

Lower Saucon Township Economic Development Task Force

Brainstorming

- a. What do you currently like the most about Lower Saucon Township?
- Township is not overly developed
 - Location in proximity to develop/redevelop of industrial areas
 - Highway network/proximity to Rt. 78, I80, Rt. 33, Rt. 309, Rt. 22, PA Turnpike
 - High income levels
 - Schools/universities
 - Safe place to live
 - Beautiful area
 - Rich history of manufacturing and entrepreneurship
 - Diverse areas with appropriate zoning
 - Pass-thru traffic/commuters
 - Not many failed community projects
 - In middle of NE corridor
 - Good health care facilities
 - Accessibility- central to everything in Lehigh Valley
 - SRT (Saucon Rail Trail)
 - Level of community services
 - Fiscal health of Lower Saucon Township
- b. What do you currently like least about Lower Saucon Township?
- Potholes – transportation infrastructure
 - Taxes
 - Traffic (Rt. 78/Rt. 412, Lehigh/Stabler Arena, Rt. 378)
 - No “branding” for LST
 - Lack of vision/5-10 year plan
 - Over regulation-impediments to business coming to Township
 - Reputation for not being business-friendly
 - Lack of infrastructure
 - Lack of responsiveness/guidance to business
 - No KPI (Key Performance Indicator) for successful approvals
 - Not using land at highest and best value
 - Stormwater run-off/flooding areas
 - Lack of developable land available based on current ordinances

c. What do you want to see in the future?

- Medical professionals/facilities to meet needs of the community
- Measured, smart growth that includes light-commercial (i.e. retail – light manufacturing)
- Implement the plan developed by task force – don't just say it – need to do the work. Don't want it bogged down in Council
- See LST become known as reasonable/fair to developers
- Focus on vacant areas with zoning and infrastructure for development/ redevelopment already in place
- Make sure development does not impact value of existing homes
- Township needs to be engaged and pro-active with the business community
- Need to maintain the character/flavor of the community and what makes it special
- Need to capitalize on existing commercial/non-residential areas (Applebutter Rd. Corridor)
- See (sensible) zoning changes made quickly/immediately
- Create a 5-10 year plan and solicit subsidies to attract businesses noted in the plan (incentives)
- Create incentives for new businesses to come to the Township
- Technology growth- develop infrastructure for high tech businesses
- Adult-independent living that is affordable
- Market/promote the types of businesses/projects identifies in the "plan." Need to "rebrand" and make the changes known
- Improve the 378 streetscape

d. What do you not want to see in the future?

- Don't become too lax in enforcing regulations (need balance)
- Don't become too over-regulated (need balance)
- Don't let any one community dominate decision-making or change
- Don't go for short-term gains with long term losses