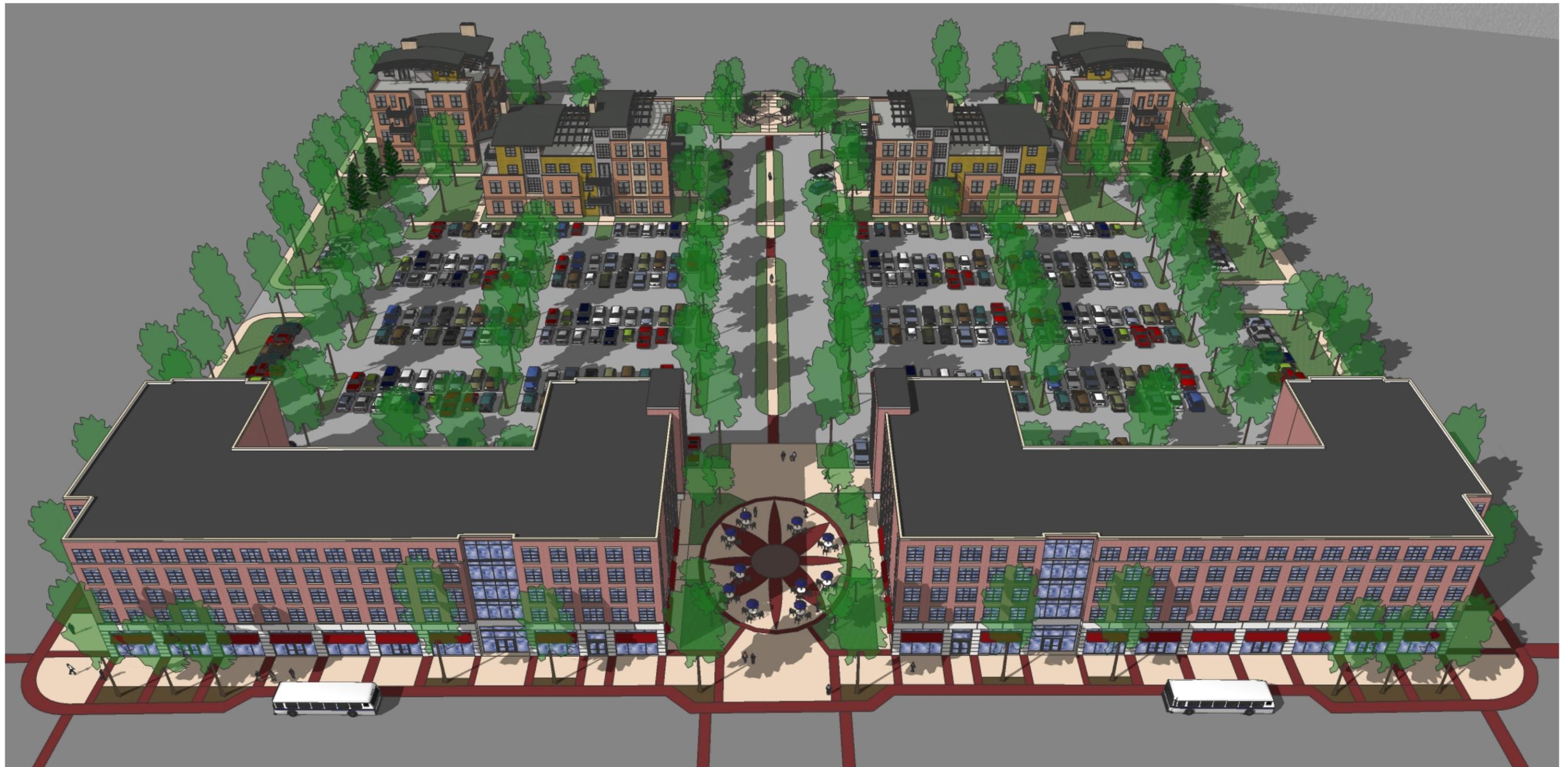
The future of the West End Theatre District will continue to evolve. That evolution requires creative planning and vision beyond the current physical conditions. A sample block of the district is shown below and at left to portray a development scenario combining infill mixed-use development. The concept encourages development along the street corridors with parking areas served from alleys. Also prevalent in the design concept is a variety of public spaces, both passive and active connected with enhanced pedestrian circulation routes. These elements combine to exemplify a Traditional Neighborhood Design (TND) approach to infill development that can easily fit into the existing block sizes of the West End Theatre District.

Additional detail is shown on the following page demonstrating streetscape enhancements, plaza design concepts, parking configuration, and access requirements.



The architectural forms for these mixed use buildings are generic for the purposes of this plan. The final size, shape, height, and pattern of the buildings is flexible, as are the material choices. These views, and the following pages are meant to show a visual reference of an alternative development style within the district. A style that increases living space and residential density while providing flexible retail and commercial space to build upon the strengths inherent in the district, which is more urban than suburban in form.





The open space along the main commercial corridor in this development scenario is shown as a more traditional urban plaza. The plaza would have hard-scape elements, shade trees, outside dining areas, and a central feature (fountain, sculpture, or other). The adjacent streetscape along the commercial corridor would be a continuation of the Urban Design Plan elements discussed earlier in the study, including brick accents, street trees, pedestrian scale lighting, and banners.



The open space along the main residential corridor in this development scenario is shown as a more traditional village green. The green would have a large open lawn area for passive recreation, shade trees, and a central pergola or other shade structure for community gatherings and events. The adjacent streetscape along the residential corridor would be a continuation of the adjoining residential blocks.

Land Use Narrative

The existing land use within the West End Theatre District can most accurately be described as mixed use. There are areas of retail uses adjacent to commercial uses. Additionally, pockets of residential development occur in the district as well. Large land holdings are occupied by the Great Allentown Fairgrounds and the Lehigh Valley Hospital, both of which require significant parking areas. The nature of and location of the different land uses creates a district where pedestrian access is a significant means of circulation.

Currently the areas included in the West End Theatre District include the following zones:

- **B-5-** Urban Commercial District
- **B-4-** Shopping Center Business District
- **B-3-** Highway Business District
- **B/LI-** Business/Light Industrial District
- **B-1R-** Limited Business/Residential District
- **RM-** Medium Density Residential District
- **RMH-** Medium High Density Residential District

These existing zoning districts relate to the current land uses and support the continued development in a similar use pattern to the existing conditions.

We have reviewed the conceptual plans proposed during this planning process to the current zoning ordinance. In order to enhance the mixed-use nature of the district and encourage additional mixed use elements, we offer the following comments for consideration. These comments and suggested changes do not affect the Zoning Map and its classifications, but rather the text within the Zoning Ordinance.

Current Zoning Ordinance (B-5, B-3, and B/LI zones)

Section 1313.01

- Add residential uses to each zone, at a minimum to be permitted by Special Exception, preferably multi-family and townhome/row homes. (the conceptual plans for live a higher density, multi-floor building along Tilghman Street would require this change as would a medium density infill residential development, including townhomes and duplex style housing units)
- Add a definition for "live work" unit within the districts to encourage a multi-story sole proprietorship use

Section 1319.07

The statement regarding projecting signs from the B-1R and B-3 sections should either be added to the B-5 and B/LI.

- Each permitted use may have one or more wall, awning or projecting identification signs. Such signs should not project more than 6 feet beyond the required setback line nor more than 6 feet beyond the face of the building. Such total sign area on a lot should not exceed 2 square feet for each one foot of lot frontage along a street, or 300 square feet, whichever is more restrictive.

At present, the City of Allentown is developing a Traditional Neighborhood Development Overlay (TNDO) district designation for the West End Theatre District. As part of the planning process, we reviewed the draft ordinance language and offer the following for consideration:

Within the TNDO area, consider the following additions:

- Eliminate the Floor Area Ratio requirement
- Add a building coverage incentive or bonus for green roof use or use of sustainable storm water management

- Further define the required 10% open space to include urban plaza elements such as public parks and paved plaza spaces
- Add a requirement for frontage improvements including litter receptacles, benches, bike racks, and landscape enhancements
- Require a Master Plan submission phase similar to the RRO Section
- Provide a sample block configuration showing alley access to parking areas
- Limited or no first floor residential along Tilghman Street

Consider the following TNDO modifications:

- Buildings may have a setback greater than 5' from adjacent buildings if the following conditions are met:
 - 1. The increased setback is proposed for outside dining, covered or uncovered, and,
 - 2. The dining area is defined or enclosed by an appropriately scaled architectural edge comprised of walls, fences, or other features suitable for separating the front yard space from the public right-of-way.
- Fence materials and styles shall be compatible with nearby precedents, but shall not be constructed of chain-link. Fences shall be subject to all requirements of Section 1311.07.

The conceptual land use plans included in this report are intended to provide a visual framework for created a lively mixed use district. Elements of Traditional Neighborhood Design philosophies are the guiding principles for the plans.

Those principles include encouraging development (infill and adaptive reuse) that include the following:

- Range of housing types
- Parking accessed via alleys
- Interconnected street network
- Human scale public spaces
- Retail and commercial space on first floors
- Residential space on upper floors
- Unified streetscape identity

As development occurs, the overall land use within the West End Theatre District will blend more, creating a more traditional livable mixed-use neighborhood that is less defined by zones of use, and more defined as an overall district with a thriving, multi-use character.



TOP FIVE SEGMENTS SURROUNDING THE WEST END THEATRE DISTRICT

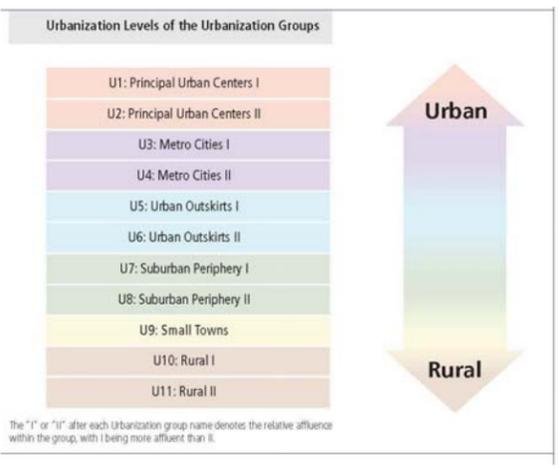
SEGMENT KEY														
Segment Number and Name														
Segment Illustration														
LifeMode Group														
Urbanization Group														
HH Type														
Median Age														
Income														
Employment														
Education														
Residential														
Race/Ethnicity														
Activity														
Financial														
Activity														
Media														
Vehicle														
29 Rustbelt Retirees		L5 Senior Styles U8 Suburban Periphery II MC w/No Kids; Singles 43.8 Middle Prof/Mgmt/Skilled/Srvc HS Grad; Some College Single Family White	07 Exurbanites		L1 High Society U7 Suburban Periphery I Married-Couple Families 43.6 Upper Middle Prof/Mgmt Some College; Bach/Grad Single Family White	17 Green Acres		L2 Upscale Avenues U10 Rural I Married-Couple Families 39.9 Upper Middle Prof/Mgmt/Skilled Some College Single Family White	18 Cozy and Comfortable		L2 Upscale Avenues U8 Suburban Periphery II Married-Couple Families 41.0 Upper Middle Prof/Mgmt Some College Single Family White	24 Main Street, USA		L10 Traditional Living U5 Urban Outskirts I Mixed 36.3 Middle Prof/Mgmt/Skilled/Srvc Some College Single Family; Multiunits White
		DIY home improvement Own shares in tax-exempt fund Belong to fraternal orders, unions, etc. Watch QVC Own/Lease Buick			Enjoy photography Own shares in mutual fund (stock) Backpacking/Hiking Listen to public radio Own/Lease luxury car			DIY home improvement; woodworking Have home equity credit line Do mountain bicycling Watch alpine skiing/jumping Own/Lease truck			Dine out often at family restaurants Use financial planner Play softball Watch or listen to ice hockey games Own/Lease minivan			Rent videos Own insured money market account Go bowling Watch <i>7th Heaven</i> on TV Own/Lease compact car

Market Scan

To gain a better understanding of the market potential for the West End Theatre District, a market area representing a 120 minute drive shed was reviewed for trends and data related to demographics and income. The top five tapestry segments within that 120 minute drive shed are depicted here. This information provides a summary of the general consumer characteristics surrounding the West End Theatre District.

The top five tapestry segments of the surrounding geographic regions are listed here. These segments represent a calculated description of neighborhoods in the country based on socio-economic and demographic data compiled in by ESRI.

LifeMode Summary Groups	Urbanization Summary Groups
L1 High Society: Affluent, well-educated, married-couple homeowners	U1 Principal Urban Centers I: Affluent populations in metros of 2.5 million+ people
L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing	U2 Principal Urban Centers II: Recently arrived diverse population in gateway cities
L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture	U3 Metro Cities I: Upscale city life with suburban benefits
L4 Solo Acts: Urban young singles on the move	U4 Metro Cities II: Densely populated transition neighborhoods in larger cities
L5 Senior Styles: Senior lifestyles by income, age, and housing type	U5 Urban Outskirts I: Close to city amenities with suburban affordability
L6 Scholars and Patriots: College, military environments	U6 Urban Outskirts II: Older homes, younger populations in suburban proximity to city life
L7 High Hopes: Young households striving for the "American Dream"	U7 Suburban Periphery I: Married-couple families in lower density, suburban expansion
L8 Global Roots: Ethnic and culturally diverse families	U8 Suburban Periphery II: Older homes on the urban fringe of metro areas
L9 Family Portrait: Youth, family life, and children	U9 Small Towns: Affordable, close-knit, settled neighborhoods away from urban areas
L10 Traditional Living: Middle-aged, middle income—Middle America	U10 Rural I: Small towns and villages of married-couple families
L11 Factories and Farms: Hardworking families in small communities, settled near jobs	U11 Rural II: Low-population density in rural farm areas, small settlements
L12 American Quilt: Households in small towns and rural areas	



Definitions in the segment descriptions:

Affluence is high to low

Household (HH) types: Family and nonfamily

- Family: MC—Married couples
- Family: Married couples with children
- Family: Single parent
- Nonfamily: Singles
- Nonfamily: Shared

Mixed Households: A combination of family and nonfamily households

Family Mix: People who are related in the household such as married couples, married couples with children, single parents, etc.

DEMOGRAPHIC AND INCOME SUMMARY—WEST END THEATRE DISTRICT

POPULATION (within predetermined drive sheds)

691,736 ⁽³⁰⁾

1,350,670 ⁽⁶⁰⁾

3,595,894 ⁽⁹⁰⁾

MEDIAN HOUSEHOLD INCOME (within predetermined drive sheds)

\$60,040 ⁽³⁰⁾

\$63,191 ⁽⁶⁰⁾

\$64,498 ⁽⁹⁰⁾

AVERAGE HOUSEHOLD INCOME (within predetermined drive sheds)

\$72,978 ⁽³⁰⁾

\$78,680 ⁽⁶⁰⁾

\$86,578 ⁽⁹⁰⁾

HOUSING SUMMARY—317 units within the district

211 owner ^(66.6%)

95 renter ^(30.0%)

11 vacant ^(3.5%)

Median Home Value
\$152,612

Average Home Value
\$160,436

Average Rent
\$604/mo

RETAIL EXPENDITURES SUMMARY

The average person living within 30 minutes of the WETD spends **\$3,422.83** on dining out annually.

The average person living within 30 minutes of the WETD spends **\$298.04** on books, magazines, and newspapers annually.

Demographics and Income

The general demographic, income, and housing summary depicted here are characteristic of the surrounding areas noted in 30, 60, and 90 minute drive sheds, and also within the district itself. Also noted are areas of retail expenditures within 30 minutes that surpass the national average. In many other areas of retail spending, the consumers surrounding the district are close to national averages.

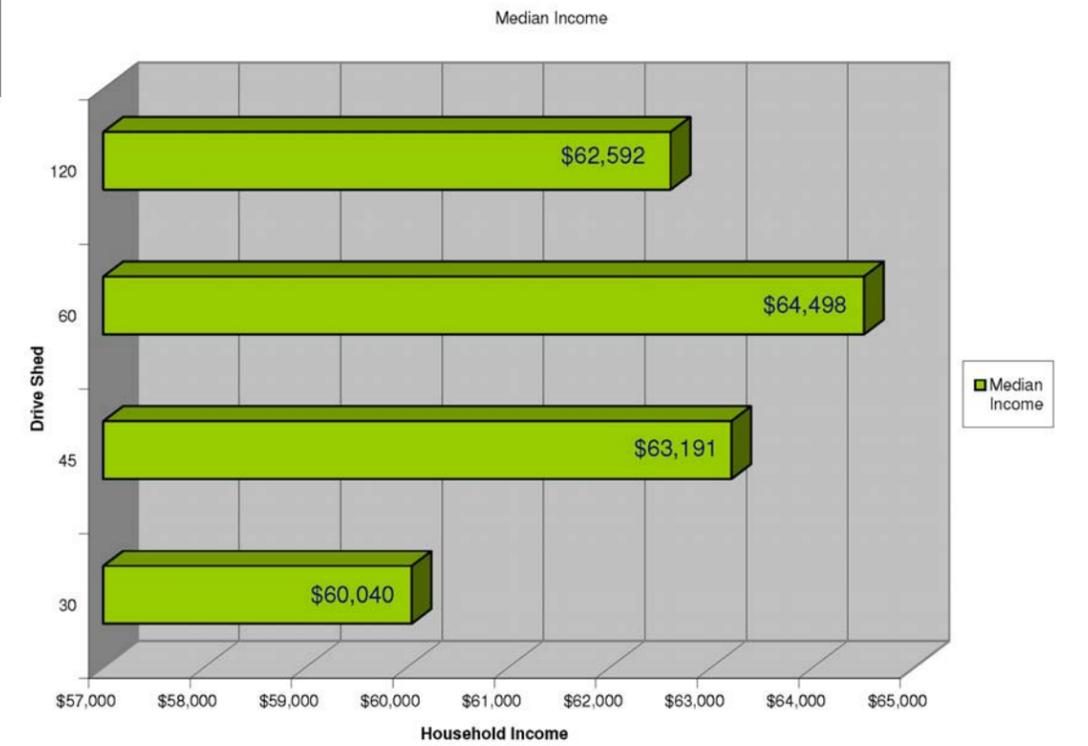
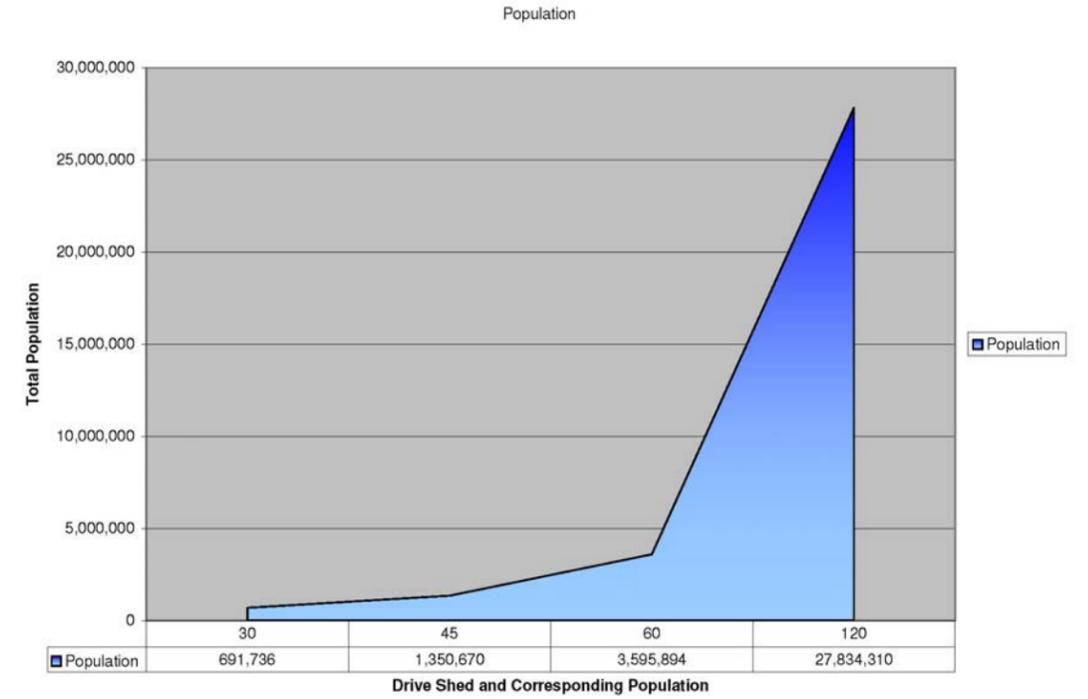
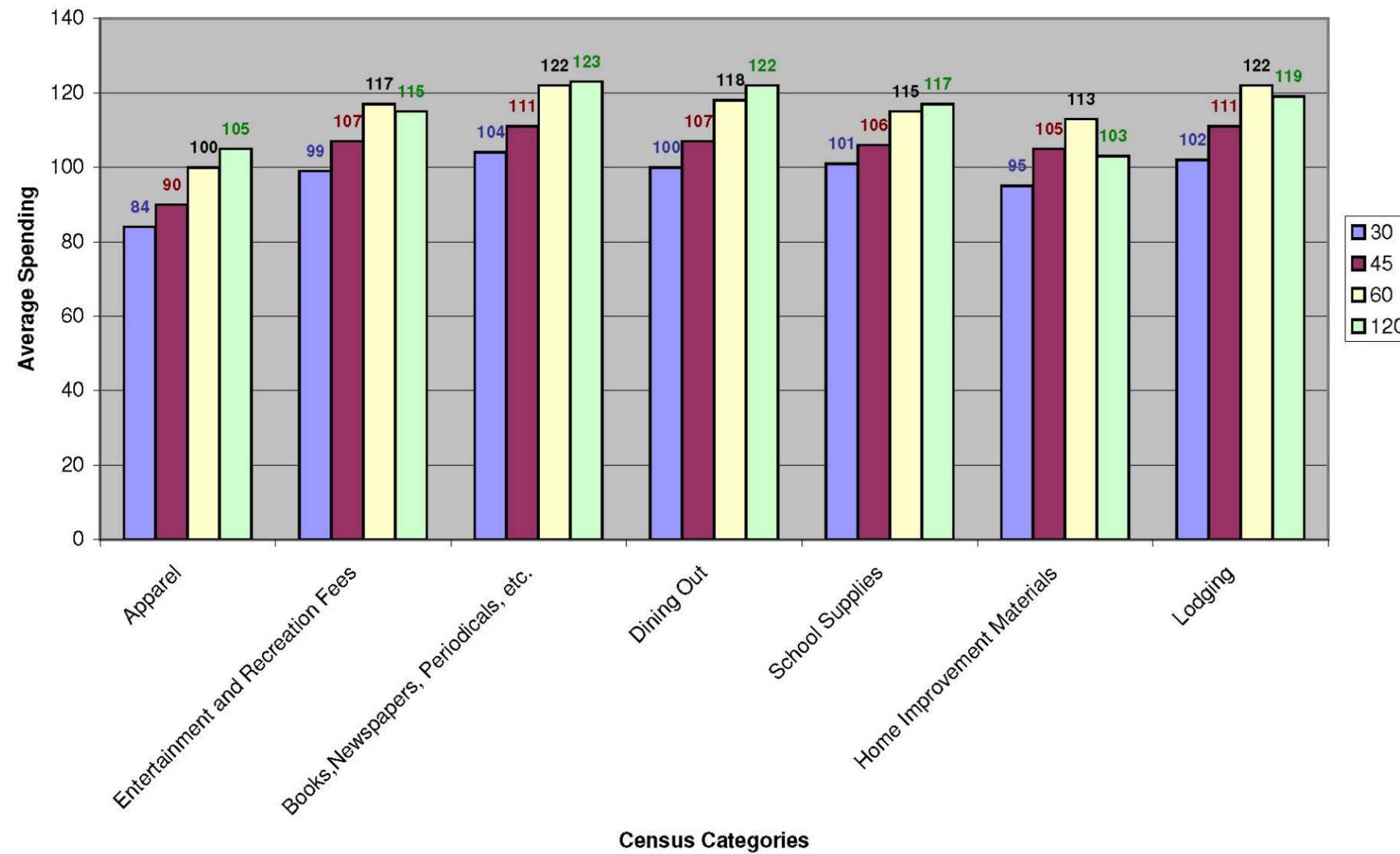
TOTAL DOLLARS SPENT WITHIN 30, 45, 60, and 120 MINUTE DRIVE TIMES	RETAIL GOODS										SERVICE				LEISURE		
	APPAREL	JEWELRY	APPAREL PRODUCTS/SERVICES	READING	PETS	HOME REPAIR (materials)	HOME FURNISHINGS	LAWN & GARDEN	VEHICLES	VEHICLE MAINTENANCE	PROFESSIONAL	HEALTH CARE	CHILD CARE	PERSONAL CARE	THEATRE PERFORMANCE	FOOD (away from home)	LODGING
30 MINUTES	\$505,387,243	\$59,495,677	\$36,936,220	\$79,751,285	\$122,124,357	\$105,396,774	\$362,928,312	\$116,572,343	\$1,320,290,933	\$260,354,999			\$109,543,079	\$114,781,064	\$40,102,535	\$915,889,835	\$116,198,338
45 MINUTES	\$1,042,639,367	\$124,321,661	\$75,682,006	\$164,897,270	\$255,605,205	\$225,721,111	\$756,332,607	\$243,910,017	\$2,755,760,067	\$539,787,084			\$226,904,708	\$236,176,542	\$82,967,731	\$1,890,566,031	\$243,715,796
60 MINUTES	\$3,087,983,820	\$365,065,954	\$230,294,201	\$483,727,905	\$738,557,048	\$645,845,138	\$2,217,766,999	\$704,122,139	\$8,039,059,229	\$1,577,719,420			\$662,456,184	\$692,443,045	\$248,185,379	\$5,575,207,608	\$716,221,933
120 MINUTES	\$24,489,761,017	\$2,680,906,948	\$1,987,560,239	\$3,643,045,731	\$5,262,579,993	\$4,424,530,655	\$16,305,510,846	\$4,857,471,757	\$58,999,176,795	\$11,760,067,729			\$4,977,481,661	\$5,326,834,683	\$1,960,457,742	\$43,091,228,915	\$5,234,943,480
BUSINESSES WITHIN STUDY AREA	Good Buy Girls	Ed. Christian Jewelry	Carriage House Dry Cleaning			M&O Roofing	All Things Mystical & Magical	Rich Mar Florist	Outen Chevy	Advanced Auto	Sovereign Bank	Lehigh Valley Hospital	First Step Child Care	Visions Salon	Allentown Fairgrounds	NY Style Pizza	
	Step in 4 Mor Shoes	Timothy Richard Jewelry	Graffitees			Kray Tile & Bath	Allentown Appliance	Elie Floral	Rick's Foreign Car	J&B Auto	TD Bank	Walgreens	American Family Day Care	Lawrence Roth Salon	Maingate	Nick's Dinner	
			American Drycleaners			Kitchens By Design			Outen Used Cas	Quick Service Lane	Wachovia	Blink	Kiddie U Learning Academy	Anytime Tanning	Civic Theatre 514	Abe's Place	
									Haldeman Ford	Dreisbach's Auto	Lafayette American Bank	Americus Pharmacy		Silver Sheers	Pines Dinner Theatre	Wer's Cafe	
										Sunoco	Shoemakers Law Offices	TriUnity Chiropractic		Boutique To Go		Ringer's Roost	
										Hess Gas	Patricia Pelligrino, CPA	Allentown Limb and Brace		Quilian Tattoo		Sinfully Delicious Catering	
										National Auto	Geoff Gutgold Advertising	Labate Chiropractic		Goldilocks Hair		New Garden Chinese	
											Daniel Joseph Real Estate			LMS Nails		West End Saloon	
											Gabellini Design			Nancy for Your Hair		Brew Lab	
														LeClassic Hair		Expresso	
														Dirty Bunny Spa		Ruffino's	
														American Hairlines		Ritz Barbecue	
														Woody's Barber Shop		Volpe's Sports Bar	
													Lorenzo Hair		Rita's		
													Jezabel's Salon				

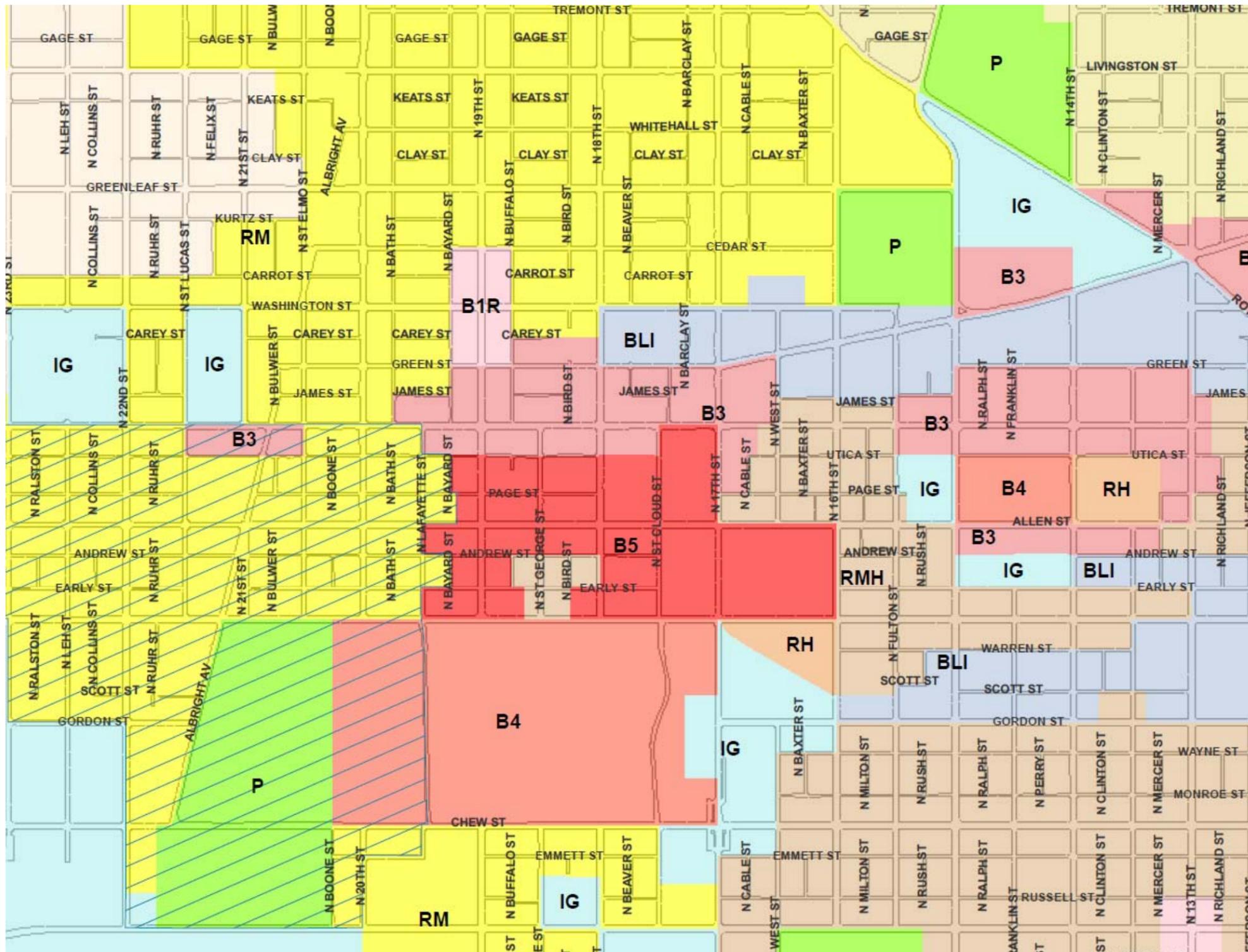
District Retail Expenditures and Business Inventory
 The total spending figures for the areas within a 30, 45, 60, and 120 minute drive shed are shown in the table to gain a better understanding of raw purchase power surrounding the district. The spending within the 120 minute radius, a reasonable day trip, exceeds the national average by as much as 52%, with an average of over 15% across all categories. This data can apply to target marketing, business recruitment, and overall district economic development strategic planning.

District Retail Expenditures, Population, and Median Income Data

With significant population and income increases in the 60-120 minute drive sheds, the West End Theatre District is situated in a location that can capture additional shares of that population and their spending potential. This information is important for the continued cultivation of a strong economic climate in the West End Theatre District.

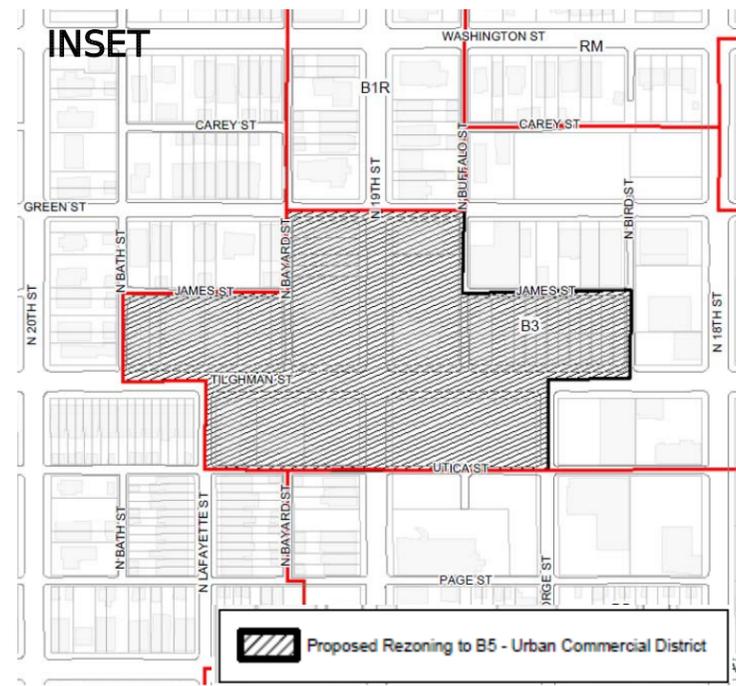
Regional Spending Profile





City of Allentown Zoning Map

The existing zoning areas depicted on the official City of Allentown Zoning Map and the proposed map change (inset graphic) generally reflect the mixed use nature of the West End Theatre District.



Conclusion

Enriching the West End Theatre District.

That simple statement has been the focus of this planning effort since the kick-off meeting. The District has all the necessary ingredients to become the arts, entertainment, and theatre destination in the City of Allentown. Committed and dedicated community leadership, established business base in town, a premier fairground property, and an architectural and spatial framework with room for growth and development. With all the necessary ingredients in place, a solid recipe is needed to move forward. This plan represents that recipe and it is built on an understanding of essence of the West End Theatre District combined with land planning principles creatively applied to the existing community fabric.

The key to successfully implementing the strategies outlined is the people in this District. The West End Theatre District plan gathered strength from community members and grew from their input combined with sound planning principles. It is a road map to implementation. There will be funding and design assistance needed, however, a strong community must support the initiatives and continue to rally behind each project to make the overall plan successful. These action items, concept development plans and urban design projects listed are just the beginning of the realization of the goals for the West End Theatre District. This plan is a tool that local organizations must use to begin to bring about change within the community. With active community involvement and support from the stakeholder organizations, the plan can begin to affect change and build upon each individual success strategy, culminating in increased overall success of the area.

The City of Allentown has adopted a new brand and is promoting itself as a City without limits. This plan is a visual representation of that sentiment. The planning team, comprised of local representation, City officials, concerned citizens, and involved business people have collaborated with each other to bring for a plan for the future of the West End Theatre District that has limitless potential for growth and development.



WEST END THEATRE DISTRICT MASTERPLAN