

## **West End Alliance Newsletter**

### **Mark Your Calendars for Oktoberfest**

The 2<sup>nd</sup> Annual West End Oktoberfest is set for Saturday, October 3<sup>rd</sup>. The event will be held from Noon - 10 PM on 19th Street between Tilghman and Liberty Streets. Enjoy live entertainment, authentic German cuisine, local crafters and other vendors, and fun activities for children and families.

Visit [www.westendoktoberfest.com](http://www.westendoktoberfest.com) for more information. We will update the website as musicians and vendors are confirmed during the next two months.

### **Urban Planning Effort Kicks Off**

Renovations and enhancements within Allentown's West End Theatre District are underway. Spearheaded by Derck and Edson Associates, the project aims to maximize the \$1.5 million RCAP grant by building upon current assets, respecting the history and heritage of the community, developing a neighborhood identity and meeting the needs of all residents, business owners and other organizations. Key objectives of the project include creating a pedestrian-friendly environment, taking advantage of diversified building types and improving the quality of public space.

There will be a public meeting held in late July or early August to gather vital community information. You will be invited to the meeting once a location and time are established. A final report of the project will be completed by the end of the year.

### **West End Alliance on Facebook**

If you're on Facebook, please become a friend of the West End Alliance. We will post information about the neighborhood and share updates on the various projects and advancements in the area. You can also take part in discussions and upload your own pictures and video. Thanks.

### **Parks Update**

#### **Improvements Revitalize Cedar Creek Parkway**

A May 21st ground breaking ceremony marked the launch of a \$1.8 million project to rejuvenate the Cedar Creek Parkway in Allentown. The project includes restoration of existing facilities in addition to building several new park features, including a playground, pavilions and exercise trails.

The improved features of the Cedar Creek Parkway mark the **transformation**

(<http://www.allentownpa.gov/Government/DepartmentsBureaus/ParksandRecreation/CedarCreekParkway>) of a park into a destination. Renovations to the park's infrastructure, including improving lighting, replacing three pedestrian bridges and outdated restrooms, adding electrical hookups for vendors and

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expanding picnic areas and parking will establish the Parkway as a park that all residents of the Lehigh Valley will be able to enjoy.

For more information on the Cedar Creek Parkway project, visit [www.allentownpa.gov/cedarcreek](http://www.allentownpa.gov/cedarcreek).

**Study Aims to Connect, Expand Allentown Trails**

The City of Allentown has retained Greenways Incorporated to prepare a study to identify major opportunities and constraints for the development of a trail network within the city. It will also include recommendations for future trails, trail design guidelines, interconnections with neighboring municipalities and trail-related programs. Through this study, the city looks to find the best ways to connect its current park system with bicycle and pedestrian trails that extend into all neighborhoods and points of interest throughout the Lehigh Valley. More: <http://www.greenways.com/allentown.html>.

Thanks for your support of Allentown's West End. For more information or to add someone to this mailing list, please contact Michael Bruckner at (484) 664-3230 or [bruckner@muhlenberg.edu](mailto:bruckner@muhlenberg.edu).

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