

# City2City Greater Springfield

Darlene Heller,

Director of Planning and Zoning, City of Bethlehem

Tony Hanna,

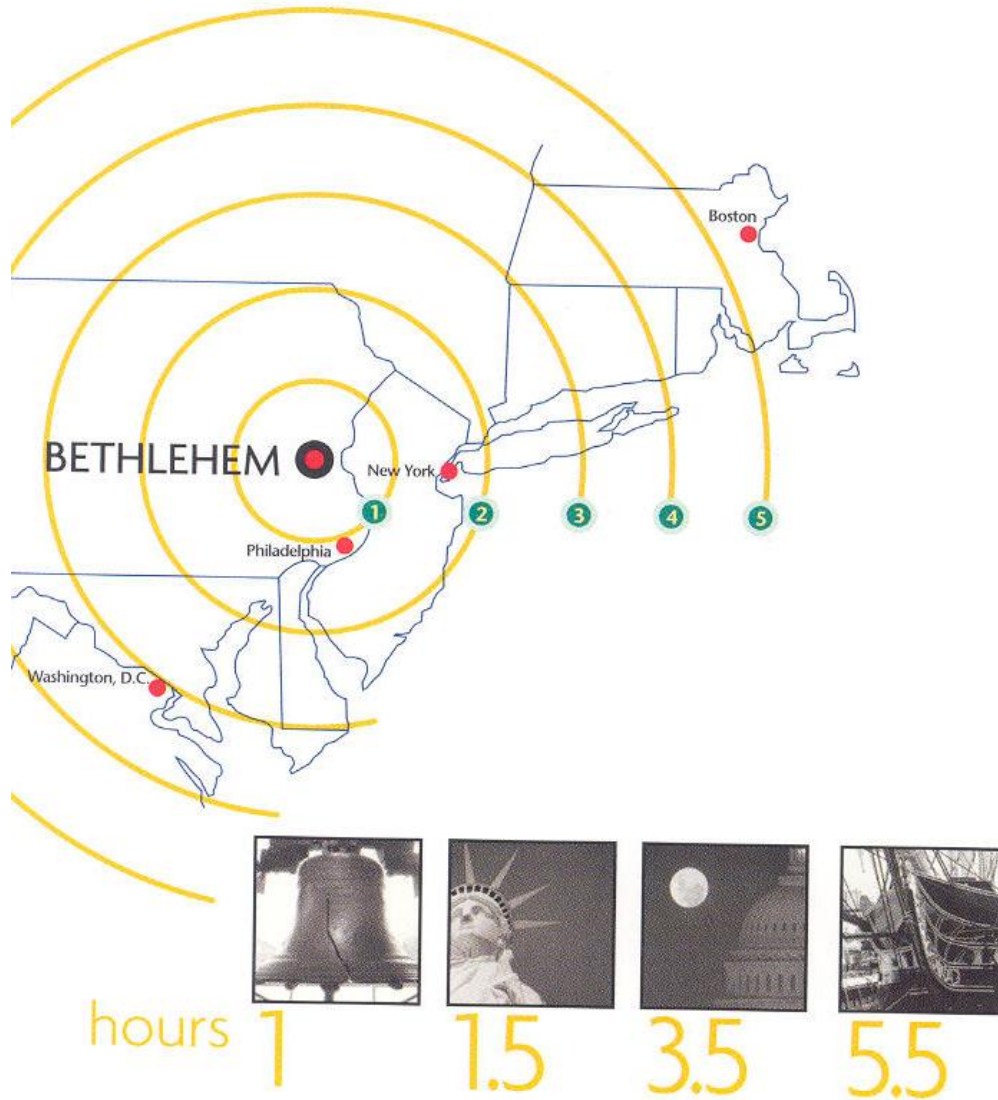
Redevelopment Authority Director, City of Bethlehem

Robert DeSalvio,

President, Sands Casino Resort Bethlehem

November 29, 2012

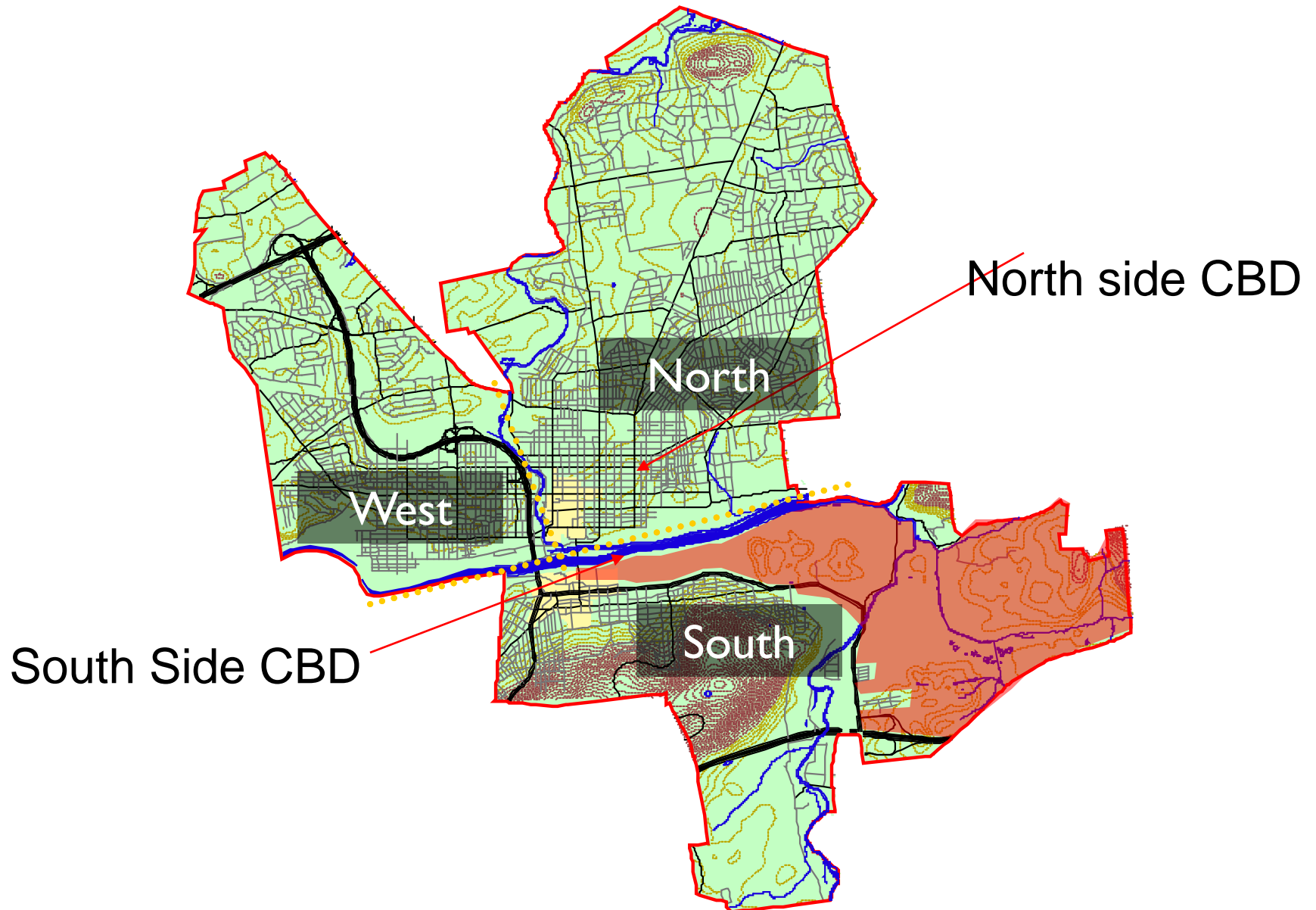
# Location/Market Area



Located in Eastern Pennsylvania, the City of Bethlehem is within a one day drive of nearly 1/3 of the nation's population.

The market area includes over 35 million people.

# City of Bethlehem

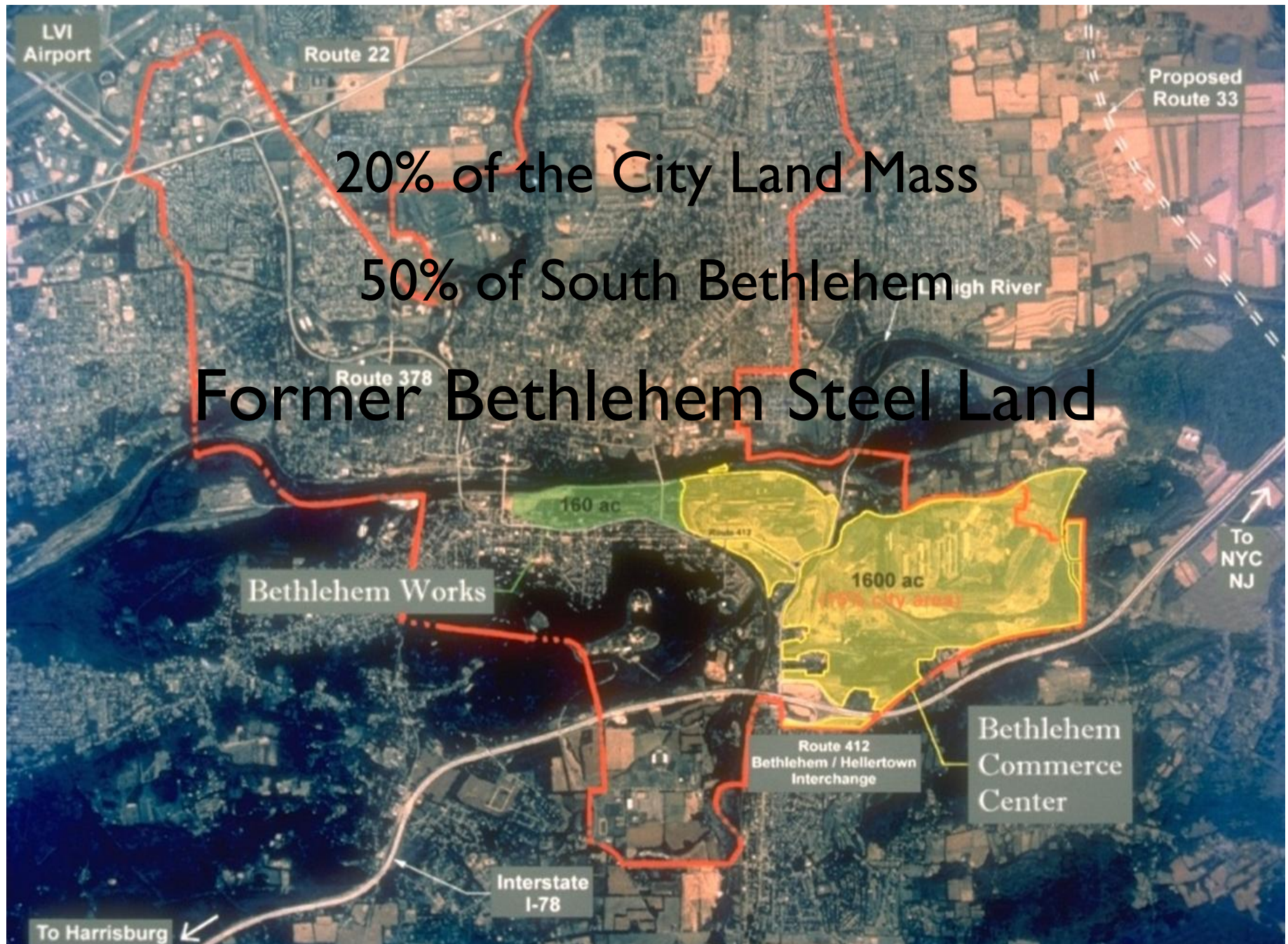




20% of the City Land Mass

50% of South Bethlehem

Former Bethlehem Steel Land

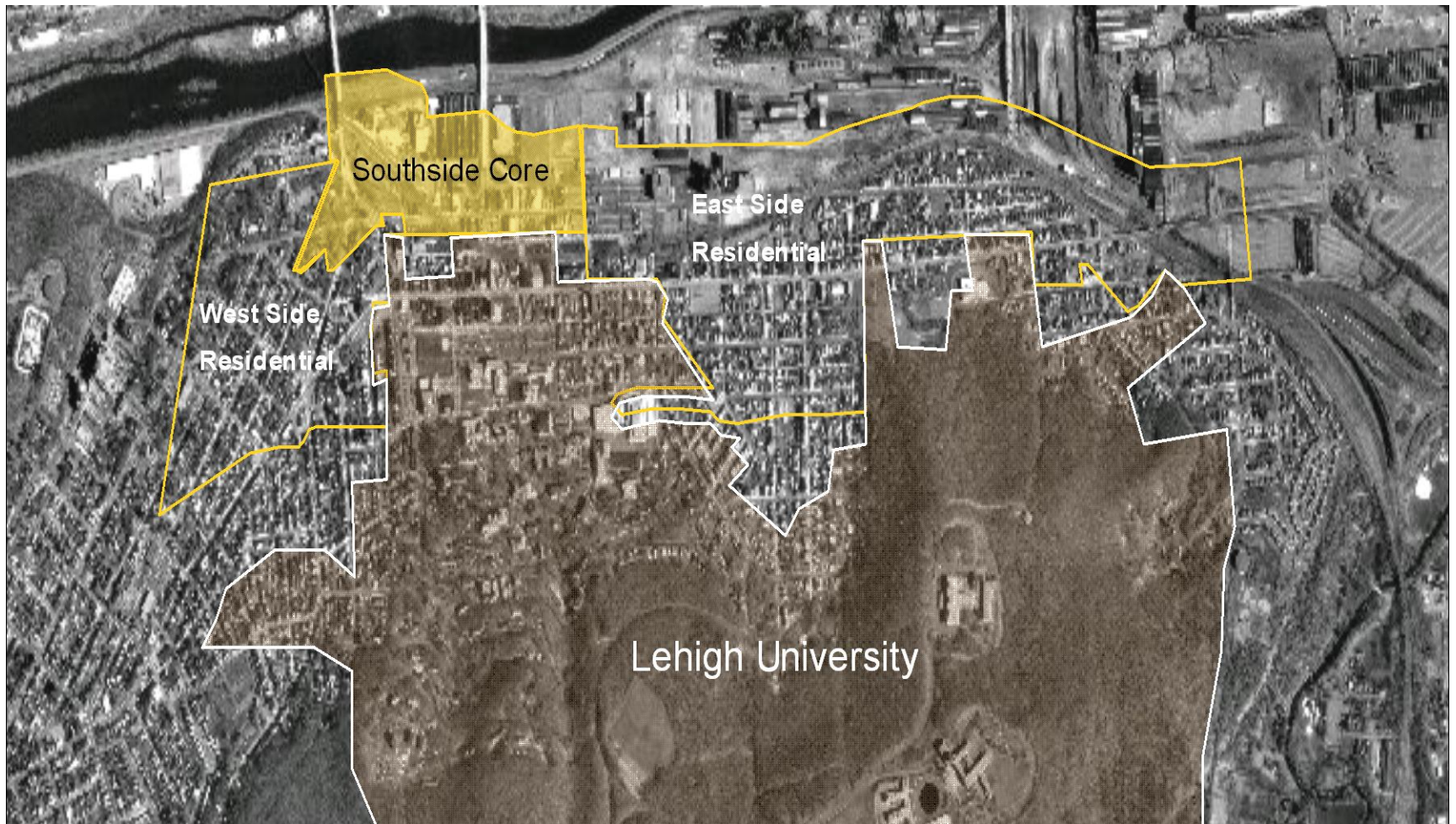




# Bethlehem Steel Corporation Files Bankruptcy

- The disposition of Bethlehem Steel's assets
  - International Steel Corporation assumes all holdings
    - Bethlehem Commerce Center 1600 Acres Rail Served Industrial Business Park
      - Lehigh Valley Industrial Parks, Inc. acquired 1,000 acres
      - Majestic Realty of California to acquire 500 acres
    - Bethlehem Works 160 acres

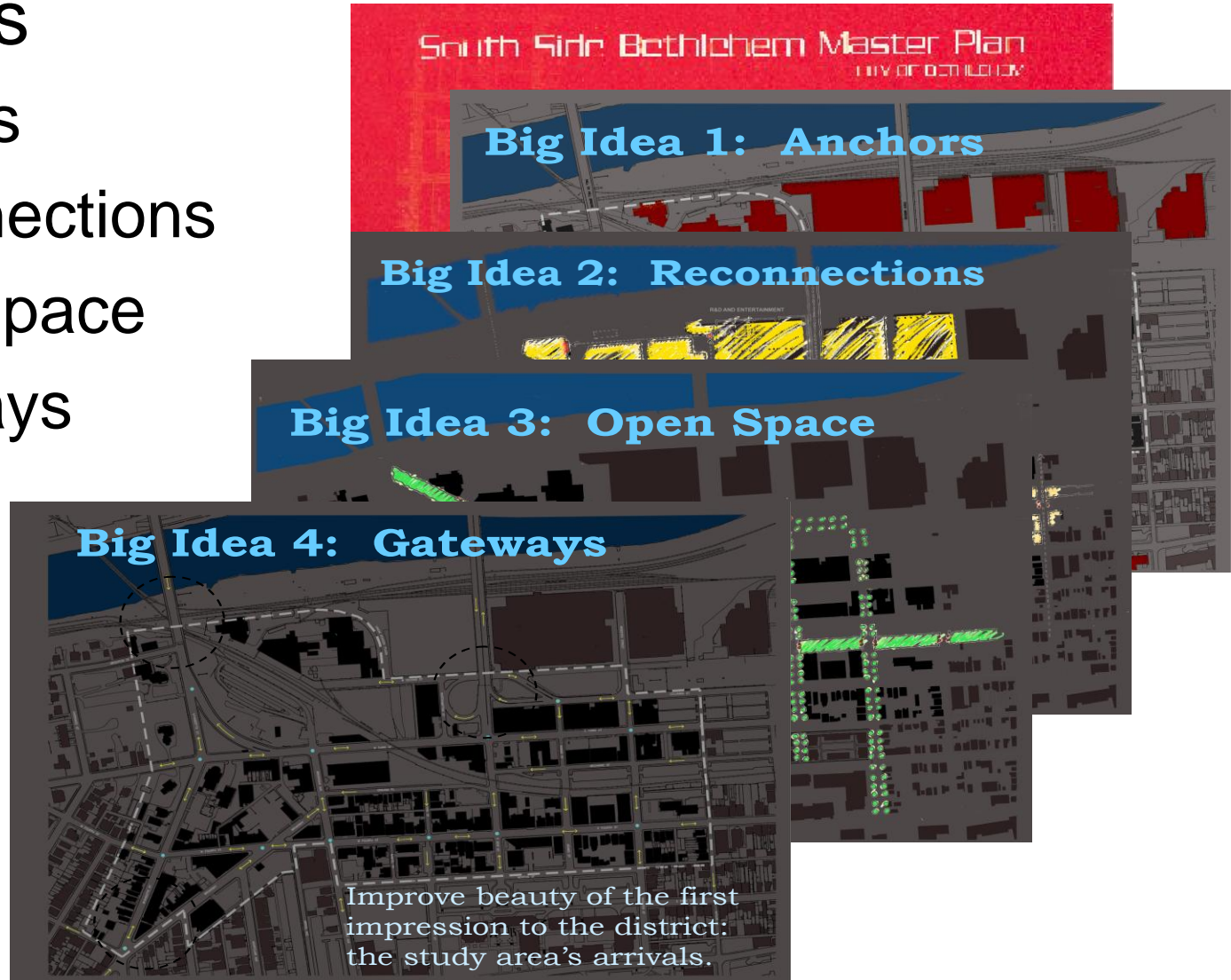
# Master Plan for the Future of the Community



# South Side Master Plan

## Big Ideas

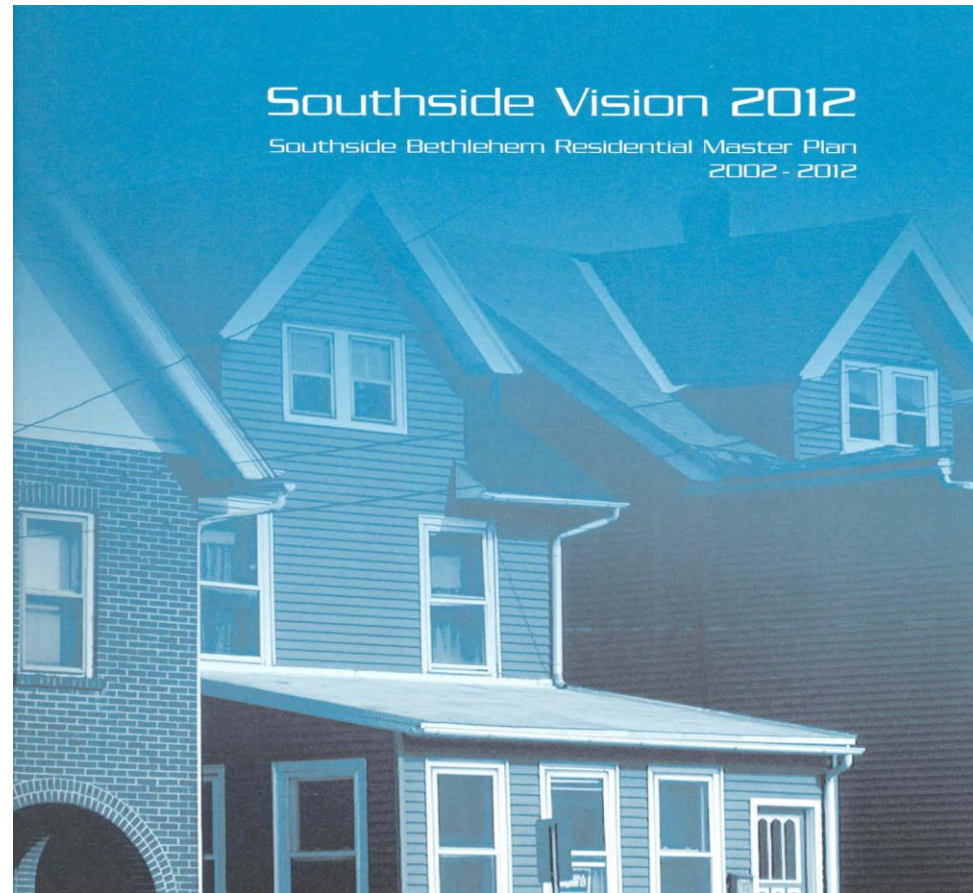
- Anchors
- Reconnections
- Open Space
- Gateways





# South Side Residential Master Plan

- 8 Residential Neighborhoods and Neighborhood Shopping Districts



# Bethlehem Works Timeline

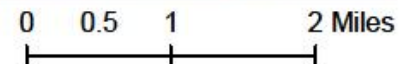
- 1995 – Bethlehem Steel ends steel making
- 1996 – Bethlehem Steel forms Bethlehem Works, a subsidiary to preserve, interpret and develop portions of the plant.
- 2003 – International Steel Group buys Bethlehem Steel's assets
- 2004 – National Trust lists site as one America's 11 Most Endangered sites
- 2004 – BethWorks Now buys 163 acres of land
- 2006 – PA Gaming Control Board awards slots license to Sands BethWorks
- 2009 – Sands Casino Resort Bethlehem opens with 3,000 slot machines and 4 restaurants with a hotel, conference center and retail shops to follow.
- 2011 – Steel Stacks Campus opens with the ArtsQuest Center, Visitor Center, Levitt Pavilion, PBS Public Media and Education Center, several outdoor venues and an ongoing program of festivals and activities.

# Timeline for Gaming in PA

- 2004 – Pennsylvania passed legislation allowing for Licensed Gaming Facilities
- 2005 – Bethlehem develops series of planning/zoning ordinance revisions to address gaming impacts
  - Analysis of possible gaming facility locations
  - Specific provisions for licensed gaming facilities
  - Additional provisions for possible nuisance uses
    - BYOB
    - Check cashing
    - Adult oriented entertainment
    - Pawn shops
- 2006 – PA Gaming Control Board awards slots license to Sands BethWorks



## Permitted Areas for Special Uses





1992

Image U.S. Geological Survey

985 ft

Goog

1999



Image U.S. Geological Survey

985 ft

Goog



2003



985 ft

Image © 2012 DigitalGlobe

Goog



2006



Image USDA Farm Service Agency

985 ft

Goog



2008



Image USDA Farm Service Agency

Goog

985 ft



2010



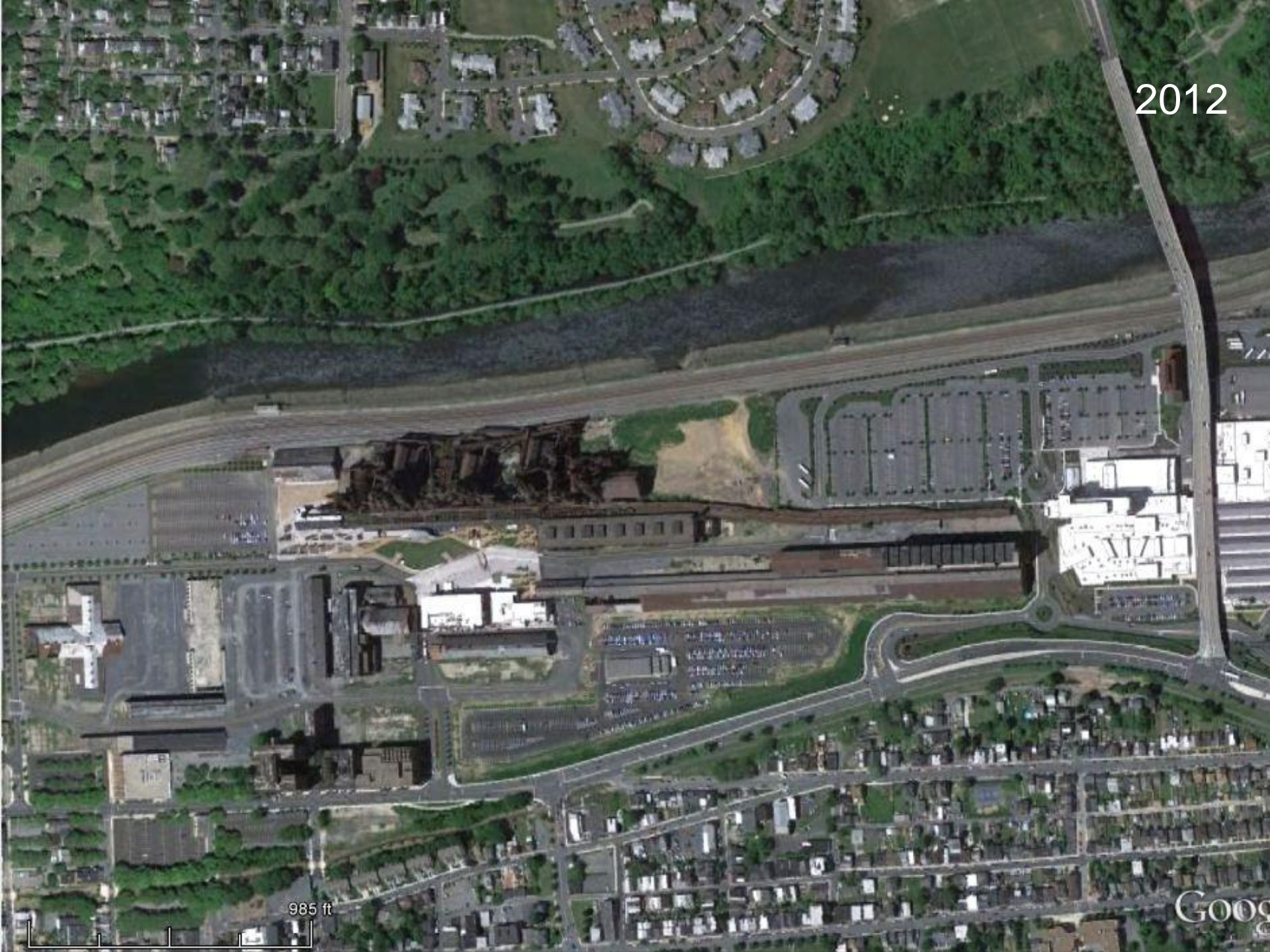
Image USDA Farm Service Agency

985 ft

Google



2012



985 ft

Google



Key:



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LERTA



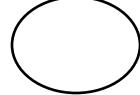
New Markets Tax Credits



RACP



County bond



Remediation



PennDOT





# TIF

Tax Incremental Financing district

Allowed City to build \$12.5 million infrastructure

Four new streets

Streetlights, sidewalks

I-beam benches, gear street sculptures





# RACP

Redevelopment Assistance Capital Program

Mainly construction projects with large  
community impact and job creation

Funds up to 50 percent of total project cost

# New Markets Tax Credits

The background of the slide is a faded, grayscale image of a large industrial complex. It features numerous tall smokestacks, a dense network of pipes and structural steel, and several large buildings. In the foreground, there are some lower-level structures and what appears to be a loading dock or railway area with some vehicles. The overall scene suggests a manufacturing or processing plant.

Investment must benefit low-income community in qualified Census tract

Funding spurs economic development

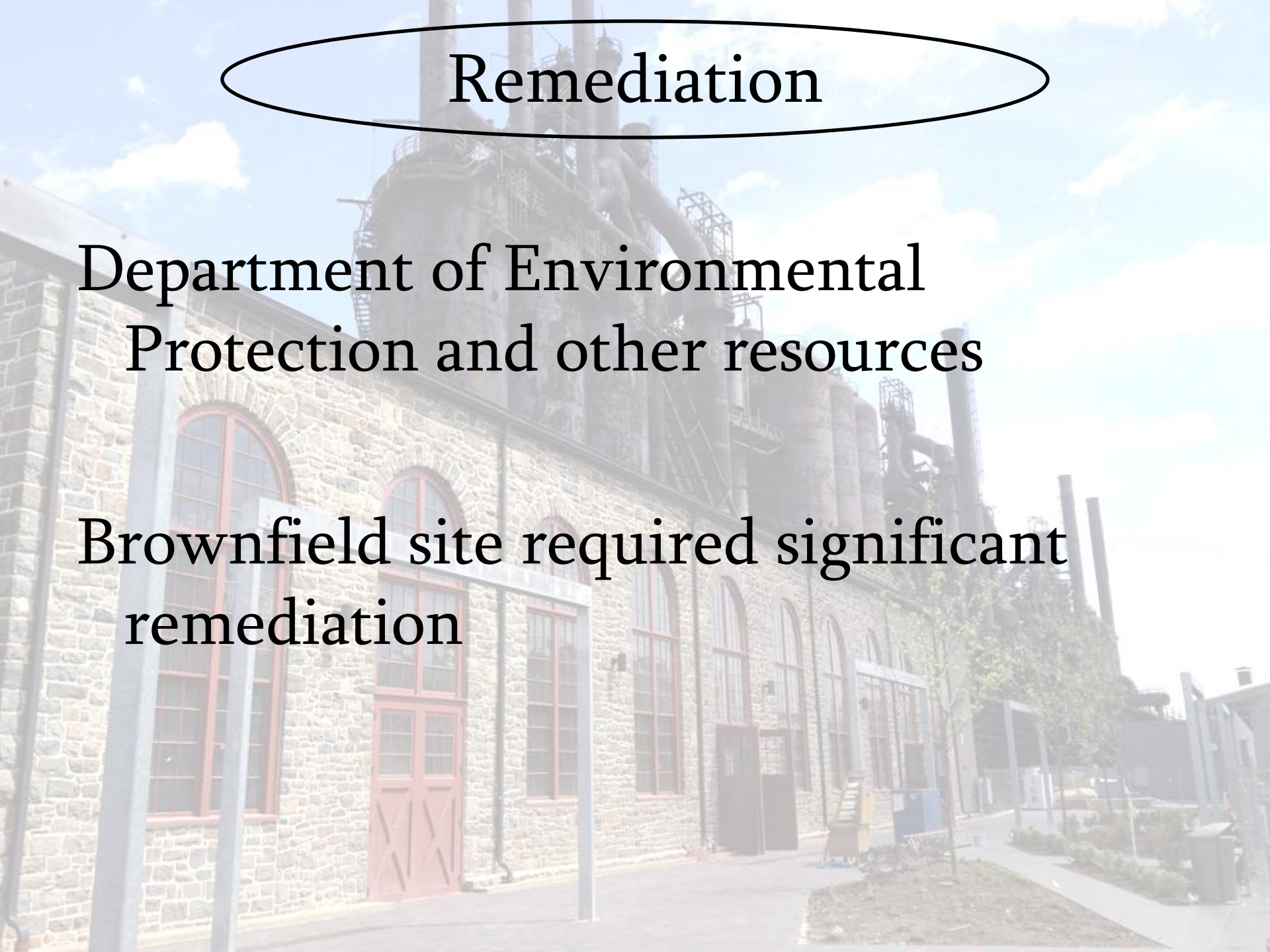
Tax credits are for 7 years

Requires Community Development Entity with investors who receive tax credits

# Remediation

Department of Environmental  
Protection and other resources

Brownfield site required significant  
remediation



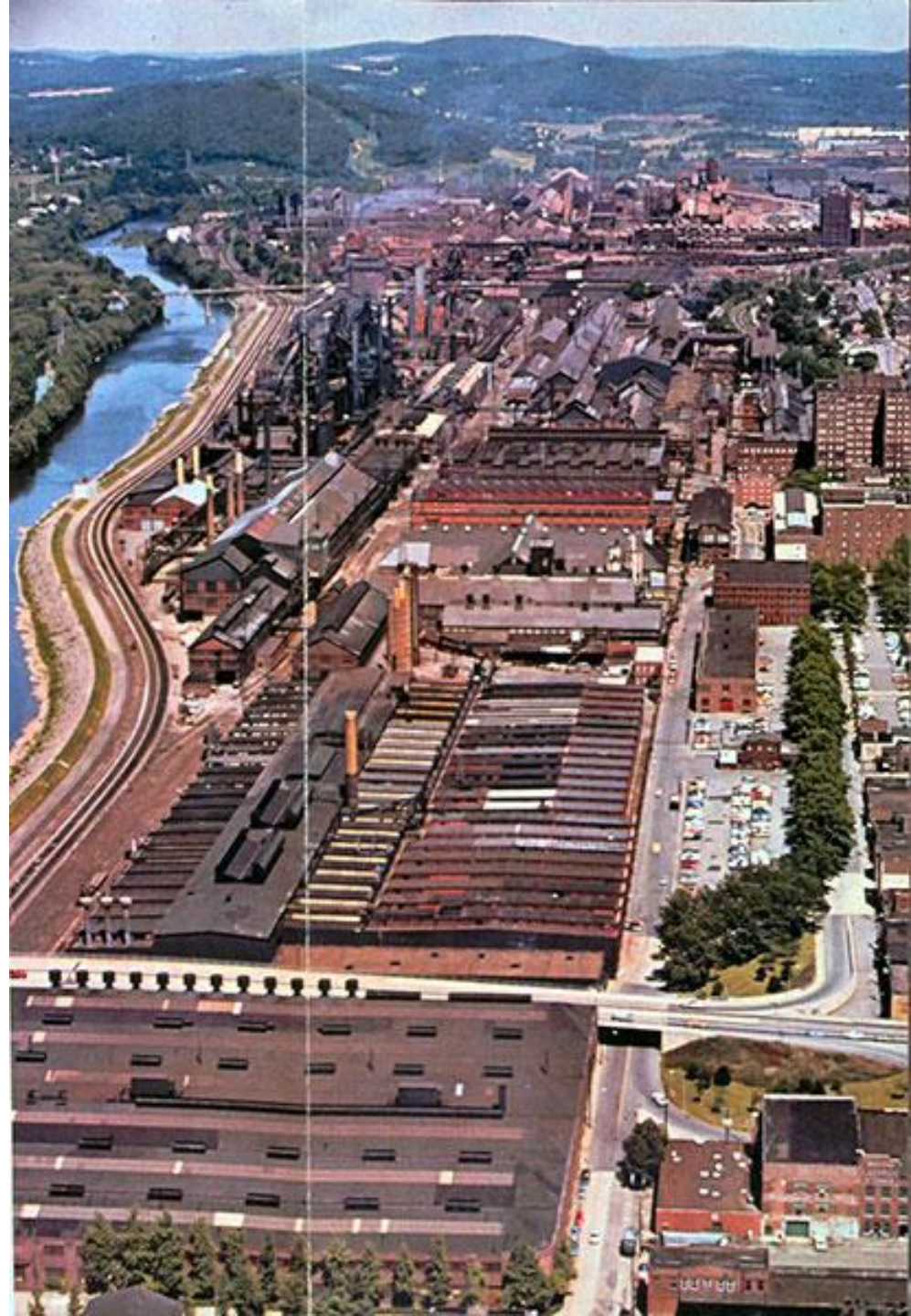


# Bethlehem Steel

1,800 acres

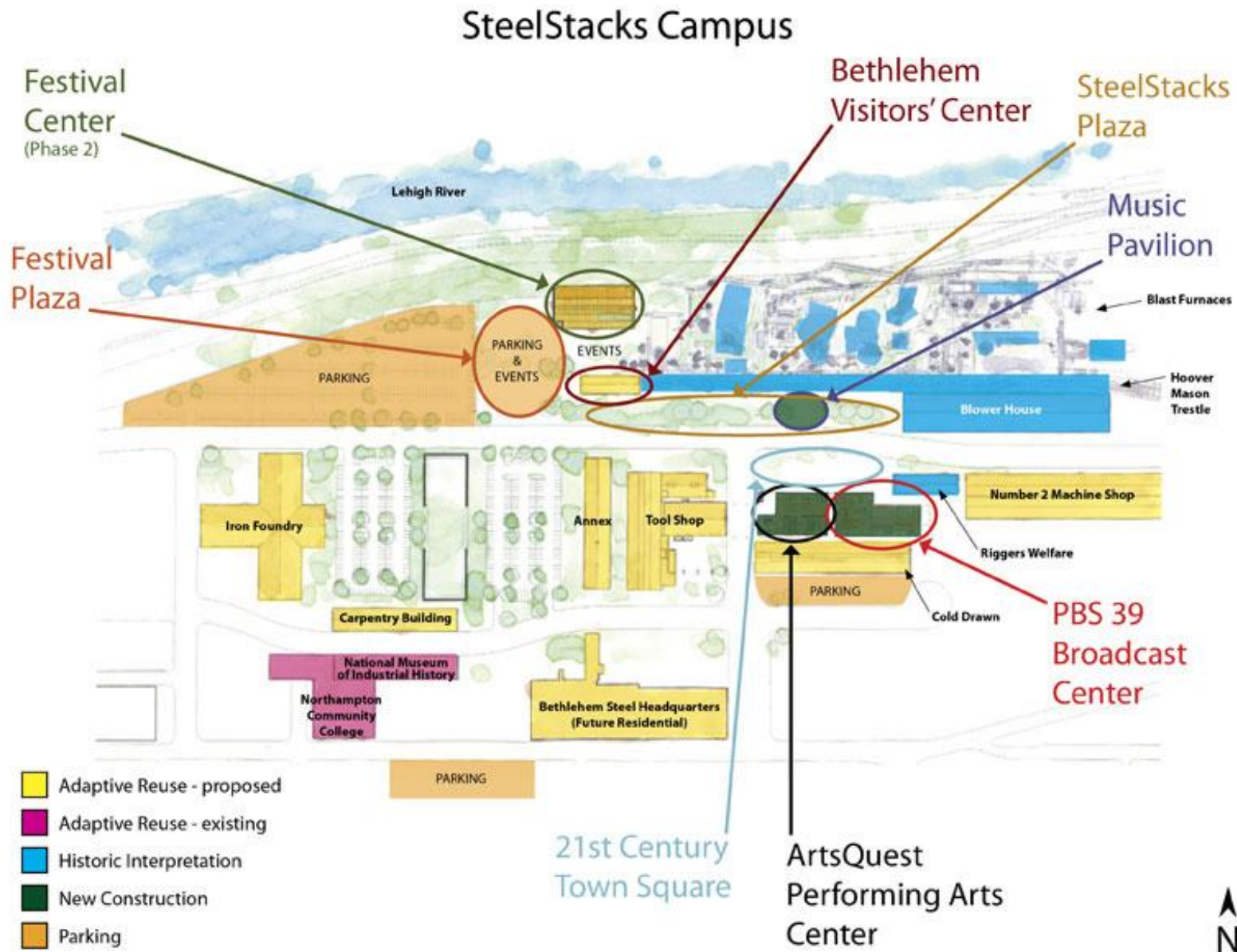
Most of the property  
was occupied by  
large, industrial  
buildings

More than 30,000  
people in Bethlehem  
were employed by  
the Steel





# TIF funds: \$23 million



# Before: Levitt Pavilion





# After: Levitt Pavilion







# Before: Bethlehem Landing





# Concept: Bethlehem Landing



# After: Bethlehem Landing





# SteelStacks



Key:



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LERTA



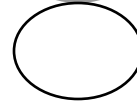
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PennDOT

# SteelStacks

Opened May 1, 2011

500,000 visitors

Economic impact \$29 million

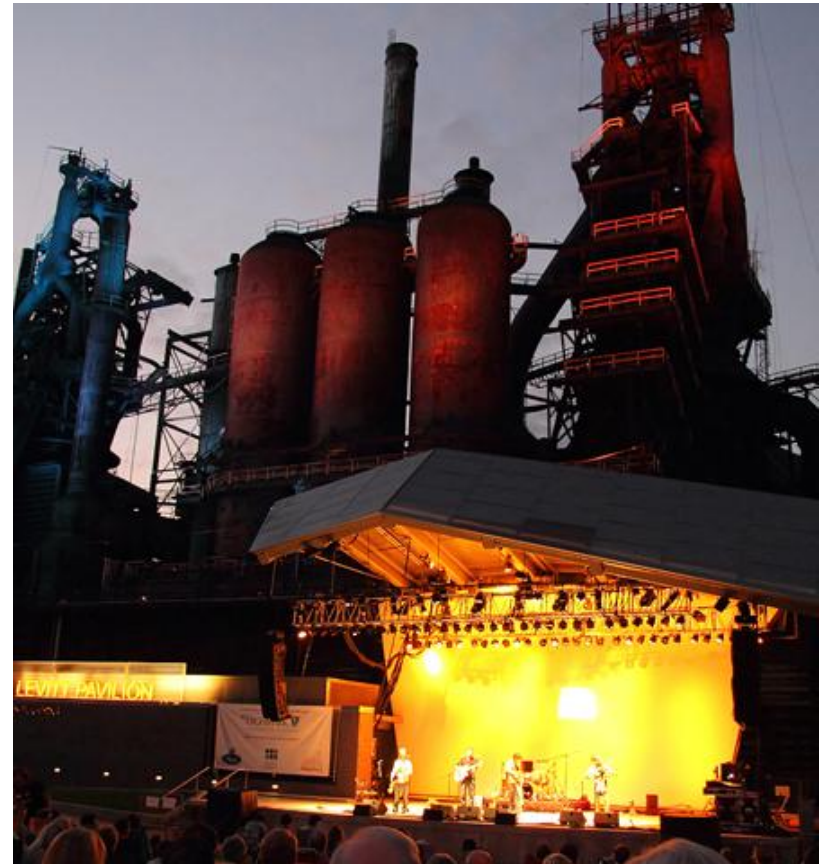
372 live music performances

43 feature films

9 festivals

4 public art pieces

8 gallery exhibits





# RACP

\$5 million to PBS 39

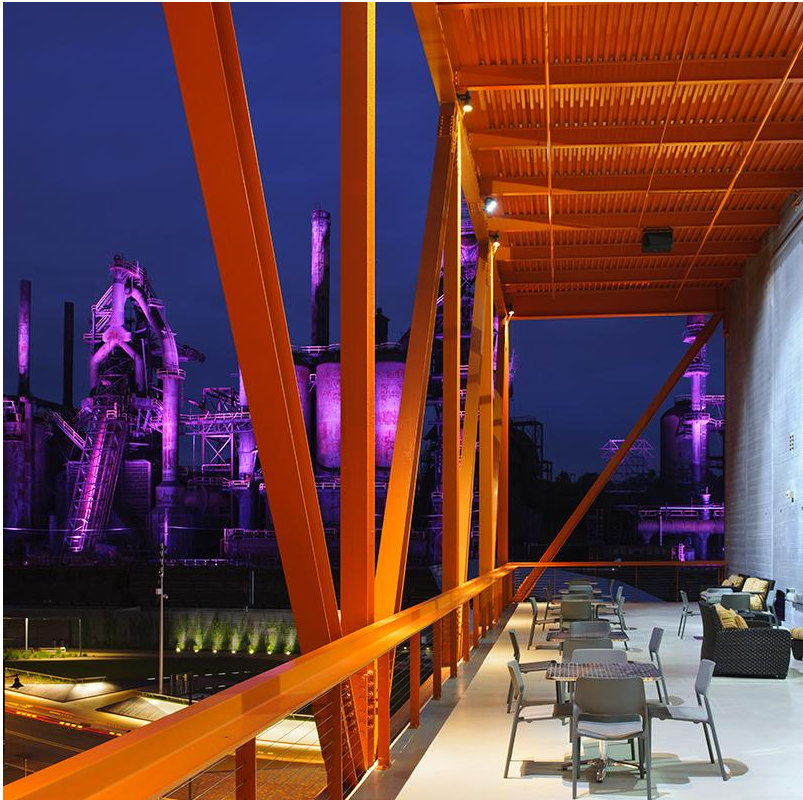
\$8.5 million to ArtsQuest

Used for project  
construction

City serves as grantee  
and oversees  
administration



# New Market Tax Credits



\$43 million total CDE  
allocation

Used by ArtsQuest and  
PBS 39

SteelStacks was the first  
Lehigh Valley project  
to receive this funding





Martin  
Guitar  
Lobby



Frank Banko  
Alehouse Cinemas



# Musikfest Café

## Presented by Yuengling



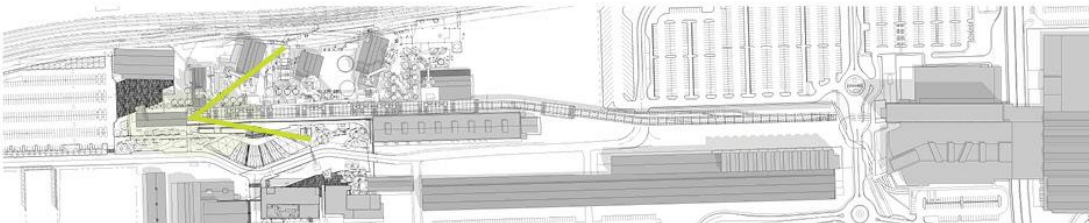




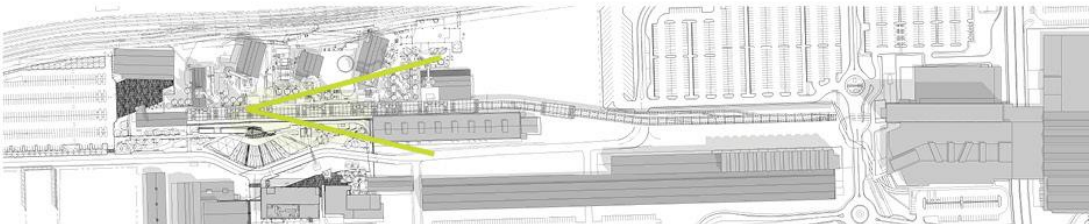




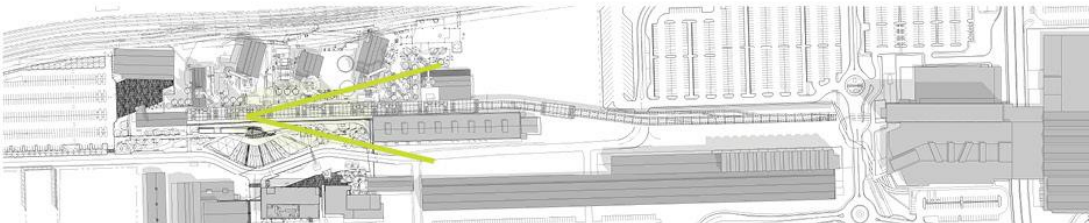












# Sands Casino Resort Bethlehem

3,000+ slot machines,  
129 table games

Hotel is 302 rooms, 22  
suites, meeting space,  
indoor pool and fitness  
center

31-store shopping mall

50,000-square-foot Event  
Center

3,300-space parking  
garage, 1,400 surface  
spots





# Bethlehem Works planning





# Sands Beth Works master plan



## Commercial / Residential

- Casino
- Motel and Multi Purpose Space
- Retail and Restaurants
- Residential and Neighborhood Retail
- Steel Works Residential Lofts

## Cultural / Educational

- SteelStax - Festival Hall
- SteelStax - Youth Performing Arts
- PBS 29 Broadcast Studio
- Northampton Community College

- National Museum of Industrial History (Smithsonian)
- Stockhouse Visitors Center

## Other Historic Structures to be Preserved and Reused

- Iron Foundry, High House, Gas Blowing Engine House
- Blast Furnace, Hoover Mason Elevated Rail Trestle



# Sands Casino Resort Bethlehem



Key:



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LERTA



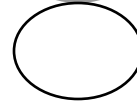
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County bond



Remediation



PennDOT

















# Sands Casino Resort Bethlehem



Tourism anchor for site,  
city and region

Consistently leads in  
revenue generating  
across state



\$14.1 million table games  
revenue broke state  
record in August



# Government and partnerships



Mayor's commitment to bringing gaming to City

Ongoing relationship with City of Bethlehem

Support of local events and initiatives