



Our Resources, Our Valley



Multi-Municipal Comprehensive Planning in Pennsylvania's Saucon Valley

Summer 2009



Borough of Hellertown
Lower Saucon Township
Saucon Valley School District

Borough of Hellertown, Township of Lower Saucon and Saucon Valley School District Northampton County
RESOLUTION NO. XX-XX-2009

A MULTI-MUNICIPAL RESOLUTION OF THE BOROUGH OF
HELLERTOWN, THE TOWNSHIP OF LOWER SAUCON and
THE SAUCON VALLEY SCHOOL DISTRICT, NORTHAMPTON COUNTY
ADOPTING A MULTI-MUNICIPAL COMPREHENSIVE PLAN

WHEREAS, the Pennsylvania Municipalities Planning Code authorizes the Saucon Valley Partnership (COG) Multi-Municipal Comprehensive Plan Steering Committee, hereafter referred to as the Steering Committee, a Committee with representatives from the Borough of Hellertown, Township of Lower Saucon and Saucon Valley School District, Northampton County and as embodied through the Saucon Valley Partnership, to prepare and adopt a Multi-Municipal Comprehensive Plan, hereafter referred to as the Plan, addressing land use, housing, economic development, transportation, infrastructure, natural resources and civic amenities impacting these Stakeholders.

WHEREAS, the Stakeholders' appointed Steering Committee and each government's Planning Commission has reviewed and recommended the approval of a Plan that addresses community objectives, current and future land use, civic amenities, infrastructure and regional relationships; and

WHEREAS, the Plan has also proposed an action plan with respect to planning, ordinances regulations, operations and capital improvements and stakeholder collaboration; and

WHEREAS, the Plan also incorporates data with respect to demographics, existing zoning and land use, environmental characteristics, transportation, public water and sewer infrastructure, community facilities, public cost analysis and community involvement; and

WHEREAS, the participating Stakeholders agree to discuss specific policies and actions for implementation of the Plan within a reasonable time frame following the adoption of the Plan; and

WHEREAS, all the participating Stakeholders agree to charge their administrative staff personnel with continuing dialogue with participation for collaborative efforts, and with providing periodic updates on the matters to the leadership bodies of each Stakeholder.

NOW, THEREFORE, be it resolved by the Borough Council of the Borough of Hellertown, Township Council of the Township of Lower Saucon, Northampton County and the Board of the Saucon Valley School District that the Plan as attached hereto be adopted.

RESOLVED AND ADOPTED this XXXX day of XXXXXXXX, 2009. ATTEST:

BOROUGH OF HELLERTOWN, NORTHAMPTON COUNTY

Borough Manager

President, Borough Council

TOWNSHIP OF LOWER SAUCON, NORTHAMPTON COUNTY

Township Manager

President, Township Council

SAUCON VALLEY SCHOOL DISTRICT, NORTHAMPTON COUNTY

Superintendent

President, School Board



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Acknowledgments

This Plan is dedicated to the residents, businesses and institutions within Hellertown Borough and Lower Saucon Township. In addition to their insights, this Plan was prepared through the cooperation of the following:

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Our Resources, Our Valley has been prepared through funding provided by the Pennsylvania Department of Community and Economic Development, Hellertown Borough, Lower Saucon Township, and the Saucon Valley School District.

The residents, businesses, institutions and leadership of the Saucon Valley region are in a special position to address the region's many opportunities. Geographically, Hellertown Borough and Lower Saucon Township are two municipalities comprising a portion of Pennsylvania's Saucon Valley. The Saucon Valley School District serves the children and young adults of these two communities. The rich history of these communities also is an important tie to the community's past and future successes.

Organized as the Saucon Valley Partnership (Partnership), these three bodies recognize that the future balance of the region's physical, economic and environmental resources relies upon cooperation. In an effort rarely seen in the Commonwealth of Pennsylvania, these two communities and the school district serving them have joined together to prepare a multi-municipal comprehensive plan (Plan). Individually, each entity possesses a rich, unique culture and history. The purpose of this Plan, entitled *Our Resources, Our Valley*, is to outline how the people of the Borough, the Township and the School District can, together, build upon their individual strengths to enhance the quality of life within the Saucon Valley.

The Plan is organized into three (3) Parts:

Part 1: Our Opportunities and Challenges summarizes the trends impacting planning efforts within the communities of Hellertown and Lower Saucon.

Part 2: Our Future Pursuits outlines the region's desired projects and policies. As part of these efforts, the Partnership presents a series of detailed actions that residents, community leaders, municipal staff and collaborating partners can implement.

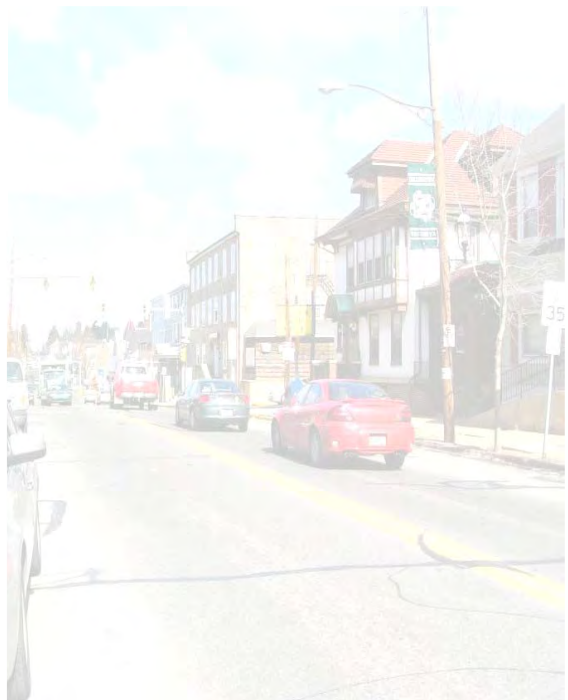
Part 3: Our Regional Landscape presents a compilation of reference information and existing data assessed as part of detailed technical analyses and gleaned from community feedback obtained throughout the Plan's multi-year planning process.

So exactly what is a Comprehensive Plan?

It is a document that identifies the goals and strategies for growth and conservation for a community – in this case – collaborating communities. Pennsylvania's laws guide the basic content for comprehensive plans so that growth is encouraged in a coordinated manner. A comprehensive plan differs from a zoning ordinance in that it is adopted as a resolution rather than as an ordinance or law. The comprehensive plan serves as a guide, whereas the zoning ordinance is a legal instrument that is used to implement regulations and provisions that are consistent with the principles of the adopted comprehensive plan.

PART ONE

Our Opportunities and Challenges





How will the next generation of residents, businesses and leaders in the Saucon Valley relate to the images and culture of today as well as to those years gone by? *Part One: Our Opportunities and Challenges* reveals how community planning efforts in Hellertown Borough, Lower Saucon Township and within the Saucon valley School District are woven into the region's future prosperity, distinction and successes.

Foremost, Part One provides insights into the region's growing multi-municipal cooperation; identifies opportunities and challenges shaping the region's physical character, attitudes and policies; establishes regional planning goals; and outlines a series of recommendations to achieve these goals.

Following the formal creation of the Saucon Valley Partnership, the Partnership's group of Borough, Township and School District representatives proposed the completion of a multi-municipal comprehensive plan. Several benefits are associated with multi-municipal planning – those based on practicality and those which seek to build upon the Commonwealth of Pennsylvania's increasing support of such efforts.

The commonly referenced practical benefits of multi-municipal planning include optimized economic development opportunities, coordinated improvements of environmental resources which often cross municipal boundaries, realized fiscal savings and strengthened policies.

As the varying Departments within the State's government seek to encourage responsive planning and to promote investments in collaborative projects, Saucon Valley Partnership's multi-municipal planning embodies these goals. The primary tool communities can utilize to forward cooperative efforts within Pennsylvania is the Municipalities Planning Code (MPC). The MPC offers communities who pursue multi-municipal projects with several incentives including:

- Zoning flexibility for accommodation of uses
- Permitted designation of growth, future growth, and rural resource areas
- Formal review processes for developments of regional impact
- Specific Plans
- Elevated consideration for available state funding/permits

Part One

Opportunities and Challenges



In what ways are the assets within Saucon Valley contributing to the communities' future quality of life? Moreover, to what extent are Hellertown's and Lower Saucon Township's existing development policies promoting or sustaining desired patterns of future growth and conservation? Opportunities and challenges influencing residential life, business prosperity and civic institutions' outreach are the result of many factors. These factors serve as key influences in defining the Plan's recommendations. Primary planning factors include the relationship of Saucon Valley to the surrounding region, the community's character and its build-out, business and economic development, transportation and infrastructure, public spaces and recreation as well as natural and civic resources.

The Saucon Valley Region



Within Northampton County, Pennsylvania, there are few communities that possess the diversity and abundance of resources as those that exist in the Hellertown and Lower Saucon. Settled over 250 years ago, the region provides residents with a broad range of housing types, unique natural environments, distinguishing civic amenities and businesses with opportunities for expanding local and regional commerce.

As this region shares a municipal border with the City of Bethlehem, many have called Hellertown and Lower Saucon home. As the steel industry's economics shifted and its departure occurred, some aspects of daily life in the region have also changed. One thing which has not waived is the communities' spirit to ensure its residents with an admirable quality of life and quality education. The Saucon Valley School District is well regarded as one of Pennsylvania's finest school systems.

Saucon Valley is also immediately accessible from both north- and south-bound routes of Interstate 78, a primary transit route servicing New Jersey (ultimately New York City) and Harrisburg – Pennsylvania's capital. Philadelphia, PA is also a relatively easy commute via Interstate 476/76.

Community Character, Development Patterns and Build-out



Based upon historic settlement patterns, Saucon Valley consists of three distinctive landscapes: a small town Hellertown Borough, a suburban Lower Saucon Township and a rural Lower Saucon Township. From most to least dense, respectively, these three landscapes are each unique; the character of these varying landscapes has, in part, been shaped by the extent and relationship of natural resources, geologic features, expansion of infrastructure and topography. Each of these landscapes has the potential to influence one another.

Within the Borough, as changes in development have occurred over time, the nature of land uses have become an eclectic mix of neighborhood-oriented businesses along a Main Street Corridor surrounded by more highly intense single and multi-family neighborhoods. Within some of these neighborhoods, however, the frequency of single-family homes being

Part One

subdivided into multi-family structures is beginning to noticeably impact the compatibility between older and newer development patterns. In addition to Hellertown's Main Street is a thoroughfare for regional traffic; almost all development in the two communities utilizes this Corridor.

As part of public input obtained as part of the planning process, many have expressed their appreciation of the pristine nature of Lower Saucon's suburban environment and its rural countryside; others have also expressed concern that as new development is introduced, there is an increasing loss in the sense of "neighborhood" in the Township. A number of factors may be influencing this perspective such as the presence (or absence) of sidewalks, the orientation of homes to the right-of-way and/or the sizes of individual home lots.

The most influential factors on the communities' future character are the manner in which future development occurs and its responsiveness to surrounding established built and natural environment. As part of the multi-municipal planning process, an evaluation of the communities' potential growth was examined.

Periodically, the Lehigh Valley Planning Commission (LVPC) creates projections of future population in order to identify growth issues associated with land use, resource protection and infrastructure planning. The LVPC's recent compilation of historic and projected population data for Hellertown and Lower Saucon Township includes:

Municipality	1900 Census	1980 Census	1990 Census	2000 Census	2007 Estimate	2010 Forecast	2020 Forecast	2030 Forecast
Hellertown	745	6,025	5,662	5,606	5,640	5,615	5,615	5,615
Lower Saucon Twp.	4,141	7,372	8,448	9,884	11,233	11,549	12,658	13,722

The communities evaluated this information in addition to completing a build-out analysis. A build-out analysis is another planning approach to understand the opportunities and implications of future development and conservation. Simply, the term "build-out" refers to the point in time when a community reaches the overall development capacity it desires to sustain. An analysis of build-out examines:

- Land capacity through an assessment of land use, environmentally sensitive areas and zoning;
- Fiscal responsibility by evaluating potential municipal and school district revenues and expenditures from projected land uses patterns;
- Infrastructure demands through an estimation of the daily sewage demand for residential and non-residential uses; and
- Transportation impacts by examining the relative scale of additional vehicular activity that proposed development may generate in the future.

Opportunities and Challenges

The first step in completing a build-out analysis is to calculate the amount of land (area) that could potentially have development on it (developable land). Lands of known environmental constraints are then subtracted from the developable land to calculate the overall additional developable area. This area is then evaluated based on its potential for various land use and/or housing. From the proposed land uses, projections can be made regarding resident and employment population, traffic generation, water consumption/sewage production and municipal fiscal performance.

As part of the build-out analysis completed for the Multi-Municipal Comprehensive Plan, an existing zoning diagram (scenario 1) as well as an alternative future land use diagram (scenario 2) were created. The results of these two scenarios are as follows. The land use preferences from the two scenarios were combined creating the foundation of the Comprehensive Plan's Future Land Use and Housing Plan.

	Scenario #1	Scenario #2
Additional Developable Area (acres)	3,500	3,500
Total Population (existing + projected)	22,000	21,000
School-Aged Population (existing + projected)	3,400	3,300
Dwelling Units (existing + projected)	8,600	8,400
Residential PM Peak Hour Trips (estimated combined trips: existing + projected)	9,000	8,800
Residential Infrastructure Demand (existing + projected gpd)	600,000	588,000
Fiscal Performance (net revenue per dev. acres)	\$3,600	\$4,600
Open Space/Conservation	Continuation of similar existing conservation patterns	Extensive network of local and regionally significant areas
Municipal Service Boundary		Serves as land use planning tool
Non-residential Development	Continuation of existing zoning patterns	Additional reinvestment/ non-residential areas

Part One

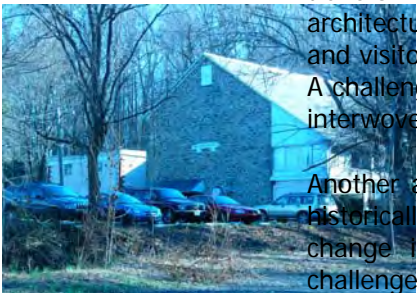
Natural and Civic Resources



Within Saucon Valley, the natural environment can be characterized as a “quilt” of agricultural and woodland areas. These landscape features are a product of one of the following: a characteristic of an active business (e.g. working farms), conservation or preservation. The difference between conservation and preservation is that the former is associated with a careful use of resources to prevent depletion; the latter seeks to maintain resources in their current, unaltered state.

Over time, this quilt has become somewhat fragmented by expanding residential development. The presence of development is not a drawback, so much as the manner in which development is located and scaled in context of the communities’ overall landform, the availability of public sewer and water infrastructure, the demand for other utility expansion and the efficiency of bussing to school facilities. While the Township’s current ordinance contains a unique series of conservation-oriented provisions, one aspect which has yet to be explored and formalized is the requirement for interconnection between developments’ open spaces. The relationship of development where sensitive natural resource may exist to land’s proximity to public infrastructure service is also not currently evaluated as part of the community’s ordinances.

Saucon Valley’s natural resources, along with its other cultural and historic assets, are significant components of the region’s future economic development. The manner in which a comprehensive network highlighting these resources is established can enable the communities to strengthen passive and active recreation opportunities as well as transform the communities’ landscape into a rich story. From historic structures and architecture to unique geologic forms, this portion of Saucon Valley, can offer residents and visitors alike with experiences unparalleled to any in this area of the Commonwealth. A challenge to realizing this opportunity lies within how and the story of the resources is interwoven and to whom these experiences are directed.



Another aspect of the communities’ culture is its civic pride. As the communities have historically relied on volunteers for several aspects of its public outreach, a noticeable change in volunteerism has arisen in recent years. One of the most significant challenges has been attracting and retaining younger residents in volunteer positions. Although there are volunteers involved, costs to provide public services continue to rise; this reality, coupled with the fact that a majority of services seek assistance from the same funding pools that other communities outside of the region also rely upon, presents a significant challenge to public agencies to become even more resourceful in their spending.

Public Spaces and Recreation

As evidenced through the communities’ past comprehensive park planning efforts and current site master planning pursuits budding for Hellertown’s Dimmick Park, Lower Saucon Township and Hellertown Borough actively seek to offer their residents’ quality recreation experiences. Parks of varying scales with a range of quality amenities are available and/or are undergoing feasibility and design consideration. Copies of recent planning efforts, as completed by the communities, and the recommendations associated with various park opportunities can be found in the Comprehensive Plan’s Appendix.

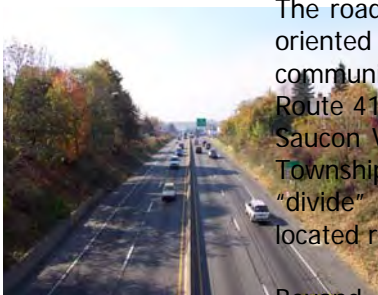
The most significant components missing from this system, however, include general pedestrian-oriented access to the Township’s public spaces and the absence of a formally recognized system of connection (e.g. wayfinding) between the Downtown Hellertown

Opportunities and Challenges

Business Core and the Saucon Valley School District campus. Interconnectivity can take on a variety of forms: from signage to sidewalks/walkways or designated route markers. From Pennsylvania's Department of Transportation's Safe Routes to School program to the State's Department of Conservation and Natural Resources' greenway and trail grant opportunities, a variety of avenues to support implementation of such a system provide options for the communities to pursue.

Transportation and Infrastructure

Transportation



The road network serving Saucon Valley consists of a combination of regional and local oriented thoroughfares. Interstate 78 runs generally along the northern portion of the communities. Direct access to and from the Interstate (located at the intersection of Route 412) can be an asset for promoting business and the communities' presence in the Saucon Valley region. In the northwest and north/northeast portions of Lower Saucon Township, the interstate as well as adjacent topography do form a minor physical/visual "divide" between some residential areas. Where topography permits, a strategically located road connection exists to link land on the two sides of the highway.



Beyond the Interstate, the primary roads for which existing data was available for comprehensive planning purposes included Route 412 - Hellertown's Main Street - and Route 378 in Lower Saucon Township. These regional corridors are arterial roadway connections to a majority of development within and outside of the communities; they are also slated as the primary access routes for the proposed Beth-Sands Casino in neighboring Bethlehem. Without on-going coordination and discussion with local entities and well as the Lehigh Valley Planning Commission, considerable development impacts to these primary corridors could occur impacting the residents and businesses of Hellertown and Lower Saucon.

Hellertown's network of gridded streets stemming from Route 412 makes interconnections throughout the Borough relatively efficient and safe. The majority of roads within Lower Saucon Township can be categorized into two types: rural connectors and residential access drives. The Township's undulating topography shapes the roads' locations – primarily along ridges and within valleys. Based upon the limited availability of current, detailed volume data for these local roads, a significant consideration to coordinating future planning efforts will be assessing and responding to the way in which new development projects, both inside and outside the communities' boundaries, will impact the roads' capacity and overall level of service.

Parking

No matter the community, a commonly expressed sentiment about parking is that there is typically a "shortage" in supply. Sometimes this shortage is actual; sometimes it is perceived. Like many Downtown environments, the livelihood of Hellertown's future is dependant upon illuminating the locations and availability of parking opportunities and parking challenges. This livelihood also requires on-going communication between the public and private sectors, no matter if is about a simple system of signs or an intricate system of shared parking opportunities. Throughout the comprehensive planning process, community leaders, business owners and the public were engaged in establishing ways in which to begin to gather sufficient data about current parking

Part One

patterns and occupancy rates. With the future collection and assessment of actual, detailed field data, the stakeholders of Hellertown's Downtown can move toward developing a comprehensive parking strategy. Foremost, the evaluation of this data will aid the Borough in understanding ways in which ordinance policies can be updated to encourage implementation of an efficient parking strategy. Cooperative efforts and relationships between public and private sector entities are encouraged.

Business Community and Economic Development



Business within this portion of the Saucon Valley is in large part centered on Hellertown's Main Street (Route 412) Corridor. Over a mile in length, this Corridor contains a varying mix of retail, restaurant, service and other office-oriented businesses. Most businesses are oriented toward the local audience. Based on the business analysis completed as part of this planning effort (see Part 3), a series of questions arose for careful consideration throughout the Comprehensive Plan discussions and for consideration as for economic strategy development in the years to come. These questions include:

Are there viable ways in which to slow traffic in downtown Hellertown and if so, how can the communities capitalize on it?

How does the restoration of historic building fronts and streetscape improvements (e.g. pedestrian lighting, benches) best aid Downtown Hellertown in reestablishing itself as a destination?

How can new/unique retail as well as large-scale economic development be attracted to Downtown Hellertown?

How can key sites be redeveloped in a manner which contributes to the long-term success of the business district?

And subsequently, how can the communities ensure the intact character of Hellertown's existing Main Street remains?

Beyond Hellertown's Main Street and surrounding vicinity, other small commercial nodes exist within Lower Saucon Township. From the general store at the crossroads in Wassergass to shopping center development along Route 378 in Lower Saucon Township, the remainder of Saucon Valley's non-residential development focuses on providing goods and services to local audiences. The primary industrial-oriented activity in the Township is a landfill. Current permitting, which generates a significant portion of the community's non-resident tax income, is approaching expiration; depending upon approval for facility expansion, the Township may have to evaluate alternative sources of income. Based upon feedback gained throughout the planning process, many expressed their desire for non-residential business opportunities to be expanded – possibly in areas most accessible to Routes 78 and 378.

Lower Saucon and Hellertown are encouraged to utilize the communities' historical and civic resources as the baseline for future economic development initiatives. The character, stories, structures and relationships of these assets is something that should be a guiding force in promoting the region quality of life for business.

Historical Beginnings and the Transformation in the Landscape

Originally, Hellertown and Lower Saucon were a part of Bucks County until 1752 when Northampton County was created. John Appel was one of the earliest settlers (1726), many of whom arrived in the 1730's from Germany. The farmers played an important role in provisioning the Continental Army during the Revolution. Christopher and Simon Heller from the Palatinate arrived in 1738, settling on 1,500 acres of land. They left their name in Hellertown, which was for many years a legal part of Lower Saucon Township. In 1743, Lower Saucon Township became a political entity. In 1872, the Borough of Hellertown was carved from the Township. Lower Saucon remained largely rural with several small villages, until the automobile age which made it possible for workers, employed in the cities, to live at some distance from work. Until the 1940s, the small villages within Lower Saucon Township included Wassergass, Wydnor, Seidersville, Bingen, Leithsville, Shimersville, Steel City, Redington. Notably, the current reference of Se-Wy-Co refers to the grouping of villages Seidersville, Wydnor and Colesville. Growth in the communities accelerated at the close of World War II. *(Historical references outlined above are excerpts from the League of Women Voters of the Bethlehem Area's 1981 "Wilkum" handout. Additional historic reference information/articles included in Appendix A)*

Based upon identified analyses findings, evaluation of the communities' current landscape patterns, existing land development policies, reflection of these historical patterns and community feedback, a series of planning areas for the purposes Comprehensive Planning efforts can be identified. As outlined in the highlights below, each planning area possesses unique physical features that comprise the region's varying landscapes. In general, the intensity of existing development, presence of community and natural resources as well as accessibility to public infrastructure and the regional road network influence the areas' designations. Notably, these areas are influenced by their general physical characteristics rather than formal municipal boundary designations. The characteristics of existing patterns influence, in part, the nature of the Comprehensive Plan's recommendations and the designation of the following Development Character Districts.

The Highlands

- Reservoir collection area/Distance from existing infrastructure
- Upland landform with undulating valleys/ridges
- Contiguous woodland areas
- Potential to promote US Forest Service Highlands Initiative
- Large blocks of vacant land

Wassergass

- Includes historic village of Wassergass
- Distance from existing infrastructure
- Expansive areas of undeveloped land
- Mid-Upland landform with undulating valleys/ridges
- Portions of contiguous woodlands
- Carbonate geology areas (portions)

Eastern Ridge

- Expansive areas of undeveloped land
- Distance from existing infrastructure
- Larger-scale quasi-public open spaces
- Mid-upland landform with fewer undulations of topography
- Carbonate geology areas
- Proximity to Route 33 and I-78 with limited access (via beyond community boundaries)

Lehigh Bluff

- Population concentrations in historic villages of Steel City and Redington
- Includes historic area of Shimersville
- Significant industrial landholder (Landfill)
- Mixture of rural/suburban residential
- Access to Route 33 and I-78 with limited access (via beyond community boundaries)
- Opportunity for development with extension of infrastructure
- Area forms a portion of the Lehigh River Valley; relationship of and views from the landscape to the River are unique to the region
- Various public/quasi-public open spaces

Part One

Hellertown

- Concentration of infrastructure service
- Presence of “walkable” neighborhoods and commercial core
- Hub of civic opportunities
- Concentration on smaller lot single- and multi-family development
- Direct connection/access to Route 78
- Areas of undeveloped land



The Orchard

- Includes historic settlement known as Polk Valley
- Agricultural landscape/character
- Large lot single family residential
- Proximity to existing infrastructure
- Carbonate geology areas (portions)



Seidersville

- Includes historic settlements known as Seidersville, Wydnor and Colesville
- Prominence of smaller lots and established wooded lots
- Adjacency/access to Route 378
- Redevelopment potential within non-residential use areas
- Carbonate geology areas (portions)



University Heights

- Landscape generally under single ownership
- Presence of regional asset

Saucon Creek Valley

- Larger lot residential development approaching build-out
- Carbonate geology areas

Hickory Hills

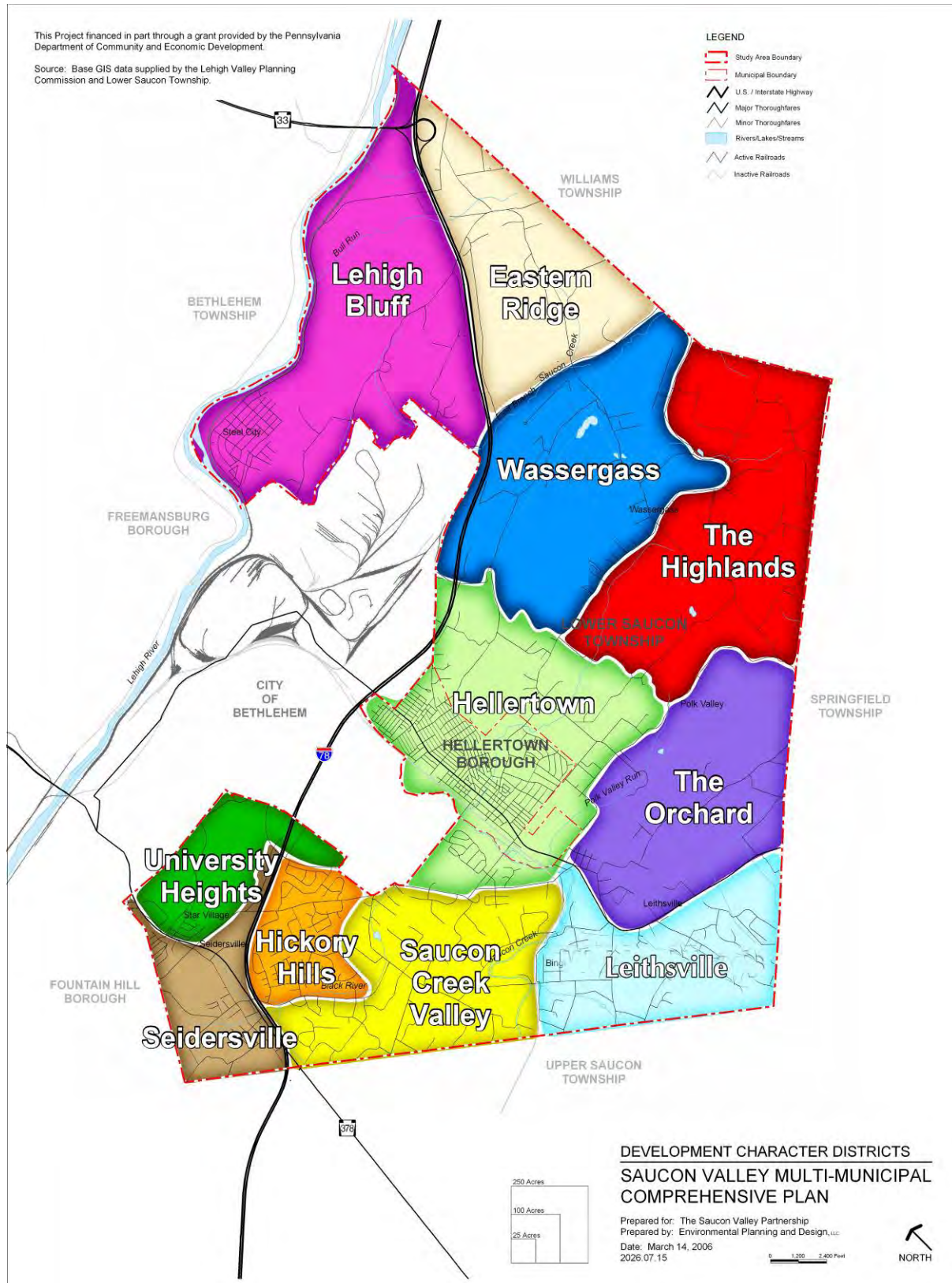
- Suburban residential area approaching build-out
- Proximity to Route 378 and Hellertown
- Carbonate geology areas

Leithsville

- Includes historic village areas of Leithsville and Bingen
- Mix of larger and smaller scale residential/older and newer housing
- Potential opportunity for development with adequate access to expanded infrastructure
- Carbonate geology areas (portions)



Map 1: Development Character Districts



Part One

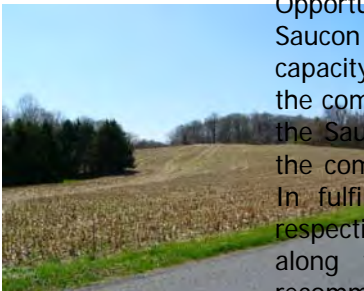
Based on public input of identified opportunities and challenges, a distinct set of multi-municipal Comprehensive Plan Mission Statement and Goals have been formulated. The Plan's Mission Statement: The Multi-municipal Comprehensive Plan seeks to plan for the balanced growth that will maintain and enhance residents' quality of life and the distinctive character of each community by capitalizing on our natural, cultural, recreational and economic assets. Goals are also the philosophical foundation for the Plan's recommendations. These guiding statements include:

1. Balance Initiatives
Balance development and conservation initiatives in order to maintain the ambiance and quality of Saucon Valley's distinct cultural landscapes: small town, suburban and rural
2. Manage Growth
Manage the impacts of growth by aligning residential and non-residential development opportunities with available and adequate infrastructure service
3. Coordinate Infrastructure Investments
Coordinate infrastructure investments to protect public health and to promote sustainability
4. Improve Transportation Solutions
Improve the efficiency and safety of the overall transportation network for both vehicular and pedestrian users through land use, access management strategies and physical improvements
5. Reinforce the "Hub"
Reinforce Downtown Hellertown as the Valley's focal point, or "hub," for employment opportunities, the delivery of goods, services, civic activities and regional identity
6. Encourage In-fill and adaptive reuse
Encourage in-fill and adaptive reuse development and/or redevelopment in suitable locations that complement the character, intensity and infrastructure demands of surrounding existing land uses
7. Enhance the Continuity of Resources
Enhance the continuity, visibility and inter-connectivity of the Valley's cultural, natural and historical resources
8. Strengthen Roles
Strengthen the roles and outreach of the Saucon Valley Partnership as a means of improving municipal coordination and reaction to issues that transcend political boundaries
9. Foster Volunteerism
Foster the benefits of involvement in civic-oriented activities to encourage increased volunteering among residents and business owners
10. Maintain Fiscal Responsibility
Maintain fiscal responsibility as related to the delivery and cost effectiveness of the communities' high-quality services



The final portion of Part 1 presents the series of recommendations related to the Plan's core components: future land use and housing, civic and natural amenities, infrastructure and transportation, business development, impacts on policies/ordinances and regional relationships.

Future Land Use and Housing Plan



Opportunities for future land use and community growth are abundant throughout the Saucon Valley. One of the most significant influences on the character of this growth is capacity – the land's capacity to support development. From input received throughout the comprehensive planning process, an emerging theme was to find ways in which both the Saucon Valley Partnership could promote a balance of the land's capacity and that the communities could achieve their desired character in a fiscally responsible manner. In fulfilling these initiatives, the communities also recognize their desire for their respective existing and proposed development to be consistent with that development along their municipal borders as well as identified within the objectives and recommendations of regional planning efforts including, but not limited to, The Lehigh Valley 2030 Comprehensive Plan.

Because the concept of constructing future development in a sustainable manner was identified as an important planning concept, a build-out analysis was completed. This analysis served as the foundation to the Future Land Use and Housing Plan. The Future Land Use and Housing Plan presents a general concept which identifies the most suitable locations for and the types of future development in relationship to existing development patterns and envisioned impacts on natural resources.



the formal designation of future land use areas, the desired locations, diversity and viability of housing opportunities can also be identified in a manner which best suits the region's existing dense, suburban and rural environments. In general, the land use and housing plan incorporates 12 different land uses. The following types/characteristics along with a range of anticipated intensities have been identified as part of this comprehensive planning process. These descriptions serve as general patterns for predominate types of land use activity anticipated to exist in various areas.

Rural Residential

Purpose: to protect the areas generally known for their historic open space and resource qualities

Typical land use activity: Predominately woodlands, farmland, larger-scale natural resource areas and/or large-lot single-family development (commonly greater than 2 acres) with on-lot infrastructure service

Estate Residential

Purpose: to accommodate existing areas generally classified as larger lot residential development with on-lot infrastructure

Typical land use activity: Predominately large-lot single-family development (commonly approximately 1 acre or greater) with on-lot infrastructure service

Low Intensity Residential

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Purpose: to accommodate existing and proposed residential areas which serve to transition between the intensities of the communities' rural environment and more intensely developed neighborhoods

Typical land use activity:

Predominately single-family development (commonly approximately one-half acre or greater) with either public or on-lot infrastructure service

Moderate Intensity Residential/Infill

Purpose: to accommodate existing and proposed residential areas which serve to transition between the intensities of the communities' rural/sensitive environments and more intensely existing developed neighborhoods

Typical land use activity: A mixture of residential uses and infill activity (commonly less than one-half acre) that seek to complement the scale of surrounding existing development and the communities' overall infrastructure capacities.

Higher Intensity Residential

Purpose: to accommodate the communities most intense areas of residential development and most varied single-family and multi-family housing stock

Typical land use activity: A mixture of single-family and multi-family (commonly less than one-quarter acre) residential development within established neighborhoods fully served by public infrastructure

Neighborhood-scale Mixed Use

Purpose and typical land use activity: to accommodate for a variety of smaller-scale uses, generally non-residential in nature, typically oriented to local residents/patrons or specialty regional needs; predominate uses range from commercial to office to public service-oriented activities. New development, redevelopment, replacement and/or infill are all potential opportunities within these land use areas. Areas of neighborhood-scale mixed use should be served by public infrastructure.

Mixed Redevelopment

Purpose and typical land use activity: the communities' primary opportunity area for redevelopment inclusive of locally-oriented and smaller-scale non-residential and residential uses. Compatibility with surrounding existing uses should be a primary factor in determining future scale and circulation of redeveloped/replacement areas. Mixed redevelopment should be served by public infrastructure.

General Commercial

Purpose and typical land use activity: commonly accommodating larger-scale commercial development geared toward "everyday" and/or specialty needs of both local and regional audiences. General commercial areas should be served by public infrastructure.

Business Enterprise

Purpose and typical land use activity: to accommodate larger-scale office, flex space and/or service-oriented uses that also seek to provide compatibility and transition



between surrounding industrial and residential land uses. Business enterprise areas should be served by public infrastructure.

Industrial

Purpose and typical land use activity: to accommodate generally larger-scale local and/or industrial-oriented industrial, industrial-office and/or service uses. Depending upon the type and intensity of industrial-oriented uses, public infrastructure service may be appropriate.

Institutional

Purpose and typical land use activity: Concentrations of academic and/or publicly-oriented uses commonly containing campus-scale structures intended for larger gatherings of residents and/or non-residents

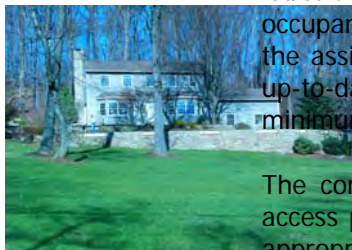
Open Space

Purpose and typical land use activity: Land generally geared toward larger-scale natural resource conservation and/or recreation

As it is anticipated from both the build-out analysis and regional population projections outlined on page 1-4 and 1-5, the communities' populations will increase so will their housing stock. Based upon the communities' current households (6,200) and average number of persons per household (2.5), the communities' housing stock could increase between 1,600 housing units (factoring the LVPC's 2030 population projection – approx. 19,500 total persons) and 2,400 housing units (factoring the Comprehensive Plan's overall build-out projection – approximately 21,500 persons). Based upon the overall land use pattern proposed and with the range of land use intensities currently and potentially present within the communities, it is anticipated that the Future Land Use and Housing Plan can realistically accommodate the above calculated housing stock needs.

The communities of Lower Saucon and Hellertown region seek to continue providing a variety of housing types to its population based upon its range of interests and needs. Integral to this, it is recommended that the communities evaluate the feasibility of using various housing-related planning tools, such as but not limited to the Lehigh Valley Planning Commission's Inclusionary Zoning Guide/Model Regulations to identify ways in which various housing products could complement existing development patterns. The feasibility of any such tool should be evaluated in the context of the multi-municipal comprehensive plan's overall study area and in consideration of the two communities' neighborhoods including existing intact, urban neighborhoods.

Coordination of population and housing growth is also fundamental to Saucon Valley School District's ability to maintain success in providing quality education services to the region's young population. As population grows, so do the needs for adequate classroom facilities, transportation coordination and funding. One tool to promote this coordination/discussion is by prepare a regional housing database inclusive of housing type, lot/structure size, family size and patterns of sale; a rental database to identifying occupants' locations, age, family size and rental rates should also be included. Through the assistance of Saucon Valley Partnership staff, the database can be maintained with up-to-date reference information of housing characteristics and occupancy patterns. At a minimum, home sales/rental data should be collected and assessed bi-annually.



The communities' leadership is encouraged to promote compatibility of land use and access patterns along the municipality borders as well as within established areas most appropriate for in-fill and adaptive reuse development. In coming years, changes to development throughout Hellertown will be gauged specifically toward in-fill, reuse and redevelopment. Each of these approaches has some minor distinctions which are important considerations as development opportunity arises.



Infill – typically more densely built development of vacant or remnant lands passed over by previous development in urban areas.

Redevelopment and adaptive reuse - the act of improving by renewing and restoring; the act or process of rehabilitating or rejuvenating a blighted area or accommodating new development within the context of existing streets and buildings.

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Replacement - the act of remodeling or reusing an existing building or structure.



To ensure continuity with existing surrounding development, technical provisions and review processes for each of these approaches should be incorporated into the communities' zoning ordinance requirements. A prime example of redevelopment opportunity is the Champion Spark Plug Factory site along the 412 regional corridor (See also Business Development discussion.)

A detailed technical feasibility analysis should first be prepared to identify the site's physical and fiscal opportunities and constraints in context of past site activity and recent recommendations for its physical clean-up. Saucon Valley Partnership should promote discussions with its property owners regarding the long-term plans for occupancy and work with a site re-development team, inclusive of a representative of PennDOT, to minimize impacts of parcel access on the surrounding roadway network to optimize short-term and long-term impacts of potential redevelopment. To ensure compatibility with surrounding existing land uses and recognizing the site's prime visibility along the Route 78 corridor, form-based ordinance provisions should be incorporated into the communities' development regulations.

To complement the nature of the communities' intimate neighborhoods, within areas of new development and throughout Saucon Valley's rural landscape, consideration should be given to evaluating the feasibility, and as appropriate, incorporating additional criteria with incentives that promotes traditional neighborhood development. In order to adequately address ways in which future neighborhood development or redevelopment will complement existing development patterns, the communities should identify the specific desired land use characteristics. These concepts should then be translated into formal provisions for adoption in the communities' zoning ordinance(s).

Moreover, to optimize coordination of land use, access, infrastructure services and buildable area, it is recommended that Specific Plans (as enabled by the MPC) be completed for Wassergass-Lower Saucon Road intersection, Leithsville, the Route 378/Old Philadelphia Corridor and for Easton Road from Cherry Lane to the I-78 overpass. The focus of each plan will vary; the common goal is to balance physical impacts that development in each of these areas may have on the landscape and on community character.

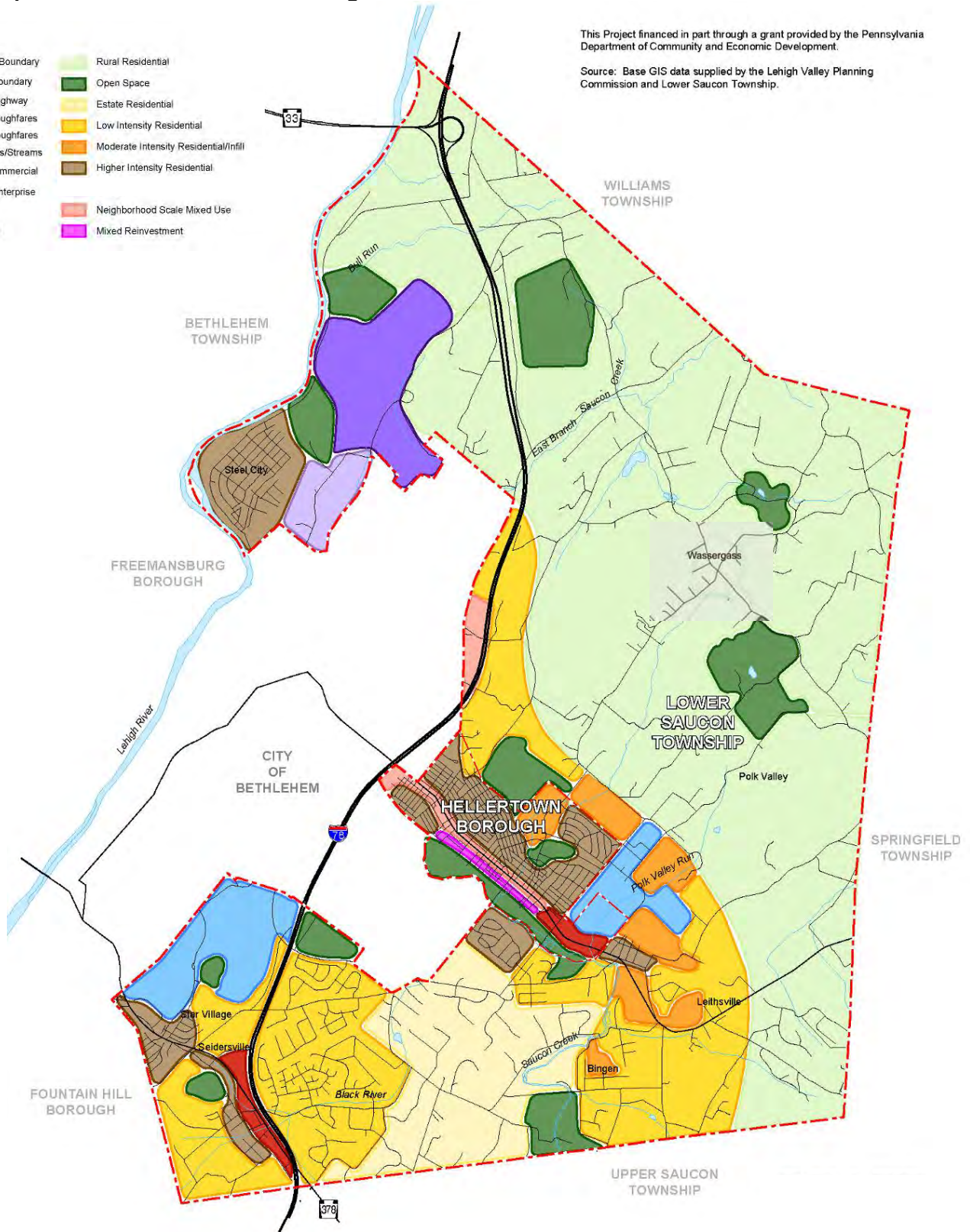
Map 2: Future Land Use and Housing Plan

LEGEND

- | | |
|----------------------|---------------------------------------|
| Study Area Boundary | Rural Residential |
| Municipal Boundary | Open Space |
| Interstate Highway | Estate Residential |
| Major Thoroughfares | Low Intensity Residential |
| Minor Thoroughfares | Moderate Intensity Residential/Infill |
| Rivers/Lakes/Streams | Higher Intensity Residential |
| General Commercial | Neighborhood Scale Mixed Use |
| Business Enterprise | Mixed Reinvestment |
| Industrial | |
| Institutional | |

This Project financed in part through a grant provided by the Pennsylvania Department of Community and Economic Development.

Source: Base GIS data supplied by the Lehigh Valley Planning Commission and Lower Saucon Township.



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Civic and Natural Amenities Plan



In light of the communities' on-going efforts to enhance recreation opportunities, the communities should work with a Saucon Valley Recreation Authority (see Regional Relationship) to assess opportunities and challenges of developing a Regional Comprehensive Parks, Recreation and Open Space Plan. As part of this assessment, components of Hellertown's and Lower Saucon's park, recreation, greenway and open space efforts to date should be discussed to recognize common desired future pursuits. One of the highlights in pursuing this joint effort is the opportunity to identify the feasibility, cost savings and approach (if appropriate) for pursuing and optimizing cooperative parks, recreation and open space operations and maintenance. The impacts of potential population build-out should also be incorporated into the regional recreation planning activities. Furthermore, opportunities for outdoor education and/or facility expansion associated with school activities should be explored.



A significant component in furthering civic amenity opportunities is the enhancement of Hellertown's Downtown streetscape. In addition to connection to nearby open spaces, the streetscape embodies the region's historical story. Not all visitors to Saucon Valley have the opportunity to travel throughout the region and experience all of its historical sites. The collective promotion of the region's historical, agricultural and cultural resources within Hellertown provides a launch point for people to explore further. A comprehensive marketing campaign to highlight how these resources relate to the communities vitality and economic development opportunities should be pursued.



Two components of the Civic and Natural Amenities Plan which are important to health of residents, the communities' overall character and potentially to economic development are designation of local greenway corridors and regionally significant natural resource areas. Collectively, these two areas highlight resources which are sensitive to development but can withstand some level of human impact. Because several of these areas include streams, it is recommended that the Partnership lead an on-going stream quality monitoring project in line with the communities' greenways and open space management efforts. Recommendations and principals within the Lower Saucon Township Natural Resources Special Study Plan should serve as a guide to furthering conservation and integration of the natural environment in community planning decisions.

The Lower Saucon Township Natural Resources Special Study outlines important natural resource protection options, as well as both minor and major recommendations for the protection of the community's natural resources. Similarly, the Township has completed other studies including: a Comprehensive Recreation and Open Space Plan, Open Space Action Plan with subsequent Addenda and Mini Open Space Plan, which all identify goals regarding the sensitivity and future conservation of the natural resources and open spaces. Copies of these studies may be found in the Comprehensive Plan's Appendix. As more detailed information and/or updates (including mapping information) become available through local efforts such as Lower Saucon Township's Open Space Plan continuing work and/or the Lehigh Valley Planning Commission's natural resource inventory/analysis efforts regarding regionally significant resources, the communities should evaluate how these information updates may influence Comprehensive Plan implementation efforts. Mapping updates and implementation efforts should then be aligned accordingly. Furthermore, the School District and other local higher education institutions should be approached for technical assistance, man power and, foremost, expertise in assessing changes in stormwater run-off and/or water quality. When/if

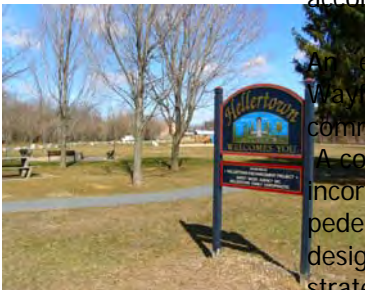
Recommendations



change occurs, reports developed with assistance of these institutions should be issued to the municipalities for review and action.



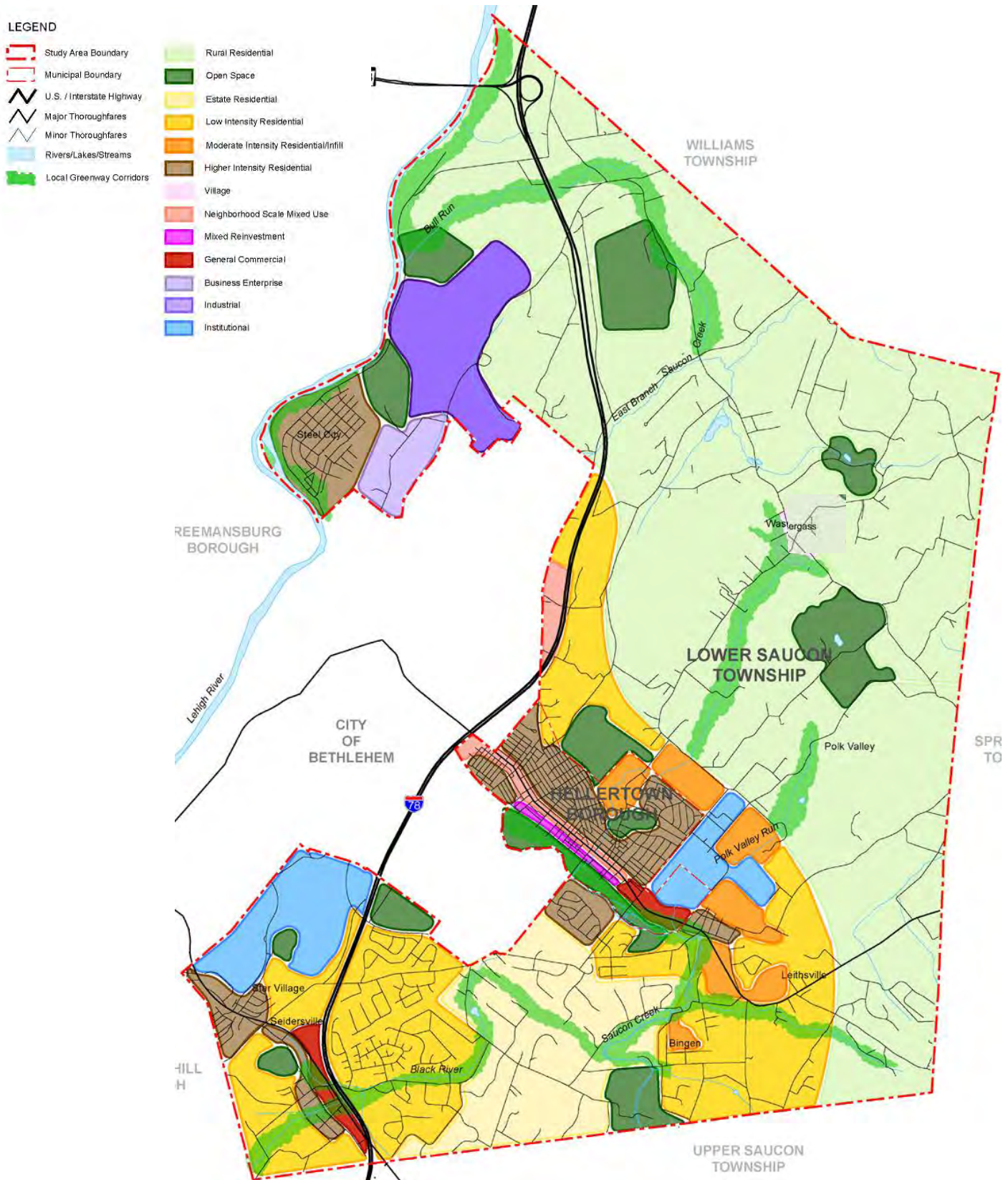
In line with desired civic improvement projects, open space planning and cultural resource economic initiatives, the communities should incorporate a regional Bicycle/Pedestrian Plan into overall transportation planning efforts; the plan should identify detailed locations of sidewalks, bikeways and trails. To the greatest extent possible, routes should be interconnected and optimize use of the communities' existing sidewalk network. In part, routes may be responsive to potential costs of acquiring/securing additional rights-of-way. As part of developing costs for potential improvements, priorities for each of the Plan's various segments should also be identified. Prioritized segment-specific capital improvement costs can then be incorporated into the communities' Capital Improvement Programming. The communities should consider preparing an Official Map for areas designated on the Bicycle/Pedestrian Plan and present the Official Map for each community's adoption. A portion of analysis which should be pursued is study the possibility of obtaining portions of railroad right-of-way for part of the network which comprises this system. The primary "trunk lines" of this Plan are illustrated on the following Bike and Pedestrian Corridors map. Where possible, connections between these trunk lines and pedestrian connections in neighboring municipalities should be made. One way to accentuate how the location and relationship of these bike and pedestrian corridors is an integral regional amenity of the communities is by highlighting the trailheads as part of the Saucon Valley Gateway Initiative. Gateways, both major and minor, are increase community visibility and sense of pride. Other portions of the gateway system should be along major roadways which cross the municipal boundaries. While not all gateways need to be signs, an example of an effective gateway is Hellertown's existing raised entrance plaques. Additional areas along the municipalities' perimeters should be evaluated to determine available rights-of-way for gateway construction. A consistent design theme should be established among the gateway components and the communities should explore potential public and/or private funding opportunities and partnerships based upon their desired phasing strategy. Implementation phasing goals should be defined accordingly as part of the communities' Capital Improvement Programs.



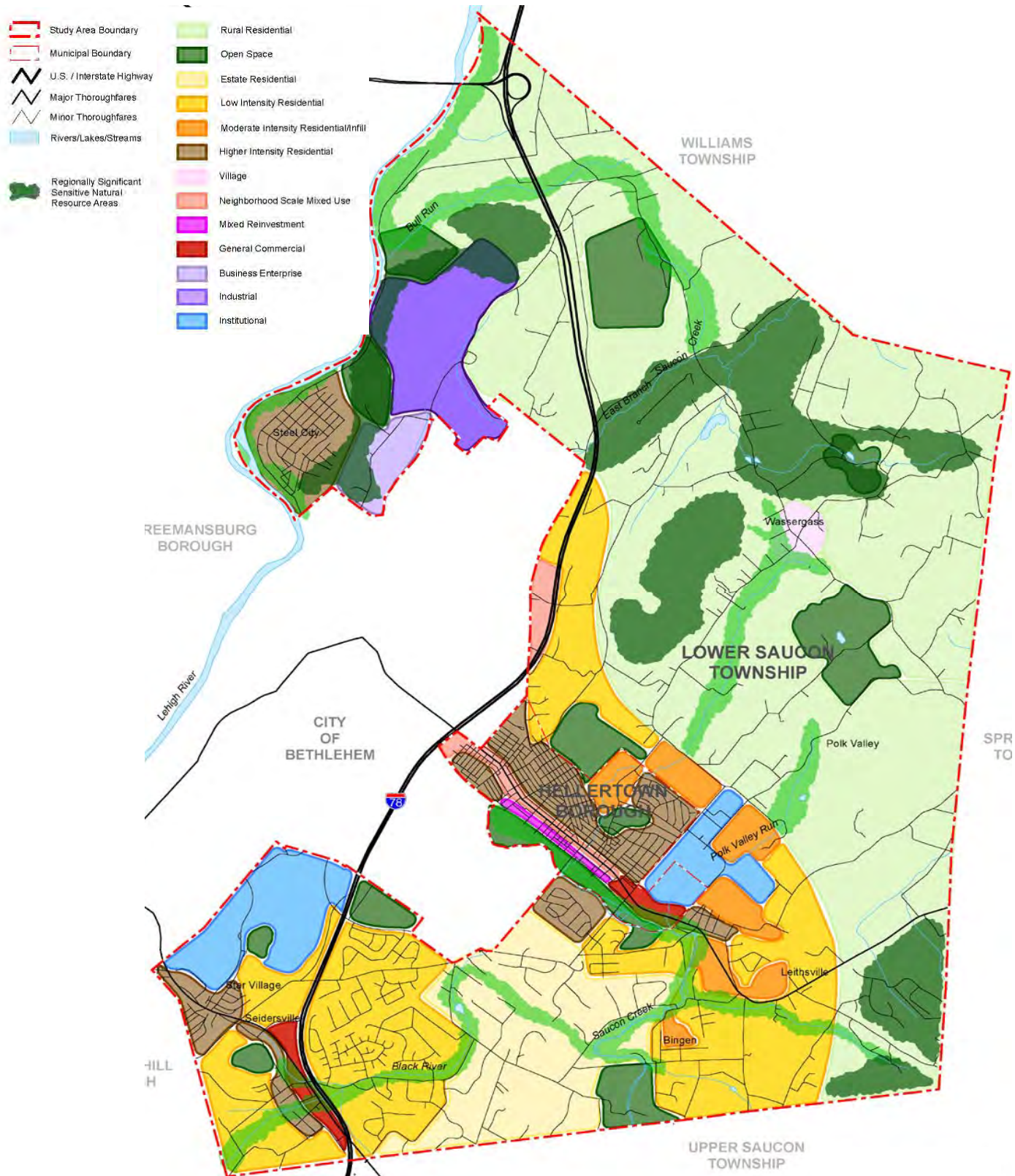
An extension of the Gateway Initiative should be implementation of a regional Wayfinding Signage System. The outcome of such a system is the ability for the communities to highlight regional assets and improve pedestrian and vehicular mobility. A comprehensive listing should be made which identifies facilities/points of interest to be incorporated into the signage system. Coordination of signage placement within overall pedestrian network should be a priority. Other important steps in this effort include design hierarchy and specific standards for sign types, developing costs and phasing strategies and ultimately, signage construction/placement.

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Map 3: Local Greenway Corridors

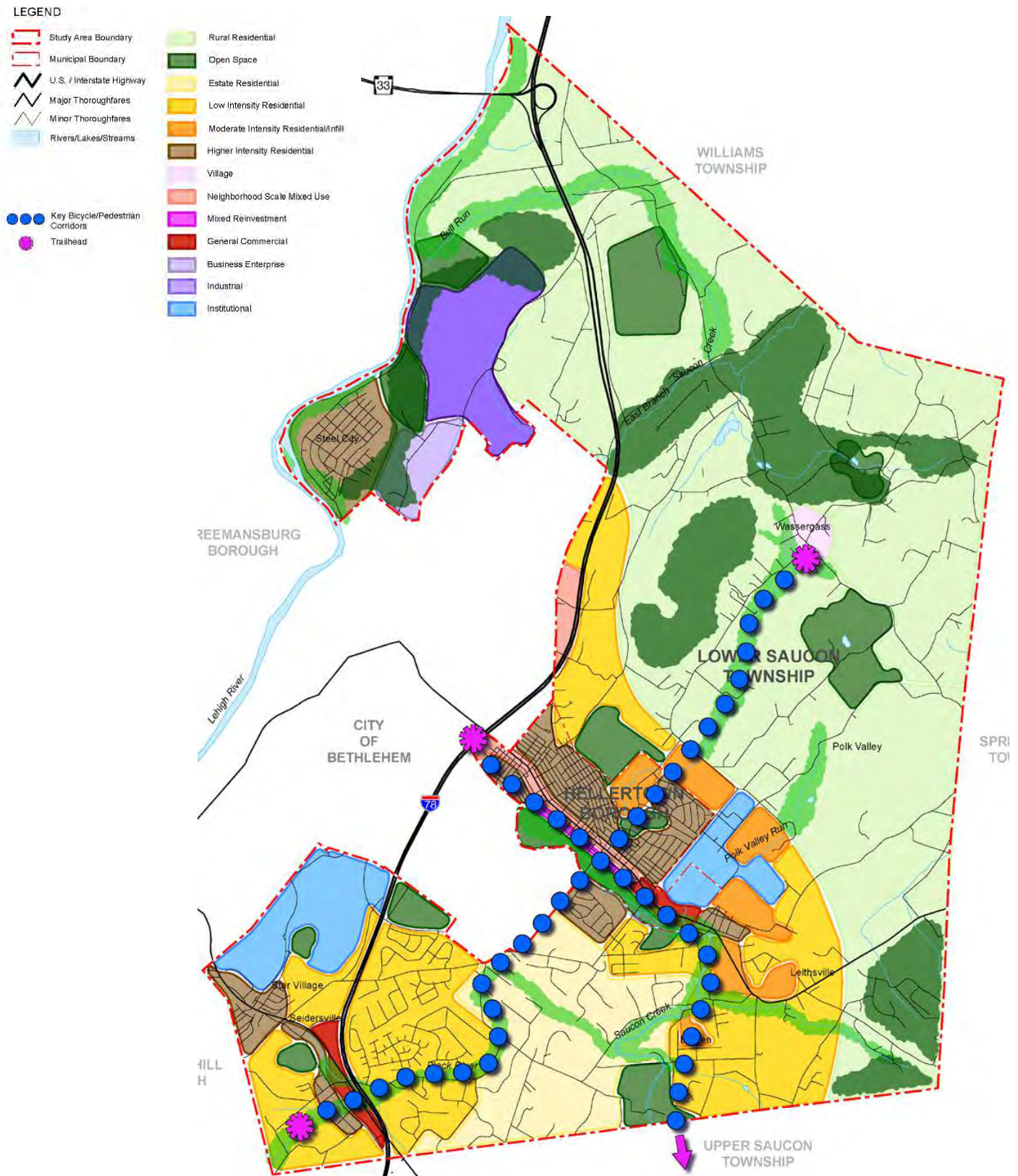


Map 4: Regionally Significant Natural Resource Areas



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Map 5: Bike and Pedestrian Corridors



Infrastructure and Transportation

Infrastructure

The Multi-Municipal Comprehensive Plan's infrastructure component focuses on the communities' utility systems for sanitary sewer service and water service. Understanding the opportunities and implications that the extension of these systems creates is essential to optimizing the relationship between future development opportunities and investments in public improvements. This is especially significant given the communities rely upon facilities both within and beyond their control. As part of its overall strategy, the communities have conceptualized future infrastructure service areas that seek to balance both development and conservation goals. The communities' strategy for providing a reliable supply of water recognizes that lawful activities such as the extraction of minerals impact water sources and such activities are governed by statutes regulating mineral extraction that specify replacement and restoration of water supplies affected by such activities; the strategy also recognizes that commercial agriculture production impacts water supply sources. Consequently, one of the most significant means for achieving the desired balance of future growth and vibrancy is through the designation of a public infrastructure area. In accordance with the Pennsylvania Municipalities Planning Code, such an area, commonly referred to as a municipal service boundary, can be identified as part of a multi-municipal comprehensive plan.

The Municipal Service Boundary Plan reflects the communities' general municipal service boundary which becomes a designated growth area where public infrastructure services are provided. Conversely, areas outside of the boundary do not require public infrastructure services to be publicly financed. The municipal service boundary, in this case, is generally defined by the extents of existing infrastructure improvements and its immediate surrounding areas. To codify such a boundary, the communities will need to translate the municipal service boundary concept identified as part of the Comprehensive Plan into a specific designated line reflective of existing topography, parcels, rights-of-way, and existing capacity commitments. Hellertown and Lower Saucon should consider incorporating the municipal service boundary designation into the communities' zoning ordinance(s) and map(s) as a zoning overlay.

The communities should ensure zoning ordinance consistency with an adopted municipal service boundary and develop methodology for periodically reevaluating the municipal service boundary based on availability of wastewater system capacity and/or other limiting infrastructure capacities. Guidelines should also be strengthened, as applicable, to ensure long-term well protection. Coordinated updates of the communities' Act 537 Plans should also be pursued to ensure that pursuits are optimizing available resources and concentrating development and or redevelopment in the desired locations.

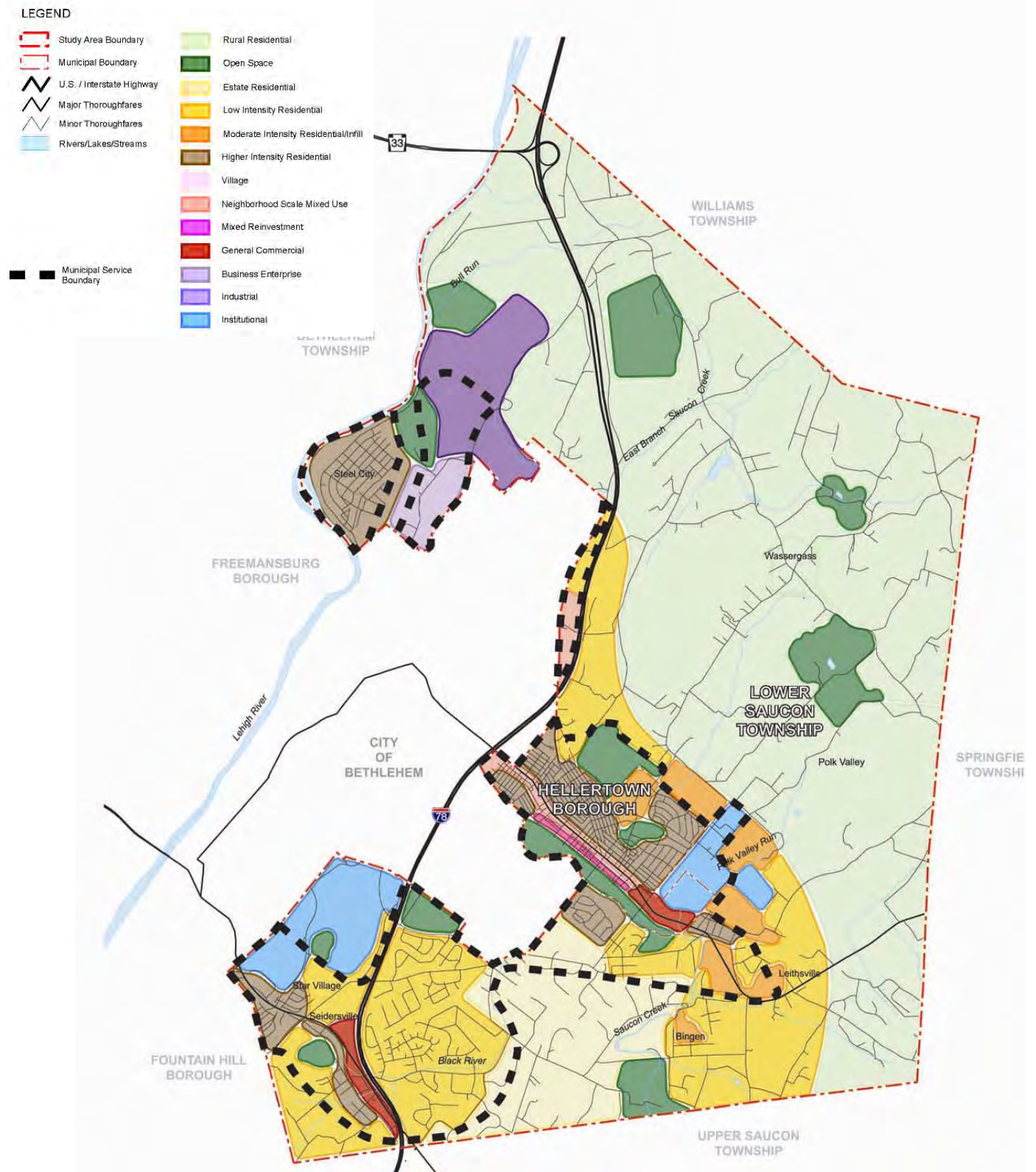
In accordance with Article IV of the Pennsylvania Municipalities Planning Code (MPC), a municipality may make an official map of all or a portion of the municipality which may show public lands and facilities included in an adopted comprehensive plan. These types of lands or facilities can include existing and proposed public streets, grounds, parks, watercourses, and open space reservations; pedestrian, railroad, and transit ways; and flood and stormwater areas and facilities.

Watershed issues, management and well protection are critical to the health of the communities. Ways in which the communities can further forge successful relationships to effectively manage these resources is encouraged.

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Map 6: Municipal Service Boundary

Map 6: Municipal Service Boundary



Transportation

Based upon the availability of existing local and regional transportation data, the Multi-Municipal Comprehensive Plan's transportation component concentrates on several fundamental aspects. The Saucon Valley Partnership should continue its work with the Lehigh Valley Planning Commission, PennDOT and surrounding municipalities as related to minimizing negative community impacts which may emerge as part of the Sands' BethWorks project proposals. 5-year updates regarding the impacts of other general regional growth patterns should also be encouraged in conjunction with Lehigh Valley Planning Commission's regional planning initiatives.

As time, funding and cooperation permit, the communities should explore and complete studies which can provide a more comprehensive level of information regarding existing detailed traffic and transportation information for the communities' comprehensive roadway network. These studies should gather and incorporate information related to existing traffic counts, existing levels of service, traffic ingress and egress levels at the communities' boundaries and other related information to the greatest extent possible on the communities' overall roadway network. The gathering and analysis of detailed current data was defined by the Saucon Valley Partnership as an area in need for further study and time as part of a future scope of work and the implementation recommendation of the Comprehensive Plan's findings. Based upon available existing traffic data, the identified Future Land Use Plan recommendations and potential residential housing demands, a series of general traffic projections were calculated for various "traffic sheds," or traffic analysis zones (TAZs). The depiction of the resulting projections is found on Map: 18: Baseline PM Peak Hour Contribution. The Map illustrates the total number of peak hour trips projected to occur within each of the 20+ zones studied as part of the Comprehensive Plan efforts. It is anticipated that some TAZs will have 0-300 peak hour trips, some having >300 to 1,500 trips and others TAZs (those concentrating in the vicinity of Hellertown Borough will have >1,500 to nearly 3,000 peak hour trips.

As part of Pennsylvania's Act 209 legislation, communities are enabled to pursue the collection of traffic impact fees associated with development. As development is anticipated to occur throughout the communities, the collection of traffic impact fees to offset costs associated with needed transportation improvements and transportation impacts should be considered as part of the Comprehensive Plan's implementation. While few Pennsylvania municipalities have implemented Act 209, communities who have are able to proactively improve the mitigation of traffic impacts. Start-up resources include detailed studies related to land-use, traffic, capital improvements. However, in the Hellertown-Lower Saucon region where there is sufficient future development potential and sufficient roadway improvements are likely needed to respond to this growth, it is anticipated that such a pursuit would be a regional benefit. The communities can share costs of improvements that occur along shared municipal boundaries. Communities who pursue this collectively can also realize cost savings in preparing required reports.

Impact fees can be applied to off-site construction costs, right-of-way costs, engineering, legal, planning, and debt services and traffic studies. They

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cannot apply to on-site improvements (e.g., access, internal roads); non-transportation improvements; bike lanes/pedestrian ways/bus lanes/toll ways/rail lines; existing roadway repair, operation, maintenance costs; improvement to remedy existing safety deficiencies; or capital improvements attributable to existing development.

Steps in pursuing such efforts include:

Impact Fee Advisory Committee

The Impact Fee Advisory Committee (Advisory Group) is created by resolution of governing municipality or municipalities. It typically consists of 7–15 members, with a minimum % of development representation. All Act 209 recommendations pass through this advisory committee to governing body. The Committee makes recommendations on land use assumptions, roadway improvements, and impact fees, monitors local Act 209 implementation annually, advises on the need for future Act 209 updates.

Provisional Impact Fee Ordinance (optional)

This Ordinance allows the clock to start ticking for collection of fees before final impact fees adopted and, depending upon different scenarios, there may be a period of retroactive application to which fees may apply. The Ordinance applies to preliminary/tentative land development approvals ON or AFTER date of resolution creating advisory committee.

Land Use Assumptions Report

The Advisory Committee prepares this report with assistance from local municipalities, the County/regional planning entity, consultants, as needed. A minimum five-year planning horizon is defined and known/proposed developments should be identified; a “best estimate” of other potential developments should also be provided. This report is also distributed to the County, School District, adjacent municipalities for a 30-day review. A public hearing would be held to receive comments and ultimately it is acted upon (adopted) by the governing body. The adopted land use assumptions form basis of traffic study. Some general planning data, prepared as part of the multi-municipal comprehensive plan, could be utilized in the initial portions of this effort.

Roadway Sufficiency Analysis (Traffic Study)

To fully understand the relationship of current and potential impacts, deficiencies for three conditions are evaluated as part of this study: existing, future pass through and future development. The analysis requires definition of specific transportation service areas – each with a maximum 7 sq. miles. Also, the assessment requires identification of specific roadways and intersections. Roadways and intersections not identified cannot be subject to impact fees.

Transportation Capital Improvement Plan

An adopted Transportation Capital Improvement Plan forms basis of impact fee ordinance. Within this plan there are several items identified: Costs for existing, pass-through, and development improvements; the anticipated timetable for existing, pass-through, and development improvements; and sources of funding for existing, pass-through, and development improvements. A public hearing is required prior to adoption. The Advisory

Committee recommends the plan to the local governing body for adoption at public meeting.

Transportation Impact Fee Ordinance

For each new development, the Total Impact Fee = impact fee (rate) X new development peak hour trips. Fees are determined at the time of preliminary land development or subdivision approval. They are payable at time of issuance of building permits. Fees are deposited in special interest-bearing accounts separately for each service area. Some credits may apply to a developer in certain situations (e.g. Capital improvements constructed at developer's expense). Municipalities also must issue refunds for undisbursed funds; there is a 3-year timeframe in which funds must be utilized.

Parking

Within Hellertown, an evaluation of opportunities/challenges to improve on-street and off-street parking quantities, locations and access should be conducted. The inventory of existing public and private parking opportunities should include determination of peak hour demands Downtown Hellertown. Coordination with business leaders/community should be a feature of this effort to develop a unified strategy to capitalize on existing parking resources.

From a user standpoint, the visibility of parking locations for Downtown businesses should be improved through wayfinding and marketing. A dialogue between the Borough and various business/civic uses should be established regarding shared parking alternatives. One significant point of consideration is that shared parking strategies often will require the Borough, property owners and institutions to establish access easements/joint use agreements.

See the Civic and Natural Amenities Plan for discussion regarding pedestrian/bicycle-oriented transportation opportunities.

Business Development

One of the Comprehensive Plan's areas of focus is opportunities for business development. Based upon the variety, scale and pattern of existing non-residential development, the focus of business development should be within the communities' economic "Hub" – the Borough of Hellertown. A series of recommendations are outlined to address critical components of improving business opportunities from a land use policy perspective as well as a management/recruitment perspective.

Reviewing Zoning

1. Reserving first floors for non-office uses.
The core of downtown Hellertown should be reserved for pedestrian oriented uses; therefore the first floors of all buildings should be reserved for non-office uses. Zoning provisions should be adopted to encourage the pedestrian oriented uses. Office use should be relocated to the periphery of the core or to the upper floors of buildings located in the core.

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2. Keep public uses downtown. Downtown Hellertown should remain the center for the municipal government facilities and public open spaces. Additional cultural facilities should be encouraged.
3. Assess parking. A detailed parking study should be completed so that provisions for shared parking can be defined and evaluated for inclusion within the zoning ordinance.

Business Recruitment

In order to bring business to this portion of the Saucon Valley, the Saucon Valley Partnership should work with stakeholder to:

1. Create a Marketing Brochure. A brochure should be developed to be used to attract new businesses into downtown Hellertown. The brochure should include the following:
 - Basic demographics of the 1 to 15 mile radius
 - Market Segmentation Summary with full details as an exhibit
 - Assets of Downtown Hellertown
 - Vehicular Traffic Counts
 - Pedestrian Traffic Counts
 - Special Events on annual basis
 - Transportation
 - Current Business Mix
 - Businesses to be targeted
2. Develop a database and inventory of buildings located on Main Street. The inventory should include:
 - A Fact sheet on each building. Information would include: Property owner, address, age of building, number of floors, and square footage per floor.
 - All properties available for lease or sale. This sheet should include amenities and lease rates.
3. Seek any and all funding that might be available for business start up in downtown Hellertown. The funding may be available through local community development banks working with the Pennsylvania DCED or the Regional Small Business Development Center. Downtown Hellertown should also work with property owners in developing special leasing arrangements to attract new businesses. (i.e. accelerating lease rates over a ten year period, allowing the first three years at a lower rate in order to permit the business to grow and succeed).
4. The Downtown manager should also work with the borough staff to develop a New Business Handbook that gives a step by step process on obtaining the necessary permits and licenses to start a new business. The goal is to cut down on the red tape and allow the process to go much smoother; alleviating frustration on the part of the business owner from the beginning. If the business owner has a positive experience in start up, the long term outlook for that business owner will most likely be positive.

Recommendations

5. Develop an interactive website to promote downtown Hellertown. The website would not only promote current businesses, it would also highlight properties available for lease or sale. The website should be created to include at least four images per property or business. It is important to keep the website accurate and fresh at all times.
6. With the Brochure, Inventory, Financing Package and the New Business Handbook in hand, the main street manager is now equipped to seek potential businesses for downtown Hellertown. The downtown manager should:
 - The manager should visit other downtowns to possibly identify businesses that meet the “wish list”. Once a business has been identified, the manager should meet with the owner to discuss possible expansion and/or relocation into downtown Hellertown.
 - The manager should also utilize tools such as the Retail Tenant Directory and national databases which include information on national retailer’s expansion efforts and their requirements relative to square footage, population density and household income.
 - Meet with existing downtown Hellertown businesses to encourage owners to open a separate storefront based on the “wish list” of new businesses and the market segmentation information.
 - Promote the specific businesses that are being sought for downtown Hellertown on the Borough’s website and the downtown Hellertown website and the local Chamber of Commerce website.
 - Speaking at various public events such as annual Chamber of Commerce meetings, rotary clubs, borough council meetings to publicly get the word out about what businesses are being sought.
 - Press Releases on a routine basis announcing new business start ups and businesses being sought.

Economic and Large Scale Development

- Site Plan of the property(ies) to be developed.
- Business Strategy for downtown Hellertown
- A prospectus which gives an overview of the proposed business deal and method of transferring ownership and market potentials of the development project
- Utilize services of the International Downtown Association, Urban Land Institute and the Pennsylvania Downtown Center to post and circulate the Request for Proposals.
- The Request for Proposals should include the ranking criteria to be used to select the developer
- A selection committee should be given the charge of ranking the developers and selecting a qualified developer to complete the project.

Development tools to be utilized for Economic and Large Scale Development include:

Part One

- Tax increment financing.
- Tax abatement
- Grants
 - redevelopment capital assistance program: theaters and other cultural facilities
 - community revitalization – streetscape improvements
 - Growing Greener II – green space and other public improvements



Redevelopment: Movie Theater Site

One of the opportunities for reinforcing Hellertown as the “Hub” of the communities is in restoring underutilized structures to local and/or regional destinations. One of these opportunities includes The Movies building on Main Street. The movie theater should be restored and reused for a public gathering place such as a dinner/theater, reception venue or other regionally-scaled venue. The redevelopment of the facility should also take into consideration the fact that the surrounding uses are substandard and this area presents an opportunity for a signature development. The redevelopment should include the parcels south of the theater to Thomas Street. The four parcels to be redeveloped encompass a little more than one acre, large enough to create a mixed used development that would include a large scale restaurant and new retail on the first floor, and a parking deck on the upper floors to provide necessary parking for the theater, new restaurants and future growth and development of this area. Design of the new facility should take into consideration the historic nature of Hellertown.

Funding sources for the Theater redevelopment would include:

- Municipal Bonds and Tax Increment Financing should be used to provide the public parking facilities for the project. TIF bonds would be retired through future tax revenues of the project area. The importance of using the TIF is to assist in defraying the costs of public parking, thereby allowing for reasonable parking rates.
- Redevelopment Capital Assistance Program and Façade Grants should be utilized to renovate the theater into a dinner theater. RCAP funds are secured through the capital budget process. Hellertown would need to work with their State Officials in securing funds.
- Lehigh Valley Economic Development Corp. Business in our Sites, Small Business First should be utilized for land acquisition, business development and construction.

Retail District: Saucon to Water Street.

Changing the business mix in the area between Water Street and Saucon Street will present challenges, but it will provide a charming shopping area. for Hellertown. Effort should be made on securing new retail only. There are a sufficient number of salons and personal use establishments. Steps involved include:

- Step One: Complete a full inventory of buildings located within this District the inventory should include the following information:
- a. Location
 - b. Property Owner
 - c. Number of Floors
 - d. Square Footage per floor
 - e. Current use
 - f. Current lease rates
 - g. Amenities

Recommendations

- Step Two: Map out the Retail District and note which parcels are currently utilized for pedestrian oriented uses (salons, retail, etc.) and those that are non-pedestrian oriented uses (insurance companies, offices, etc). This will give a clear understanding of what parcels are available for retail uses and will provide a working document for the Retail District.
- Step Three: Meet with Property Owners within the District to discuss the new Retail District. Explain to property owners the fact that retail typically pays a higher rate per square foot than office use. The trendier the District, the more valuable the property, lease rates will increase.
- Step Four: Hold a press conference and create excitement and synergy in redeveloping this area into the Hellertown Retail District. Develop a unique tag line. This will not only create excitement in Hellertown, but will also attract potential retailers from the surrounding areas either looking to relocate or expand. Press releases should be sent out to all Pennsylvania media.
- Step Five: Work with current retailers located within the Retail District and assist in securing façade grants to dramatically improve the appearance of their storefronts.
- Step Six: Begin to identify other areas of town to relocate the business/commercial uses. Attempt to relocate the businesses to within walking distance of the Retail District. Office employees will be your daytime market.
- Step Seven: Begin to identify potential new retail for this District based on the business development guide. Use resources such as the Retail Lease Tracts, National Retail Association and begin to meet with small retailers that are situated within an hour or two of Hellertown. Discuss expansion opportunities with these retailers. Also, meet with current retail tenants to discuss the possibility of a second location within the Retail District.
- Step Eight: Work with the municipality in securing funding for streetscape improvements for the Retail District. The improvements should include:
- a. Pedestrian Street Lighting
 - b. Raised Crosswalks at each intersection
 - c. Banners: Hellertown Retail District should line both sides of the street.

Potential Funding for Sources the Retail District include:

- **Municipal Grant Program**
The State Gaming Law establishes the State Gaming Fund and Net Slot machine revenue distribution. Each slot machine licensee shall pay a local share assessment of 4% of its daily gross terminal revenue from the slot machines in operation at its facility into a fund. The gaming facility located in Bethlehem, PA is a Category 2 licensed facility; Northampton County is a county of the fourth class, therefore 2% of the gross terminal revenue from the licenses facility shall be deposited into a restricted account established in the Department of Community and Economic Development to be used exclusively for grants to the county, to economic development authorities or redevelopment authorities within the county for grants for economic development projects, community improvement projects, job training, other projects in the public interest and reasonable administrative costs.

Example of the Municipal Grant Program: Bucks County, Pennsylvania. 1% of the local gaming revenues from the Philadelphia Park Casino are deposited into a Municipal Grant Program. This program provides grants to the surrounding municipalities impacted by the Casino. Those

Part One

communities included Bensalem, Bristol Township, Hulmeville, Lower Southampton and Middletown. In November of 2007 grants were awarded to these municipalities for numerous projects, including sewer and road repair, traffic safety, law enforcement and graffiti cleanup. The Bucks County Commissioners and the Redevelopment Authority of Bucks County manage the Municipal Grant Program. In November of 2007, the following grants were awarded: The following grants were awarded:

- Bensalem, Towns Against Graffiti (\$200,000), YWCA (\$100,000).
- Bucks County, Transportation Management Agency (\$80,000).
- Bristol Township, sewer department (\$305,000), police department (\$19,000), public works department (\$276,000).
- Hulmeville, borough hall (\$60,000), roads (\$64,837), William Penn Firehouse (\$99,225).
- Lower Southampton, township grants (\$194,400), Tri-Hampton Rescue Squad (\$225,348), L.S. Fire Co. No. 1 (\$202,000), Feasterville Fire Co. (\$36,000).
- Middletown, William Penn Fire Co. (\$675,000).

In implementing the Municipal Grant Program, officials from Hellertown Borough and Lower Saucon Township need to begin the dialogue with the county officials regarding the Municipal Grant Program to be established for Northampton County. Information to be obtained:

- Administering Agency for the Municipal Grant Program
 - Annual allocation to the Fund
 - Process in accessing funds for infrastructure, traffic safety, law enforcement and graffiti
- Current Economic Development Programs
 - Lehigh Valley Economic Corporation. The LVEC has a number of economic development programs that can be utilized by new business owners and developers. Funds can be used towards:
 - Land and Building (acquisition, construction, renovation)
 - Working Capital
 - Machinery and Equipment
 - Environmental Remediation

Examples of Programs

1. Small Business First
 - a. Eligibility
 - i. Manufacturing and Industrial
 - ii. Computer Related Services
 - iii. Hotels, motels or restaurants
2. Amounts Include
 - a. Loans up to \$200,000 or 40% of total eligible project costs, whichever is less
 - b. Maximum loan amount for working capital is \$100,000 or 50% of total eligible project costs, whichever is less
3. Terms and Conditions
 - a. 5% interest rate
 - b. \$25,000 cost per job retained or created
 - c. 15 year land and building
 - d. 10 year machinery and equipment
 - e. 3 year working capital

4. Industrial Site Reuse Program

- a. Eligibility
 - i. Public and Private non-profit economic development entities and private companies involved in reuse of former industrial land
 - ii. Entities that did not cause or contribute to environmental contamination
- b. Amount s Include:
 - i. Grants and Loans up to \$200,000 for environmental assessments
 - ii. Grants and Loans up to \$1 million for remediation
- c. Terms and Conditions:
 - i. Interest rate of 2%
 - ii. Terms up to 5 years for assessments and 15 years for remediation projects
 - iii. 25% match required.

Northampton County Industrial Development Authority can assist County-based for-profit and non-profit companies in obtaining below market rate tax exempt and taxable financing. Northampton County Department of Community and Economic Development provides technical consulting to municipal, non-profit and for-profit companies in the areas of grant writing, municipal financial planning, project development and project financing.

Regional Relationships

As collaboration among the Borough, Township and the School District are crucial to the success of this planning effort, it is also imperative the communities proactively pursue positive planning relationships with surrounding municipalities. Of significant importance are encouraging compatible land use patterns between Hellertown Borough, Lower Saucon Township and the surrounding communities. Consideration for optimizing local and regional solutions associated with common transportation corridors, waterways, watershed and public facilities is of importance to the people Hellertown Borough and Lower Saucon Township. Some specific opportunities for regional discussions and implementation include, but are not limited to, collaboration between:

- The Hellertown Borough, the Lower Saucon Township EAC and surrounding municipality EACs on studies regarding flooding and buffering of watercourses which transcend municipal lines;
- The Borough, Township and the City of Bethlehem to optimize efforts associated with improvements to recreation facilities such as Saucon Park and/or the Thomas Iron Works;
- Encouraging partnership between the Borough, Township and surrounding municipalities in the development of connector trails and greenways;
- The communities to minimize negative impacts from increased traffic on regionally significant roadways as development, such as Sands Bethworks, Bethlehem Commerce Center and/or Lehigh valley Industrial Parks occurs.

The Borough and Township would welcome evaluating other opportunities that surrounding communities would propose for potential collaboration.

In order to establish a unified voice among Hellertown Borough, Lower Saucon Township and the Saucon valley School District as broad-scale regional efforts are pursued, it is critical that the entities explore and implement opportunities associated with the following local

Part One

Saucon Valley Partnership Staff

Recognizably, a significant investment of time will be necessary in order to establish understanding, build consensus and implement the Comprehensive Plan's strategies. As a result, it is recommended that the Saucon Valley Partnership be positioned in order to fulfill needs for broader regional-scale coordination and implementation. Through designation of a part-time or full-time director, identified as a paid staff member, the Partnership can serve as the chief coordinator of regional oriented projects and policies. As part of this coordination, the designated Director should also invite members of key community organizations to monthly meetings. The organizations' individuals can then serve as liaisons between the Partnership and other civic groups in the region. The Partnership should also compile and maintain organizational contacts of all local public/quasi-public groups to forward semi-annual updates of regional news, successes and lessons.

Recreation Authority

In concert with recommendations made in the Upper & Lower Saucon Townships' Comprehensive Park & Open Space Plan (2006) as well as those which have emerged as part of Hellertown Borough's current recreation planning, it is encouraged that the communities evaluate the feasibility of forming a Saucon Valley Recreation Authority – inclusive of Lower Saucon and Hellertown representatives. The role of such an Authority should be to focus on addressing joint opportunities related to parks and recreation planning, administration, facilities, maintenance and programming. An application for a PA DCNR Peer-to-Peer Technical Assistance Grant should also be submitted to match a suitable professional to work with the Borough and Township in preparing and adopting an intergovernmental agreement which authorizes the formation and designation of such an Authority.

Joint Services

The Borough and Township should continue to explore the feasibility associated with organizing additional joint services for public safety and/or public works. During the comprehensive planning process, significant strides were undertaken seeking to build communication and knowledge about these opportunities including joint sessions with staff and volunteer representatives from the communities' public safety services. As an example, during joint discussions among the communities' fire companies, emergency management personnel and township/borough leadership, a series of existing and potential operational opportunities and challenges were identified. Topics discussed as part of these sessions ranged from:

- The challenge of getting extensive involvement/manpower among community members (especially to be serving in a volunteer capacity)
- The importance of communicating to get a global understanding of "What are the major issues? What is trying to be accomplished? and, foremost, What does the system which is trying to be created or fixed want to look like?"
- The manner in which fundraising strategies and revenues may need to change and what various fundraising and revenue streams can accomplish
- Potential financing of equipment
- Potential opportunities for joint training and/or other services
- Service area (community versus non-community calls)
- Joint recruitment and retention programming with the local high school system
- Potential formation of a joint task force/steering committee to address individual company challenges and the feasibility of potential changes to the companies
- Current manpower challenges
- Building on recent successes in communication between the various companies

Recommendations

- The rapid pace at which career fire departments are being established in Pennsylvania

As time, resources and events permit, further exploration and feasibility of cooperative public service operations should occur as well as pursuit of public funding to assist in supporting these relationships. Whether it's for cooperative fire service, composting or other joint municipal opportunities, the communities should keep abreast of opportunities to optimize on each other's performance as well as financial investments.

Encouraging Enterprise Expansion

The Saucon Valley Partnership has the opportunity to work with other stakeholder groups to encourage ways in which employment opportunities in Hellertown and Lower Saucon Township can be strengthened and maintained. The Partnership can also serve as a liaison between the communities in an effort to encourage redevelopment and enhancement of non-residential areas - areas where new jobs can be provided. Coordination with the Greater Lehigh Valley Chamber of Commerce is a key component of this effort so that expansion of business and employment growth can be geared to captive audiences such as professional positions for young adults/young families. One of the highlights of these efforts can be through the formation of an annual weekend event - "Innovate Saucon." With the presence of nearby institutions, "Innovate Saucon" represents the opportunity to bring together local entrepreneurs, business owners, students, and community leaders to creatively harness and expand local economic vitality.

The concept behind "Innovate Saucon" is focused on providing an organized venue or workshop to promote the entrepreneurial spirit. The event can provide opportunity to those interested in developing or improving products or services for a potential market sector but may not know to whom they should speak about advancing an idea or the process. Participants would be able to collaborate with professionals in a related field. Importantly, this should be open to those of all ages. A component of the weekend should also be to highlight past innovations which have been produced in the Saucon Valley and the extent to which the innovations impacted lives in and outside of the region. "Innovate Saucon" could also seek to strengthen the communities' efforts to advance enterprise development within an expanded Bethlehem Enterprise Zone.

Transportation Advisory Group

Saucon Valley Partnership should work with community stakeholders and other related government entities to assess the suitability of forming a local Transportation Advisory Group. The Group can be charged with coordinating planning and project initiatives with the Lehigh Valley Planning Commission. The Advisory Group should be organized to include those with technical expertise and management skills to assist in the evaluation and recommendation of future enhancements/improvements as well as to serve as a third-party advisor to the municipalities as enhancements/improvements are completed. The Advisory Group should also promote the completion of an Act 209 study to compile a comprehensive inventory, analysis and costs of specific existing and projected conditions/recommendations on roads and intersections throughout Saucon Valley.

The Partnership's News

As implementation efforts are undertaken, it is critical to keep stakeholders and the general public informed of goals and successes. News, updates and feedback can be shared easily and cost effectively through the on-going maintenance of a Saucon Valley Partnership Website. The foundation of this concept has begun as part of the Comprehensive planning process public outreach. Critical components of the expanded

website's design should include a calendar of Partnership activities, a place to submit feedback as well as a place for residents and other stakeholders to identify ways in which they would be interested in volunteering to assist in civic projects/organizations.

Impacts on Policies

One of the fundamental ways in which many of the Comprehensive Plan's recommendations can be implemented is through the refinement and/or creation of Ordinances. When evaluating the relationship of proposed land uses and infrastructure improvements, it is first recommended that the municipalities develop a joint zoning ordinance and zoning map. An initial step of this process is organizing and facilitating an educational workshop with PA Department of Community and Economic Development. During the Workshop, participants can discuss opportunities (e.g. fielding procedural questions) of preparing an inter-governmental agreement and the overall creation of Joint Ordinance and Map. Subsequently, the following should be completed:

- Develop intergovernmental cooperation agreement text
- Define a palette of new zoning districts and zoning overlays
- Create a joint zoning map which is GIS based and compatible with the Comprehensive Plan's map exhibits
- Prepare initial joint zoning ordinance components inclusive of Articles for definitions, district descriptions, permitted uses, densities, building heights, signage standards, off-street parking requirements, landscape standards, and conditional uses/special exceptions, and administration.
- Formulate standards for applicable zoning overlays
- Refine initial components and prepare additional ordinance text

Based upon the potential intricacies of preparing a joint zoning ordinance, the communities should anticipate that a series of drafts will be necessary. As part of these draft iterations, one of the specific items recommended for incorporation into the zoning ordinance update is to develop Traditional Neighborhood Development criteria. Ordinance provisions applicable to Hellertown's current Mixed Use and Town Center areas should also be refined to address features such as desired land use relationships, accessory use, parking and building massing/setbacks. Additional provisions to promote desired development character and intensities of non-residential and residential land uses within a Commercial Core Overlay should be considered. A Northern Main Street Overlay should also be explored to promote coordinated development/redevelopment opportunities within the Bethlehem Enterprise Zone as it has opportunity to expand into Saucon Valley.

It is strongly encouraged that, to the greatest extent possible, form-based provisions be incorporated into the joint zoning ordinance. Ordinances presented, in graphic format, through form-based concepts help to translate requirements which are often challenging to communicate quickly and effectively in words. Incentives for the development community to follow the principles of the US Green Building Council's Leadership in Energy and Environmental Design should also be incorporated into the Ordinance. The Borough, Township and School District have the opportunity to lead by example in this effort by promoting energy efficiency and best management practices as part of their operations, maintenance and public service.

With the adoption of the multi-municipal comprehensive plan, the MPC enables Hellertown and Lower Saucon to develop a process and regulations for addressing developments of regional significance and impact. Cooperation in first preparing an

Recommendations

intergovernmental cooperation agreement will set the stage for these efforts. The MPC also enables the communities to develop Specific Plans. These site or multi-site plans enable government and the development community to explore ways in which balance between land use, infrastructure and other development impacts can be achieved. As part of each of these processes, the School District should be incorporated as a required participant of the formal review period. Through this participation, the School District is aware of potential physical, population and/or fiscal impacts and benefits of larger scale development.

- Continue to collaborate with the Saucon Valley School District to expand joint opportunities for life-long learning educational programming
- Expand active and passive recreation programming for all seasons in collaboration with Saucon Valley School District
- Promoting volunteerism to support civic-oriented services
- Collaborate with community organizations to develop a marketing strategy for regional audience to attract businesses and new residents
- In accordance with the MPC, the Comprehensive Plan should be updated a minimum of every 10 years.

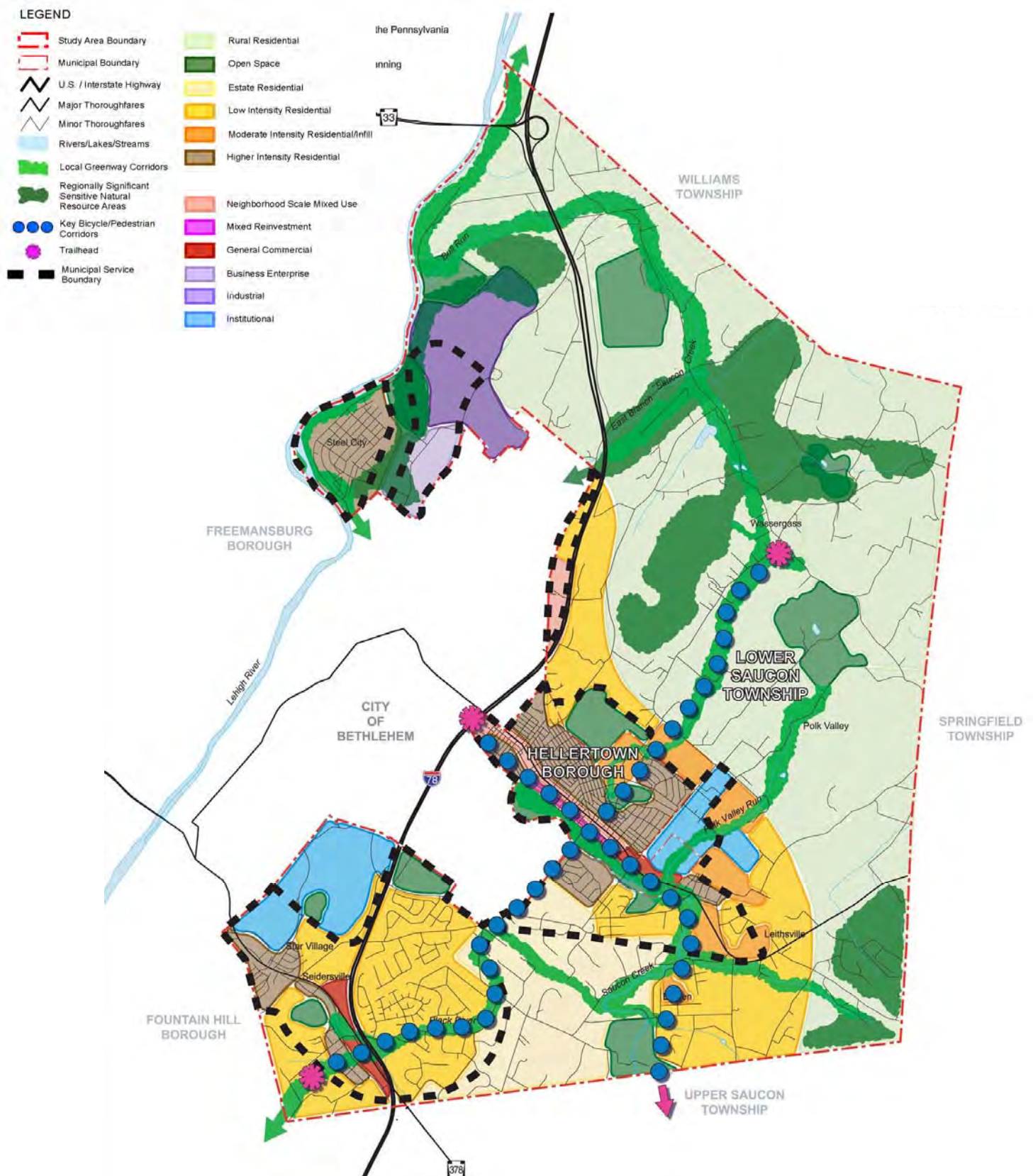
Comprehensive Plan

The multi-Municipal Comprehensive Plan map for Saucon Valley is a compilation of the five key components that make up the communities and define their identity: future land use, infrastructure, transportation, civic amenities and natural resources. In accordance with the communities' defined planning strategies and the Pennsylvania Municipalities Planning Code, the Comprehensive Plan, as illustrated on the following page, provides a graphic representation integrating each of the Plan's individual key components.

The relationship and interaction of the components is critical to the Plan's overall composition as well as its significance to future growth and development. For instance, a community's quality of life is dependent upon the mix and placement of land uses, such as residential, commercial and industrial areas. Land use decisions, in turn, are highly dependent upon the traffic network, community services and natural features of any given location.

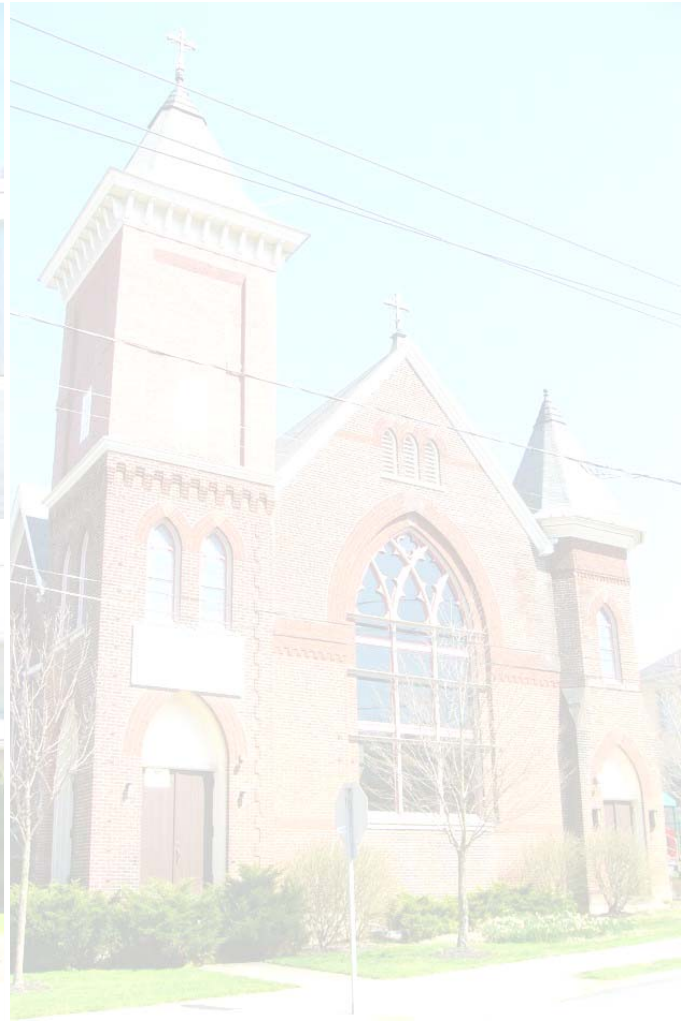
The Comprehensive Plan provides a 10- to 15-year vision of how development and conservation can contribute to the character and services of Hellertown Borough, Lower Saucon Township and the Saucon Valley School District. In addition to identifying, analyzing and attempting to resolve key issues the communities face, the Multi-Municipal Comprehensive Plan sets the stage for coordinating future policy pursuits and embodies methods to optimize the communities' opportunities.

Map 7: Comprehensive Plan



PART TWO

Our Future Pursuits





Based on the observations and recommendations identified throughout the comprehensive planning process, the entities face numerous physical, economic and social opportunities in the future. To pursue these opportunities and implement recommendations outlined in Part One, the Borough, the Township and the School District will need, both individually and collectively, to undertake a series of projects, policies and actions.

The mechanism organizing these specific projects, policies and actions is the Comprehensive Plan's Action Plan. The items address a wide range of activities or themes. Themes identified within the Action Plan generally focus on various aspects: planning, zoning and subdivision, administration, and coordination/collaboration issues.

Because of the breadth of issues proposed to be addressed, a number of projects, policies and actions will require continuing multi-municipal collaboration while others can be completed at the individual municipal level. Each project, policy and action will require the commitment and cooperation of civic leaders, authorities, residents, institutions and businesses. To implement complex projects, the cooperation and collaboration of multiple parties will most likely be needed. Complex projects, such as implementing a region-wide pedestrian network, also will typically have a high level of direct involvement with elected leaders and the community's Staff. Smaller-scale projects, like enhancing gateways, should be initiated by community leaders but could be supported by other local organizations such as the Boy Scouts. In all cases, primary participants or a primary individual should be defined to see the various projects, policies or actions through from conceptualization to completion. Recommended primary participants are outlined on the following Action Plan. Finally based on feedback received throughout the planning process, each project, policy and action has been prioritized into four different timeframes. These timeframes include:

- Immediate 6 months to 2 years;
- Short-Term >2 to 5 years;
- Long-Term > 5 years; and
- On-Going.

Priority Actions

There are many opportunities to implement projects and policies within the communities of Saucon Valley. The timing and relationship of each of these potential activities are important considerations as priorities are established over time. Considering the significant steps that all three entities have taken through the formation and pursuit of the Saucon Valley Partnership, the following recommendations seek to continue this momentum and lay the foundation for the Comprehensive Plan's other future successes.

Part Two

The significance of the following priority items is that efforts to pursue them should be initiated in the near future in order to establish momentum for preferred project and policy concepts. Some priority items may be completed within a brief timeframe; other items may require significant investments of time. Recommended priority actions include:

1. Establishing broader regional-scale coordination and implementation through Saucon Valley Partnership's leadership.
2. Developing a joint zoning ordinance and zoning map.
3. Promoting land use densities which are compatible with infrastructure availability.
4. Formalizing the desired locations, diversity and compatibility of future housing, business and in-fill opportunities within the region's urban, suburban and rural environments.
5. Designating a regional greenways/open space network.
6. Encouraging re-development of the Champion Spark Plug Factory site to expand business opportunities along the Route 412 regional corridor and as part of initiatives to establish Downtown Hellertown as a destination.
7. Developing Specific Plans for various corridors to optimize coordination of land use compatibility, access, infrastructure services and buildable area.
8. Exploring the suitability of organizing joint services for public safety and/or public works.
9. Promoting volunteerism to support civic-oriented services.

Table 1: Action Plan

Recommendations (#) and Actions (a, b, c . . .)		Primary Stakeholders	Timeframe
A Regional Leadership			
1	Establish broader regional-scale coordination and implementation through Saucon Valley Partnership's leadership	HC, LC, SVSD	Immediate
a	Invite members of key community organizations to monthly meetings and to serve as liaisons between the Partnership and civic groups in the region		
b	Compile and maintain organizational contacts of all local public/ quasi-public groups to forward semi-annual updates of regional news, successes and lessons		
c	Coordinate and initiate regional-oriented projects and policies		
2	Address joint opportunities related to parks and recreation planning, administration, facilities, maintenance and programming through formation of a Saucon Valley Recreation Authority or comparable public entity	HC, LC, SVSD	Immediate
3	Establish additional joint services related to public safety and/or public works based upon past local successes to promote time and cost efficiencies	SVP, PSG	On-going
4	Promote strengthening and maintaining employment opportunities in Saucon Valley	SVP, GLC, LVEDC, businesses, SVSD, Univ.	On-going
a	Coordinate with the Greater Lehigh Valley Chamber of Commerce to encourage expansion of business and employment growth, including but not limited to professional positions for young adults/young families		
b	Evaluate potential opportunities to encourage redevelopment and enhancement of non-residential areas		
c	Initiate "Innovate Saucon" bringing together local entrepreneurs, business owners, students, and community leaders to creatively harness and expand local economic vitality		
5	Assess the suitability of forming a regional transportation advisory group to assist in the evaluation and recommendation of future enhancements/improvements	SVP, PennDOT, LVPC, HC, LC	On-going
a	Promote the completion of an Act 209 study to compile a comprehensive inventory, analysis and costs of specific existing and projected conditions/recommendations		
b	Enable the group to serve as a third-party advisor to the municipalities as enhancements/improvements are completed		
6	Conduct bi-annual meetings between the Hellertown Borough and Lower Saucon Township Planning Commissions to encourage continued coordination of the communities' planning efforts	LPC, HPC	On-going

Table 1: Action Plan continued

Recommendations (#) and Actions (a, b, c . . .)		Primary Stakeholders	Timeframe
B	Land Use and Housing		
7	Identify specific suitable locations for development/redevelopment which promote the principles and patterns of traditional neighborhoods (traditional neighborhood development)	LC, HC	Long-term
a	Identify character and intensities of non-residential and residential land uses suitable for inclusion within traditional neighborhood development areas		
b	Determine traditional neighborhood development areas and incorporate TND provisions within the communities' ordinances		
c	Conduct public participation opportunities to evaluate and adopt provisions		
8	Prioritize areas appropriate for rehabilitation of housing as indicated in the Comprehensive Plan	LC, HC	Short-term
9	Prepare a Specific Plan for Wassergass-Lower Saucon Road area that creates a destination point with pedestrian connections while growing organically and keeping in character with existing development	LC, SVP	Long-term
10	Create a Specific Plan for the Route 378/Old Philadelphia Corridor, Leithsville, and other critical connections near I-78 in order to optimize coordination of land use, access, infrastructure services, buildable area, and economic development opportunity	LC, SVP, LPC	Immediate
11	Coordinate strategic planning objectives, actions and on-going education facility needs based upon evolving community population and land use patterns	SVSD, SVP	On-going
12	Maintain up-to-date reference data regarding housing characteristics and occupancy patterns (assumes support with SVP Support/Staff)	SVP	On-going
a	Prepare a regional housing database inclusive of housing type, lot/structure size, family size and patterns of sale		
b	Develop a rental database to identify occupants' locations, age, family size and rental rates		
c	Update the database bi-annually based upon home sales/rental patterns		
13	Encourage re-development of the Champion Spark Plug Factory site to expand business opportunities along the 412 regional corridor	HC	Short-term
a	Prepare a feasibility analysis to identify the physical and fiscal opportunities and constraints of the site		
b	Continue discussion with property owners regarding the long-term plans for occupancy		
c	Work with a site re-development team to minimize impacts of parcel access on the surrounding roadway network		
d	Develop form-based provisions to guide future development and update ordinances accordingly		

Table 1: Action Plan continued

Recommendations (#) and Actions (a, b, c . . .)		Primary Stakeholders	Timeframe
C Economic Development			
14	Establish Downtown Hellertown as a destination	HC, BBRP	On-going
a	Explore the feasibility of hiring a full-time Downtown Hellertown Manager		
b	Expand and regularly update the Downtown Business database to include business contact information and building (sf) characteristics		
c	Update land use, dimensional requirements and parking provisions to encourage desired business opportunities		
15	Develop a detailed Downtown Hellertown Parking Strategy to optimize efficiency and access of existing and potential parking facilities	HC, BBRP	Short-term
a	Complete an inventory of existing public and private parking opportunities including in determination of peak hour demands Downtown Hellertown		
b	Evaluate opportunities/challenges to improve on-street and off-street parking quantities, locations and access		
c	Coordinate with business leaders/community to develop a unified strategy to capitalize on existing parking resources		
d	Maximize the visibility of parking locations for Downtown businesses through wayfinding and marketing		
e	Establish dialogue between the Borough and various business/civic uses regarding shared parking alternatives		
f	Draft access easements/joint use agreements between the Borough, property owners and institutions		
16	Promote Water Street-Saucon Street corridor as retail only on ground floor	HC, BBRP	Long-term
a	Complete a full inventory of buildings located within this District the inventory		
b	Map out the Retail District and note which parcels are currently utilized for pedestrian oriented uses		
c	Meet with Property Owners within the District to discuss the new Retail District		
d	Hold a press conference and create excitement and synergy in redeveloping this area into the Hellertown Retail District		
e	Work with current retailers located within the Retail District and assist in securing façade grants to dramatically improve the appearance of their storefronts		
f	Begin to identify other areas of town to relocate the business/commercial uses		
g	Begin to identify potential new retail for this District based on the business development guide		
h	Work with the municipality in securing funding for streetscape improvements for the Retail District		

Table 1: Action Plan continued

Recommendations (#) and Actions (a, b, c . . .)		Primary Stakeholders	Timeframe
17	Coordinate land use, parking and access needs of other portions of the Main Street/412 Corridor	HC, BBRP, SVP, TAG	Long-term
18	Restore and reuse the existing Main Street Movie Theater area for a public gathering place and business	HC, BBRP	Short-term
a	Promote development of a large scale restaurant and new retail on the first floor		
b	Pursue construction of a parking deck on the upper floors to provide necessary parking for the theater, new restaurants and future growth and development		
D Infrastructure and Transportation			
19	Define the region's public infrastructure area	HC, LC, MA	Immediate
a	Translate the municipal service boundary concept identified as part of the Comprehensive Plan into a specific designated line reflective of existing topography, parcels, rights-of-way, and existing capacity commitments		
b	Consider Preparation of an Official Map for each community inclusive of the municipal service boundary		
c	Present the Official Map for each community's adoption		
d	Ensure zoning ordinance consistency within an adopted municipal service boundary		
e	Develop methodology for periodically reevaluating municipal service boundary based on availability of wastewater system capacity and/or other limiting infrastructure capacities (i.e. water, etc.)		
f	Update Act 537 Plans as indicated to be warranted by planning module submissions. Municipal service boundaries may have to be modified after any updates.		
20	Strengthen guidelines, as applicable, to ensure long-term well protection	MA, HC, LC	Short-term
21	Adjust tap-in fees in a manner which leverages potential development, in-fill, adaptive re-use and/or redevelopment in appropriate areas as identified in the Comprehensive Plan land use recommendations	MA, HC, LC	Short-term
22	Manage stormwater to ensure that existing problems are stabilized and overall water quality improves	HC, LC	On-going
a	Adopt stormwater management ordinances in accordance with DEP approved Act 167 Plan from 2006		
b	Seek funding to address existing stormwater management problem areas (i.e. Growing Greener, PennVEST, etc.)		
c	Periodically investigate existing problem areas and stormwater conditions in developing areas in preparation for routine Act 167 Plan updates		

Table 1: Action Plan continued

	Recommendations (#) and Actions (a, b, c . . .)	Primary Stakeholders	Timeframe
23	Continue coordination of traffic improvements with surrounding municipalities as related to the Sands' BethWorks project and other regional growth patterns	SVP, PennDOT, LVPC	On-going
24	Institute traffic impact fees as recommended by the Act 209 study findings	TAG, HC, LC	Short-term
25	Create a regional Bicycle/Pedestrian Plan	SVP, HC, LC, PennDOT, pedestrian users	Long-term
	a Develop a detailed plan to differentiate the locations of sidewalks, bikeways and trails		
	b Determine needs/costs to acquire/secure rights-of-way based upon Saucon Valley's overall pedestrian network		
	c Prioritize sidewalk/bikeway segments		
	d Incorporate segment-specific capital improvement costs into Capital Improvement Programming		
E	Natural Resources		
26	Maintain up-to-date records of Saucon Valley's stream quality	EAC, SCWA, NCSCD, CVO	On-going
	a Work with Lehigh University/Kutztown University to develop regularly occurring stream quality testing/monitoring		
	b Approach adjacent communities to participate in identifying potential "downstream" issues, if applicable		
	c Promote public-private partnerships for completing seasonal stream clean-ups		
27	Promote coordinated planning in areas of carbonate geology	SVP, LVPC, EAC	On-going
	a Outline provisions for property owners to submit identified carbonate geology areas to the Township/Borough		
	b Work with Lehigh University/Kutztown University to map carbonate geology areas		
	c Assess potential development opportunities/challenges within identified carbonate geology areas		
28	Reserve the Thomas Iron Works site for passive recreation	HC, SVRA	Short-term
	a Organize site clean up		
	b Prepare a site master plan inclusive of interconnected trails extending from the Trolley Line trail corridor		
	c Determine maintenance roles, responsibility and schedule		
	d Construct improvements		

Table 1: Action Plan continued

	Recommendations (#) and Actions (a, b, c . . .)	Primary Stakeholders	Timeframe
29	Designate a regional greenways/open space network	SVP, SVRA, HC, LC, EAC	Long-term
	a Identify pertinent and up-to-date regional greenway and sensitive natural resource areas as mapped by and as available through the Lehigh Valley Planning Commission		
	b Coordinate planning and review efforts in context of US Forest Service's Highlands landscape initiatives		
	c Identify locally significant greenway areas based upon presence of resources		
	d Incorporate pertinent components and findings from Lower Saucon Township's Open Space Plan efforts and updates		
	e Prioritize greenway and open space areas for conservation and/or recreational opportunities		
30	Protect Saucon Valley's "Dark Skies" character and scenic views	LC, HC, LVPC	On-going
	a Designate and map the communities' Dark Skies and scenic view region		
	b Develop lighting/illumination standards as part of a Dark Skies/Scenic View Overlay within the communities' zoning ordinance provisions		
	c Work with the development community and surrounding municipalities to minimize light pollution and structural intrusions through efficient and sustainable practices		
F	Civic Resources		
31	Analyze and determine appropriate and responsive mechanisms for providing quality public safety services to the community future population growth	SVP, PSG	Short-term
	a Evaluate development capacity and estimate traffic to determine signalization needs		
	b Create provisions to encourage shared access for multiple non-residential parcels		
	c Study existing and potential emergency response times to ensure adequate safety is provided to residents; develop strategy for delivery efficiencies accordingly		
32	Seek grant funding to complete multi-municipal Comprehensive Parks, Recreation and Open Space Plan to determine appropriate next steps for joint efforts and to assess long-term facility, administrative, maintenance and financing opportunities	SVRA, SVP, LS PARKS & REC	Short-term
	a Evaluate the feasibility and roles of implementing potential parks and open space improvements		
	b Incorporate pertinent components and findings from Lower Saucon Township's Open Space Plan		
	c Examine opportunities/challenges of cooperative operations and maintenance		

Table 1: Action Plan continued

Recommendations (#) and Actions (a, b, c . . .)		Primary Stakeholders	Timeframe
33	Construct a coordinated system of major and minor gateways to increase community visibility, historic traditions and sense of pride	SVP, CVO	Short-term
a	Determine desired areas and available rights-of-way for constructing gateways		
b	Create a consistent design theme among the gateway components		
c	Explore potential public and/or private funding opportunities and partnerships		
d	Develop Phasing Strategy for constructing gateways		
e	Incorporate defined phasing into the communities' Capital Improvement Programs		
34	Implement a Wayfinding Signage System to highlight the communities' assets and historic settlement areas as well as to improve pedestrian and vehicular mobility	SVP	Long-term
a	Work with community groups to determine desired facilities/points of interest to be identified by signage		
b	Coordinate signage placement with overall pedestrian network signage		
c	Design hierarchy and specific standards for sign types		
d	Explore potential public and/or private funding opportunities		
e	Develop a phasing strategy for constructing signage and incorporate into Capital Improvement Programming		
f	Place signage in defined areas		
G	Other Policies		
35	Develop a joint zoning ordinance and zoning map	HC, LC	Short-term
a	Organize and facilitate an education workshop with PA DCED identifying opportunities (i.e. fielding procedural questions) of the inter-governmental agreement and the creation of Joint Ordinance		
b	Develop intergovernmental cooperation agreement text		
c	Define palette of new zoning districts and zoning overlays		
d	Create an initial joint zoning map (GIS based and compatible with the Comprehensive Plan's map exhibits) for Planning Commission review		
e	Prepare initial joint zoning ordinance components (definitions, district descriptions, permitted uses, densities, building heights, signage standards, off-street parking requirements, landscape standards, and conditional uses/special exceptions)		
f	Formulate standards for zoning overlays (as applicable)		
g	Refine zoning ordinance and mapping for public review		
h	Create final documentation for Council adoption		

Table 1: Action Plan continued

	Recommendations (#) and Actions (a, b, c . . .)	Primary Stakeholders	Timeframe
36	Develop and adopt a Traditional Neighborhood Development Ordinance, or similar policies, with consideration given to instituting form-based provisions	LC, HC	Short-term
37	Refine ordinance provisions applicable to Hellertown's current Mixed Use and Town Center areas	HC, LC	Short-term
a	Identify development character and intensities of non-residential and residential land uses suitable for inclusion within the Overlay area		
b	Determine applicable boundary and draft Overlay ordinance text		
c	Conduct public participation opportunities to evaluate and adopt regulations		
38	Prepare guidelines applicable to Specific Plans	SVP, HC, LC	Short-term
39	Create a Commercial Overlay in northern Hellertown to promote coordinated development/redevelopment and optimize opportunities with the Bethlehem Enterprise Zone's expansion area	HC, business owners	Short-term
40	Establish a process and provisions which address developments of regional significance and impact	SVP, HC, LC	Short-term
41	Identify and incorporate proactive steps to coordinate planning and economic development efforts with surrounding communities in the region	SVP, HC, LC, LVPC	On-going

Stakeholders

BBRP	Borough Business Revitalization Program
CVO	Civic/Volunteer Organizations
EAC	Environmental Advisory Council
GLC	Greater Lehigh Chamber of Commerce
HC	Hellertown Council
HPC	Hellertown Planning Commission
LC	Lower Saucon Township Council
LPC	Lower Saucon Township Planning Commission
LSTHS	Lower Saucon Township Historical Society
LVEDC	Lehigh Valley Economic Development Corporation
LVPC	Lehigh Valley Planning Commission
MA	Municipal Authorities
NC	Northampton County
NCSCD	Northampton County Soil Conservation District
PSG	Public Service Groups
SCWA	Saucon Creek Watershed Assn.
SVC	Saucon Valley Chamber
SVP	Saucon Valley Partnership
SVRA	Saucon Valley Recreation Authority
SVSD	Saucon Valley School District
TAG	Transportation Advisory Group
Util.	Utility Companies



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PART THREE

Our Regional Landscape



Part Three

Background Mapping

Part Three

Overview

Part 3 of the Plan contains generalized community mapping of existing conditions, demographic data and an assessment of general economic and spending patterns which occur among residents within and surrounding the municipalities. This information, coupled with additional detailed build-out assessment data and companion reports that have prepared in recent years about community, cultural and open space resources provides valuable background information to reference in future planning and enhancement efforts. Additional information and applicable summaries are included in Appendix A.

Mapping

Region-wide mapping has been derived from the Lehigh Valley Planning Commission's Geographic Information System (GIS) database, from the Borough and from the Township as available. Recognizably, as additional data and mapping becomes available, the communities should assess how this information can serve to supplement or enhance available 2006 data collected and mapped as part of regional and local efforts.

Existing Land Use

The Existing Land Use map illustrates the principal way in which each parcel of land in the Saucon Valley is currently utilized. The classifications for this map include residential, commercial, retail, agriculture, business, industry, transportation, public space, and parks/recreation.

Slopes

The slope map depicts the location and severity of grade changes in the Saucon Valley area. The severity, or percent slope, is represented through a range of colors. Steeper slopes are represented with dark colors.

Landform

The Landform map portrays the topography of the Saucon Valley Area. Elevations ranging from less than 200 feet to greater than 900 are represented on the map illustrating the hills and valleys of the area. Areas with greatest elevation are found generally in the eastern portion of Lower Saucon Township.

Soils Suitability

The Soils Suitability map depicts areas suitable for development based on the soil's ability to support structures and infrastructure such as septic systems.

Sensitive Natural Resources

This map identifies the location and relationship of Environmentally Sensitive Areas such as flood prone areas, wetlands, woodlands, important geologic areas, the Hellertown reservoir, and other natural areas. In addition, steep slopes, those greater than 25%, are also illustrated.

Toward the conclusion of the Comprehensive Plan process, the communities discovered that updated sensitive natural resource data was becoming available and distributed through Lehigh Valley Planning Commission. The communities are encouraged to incorporate the Lehigh Valley Planning Commission updated mapping into the comprehensive plan concepts as it becomes available and as it becomes incorporated into local-level open space planning efforts.

Hydrography

The Watersheds Map identifies the size and location of the three watersheds in the Saucon Valley Area: Cooks Creek, Lehigh River, and the Saucon Creek Watersheds.

Carbonate Geology

This map displays the general locations of identified Carbonate Geology Areas. Carbonate geology impacts the suitability of soil for supporting infiltration as well as development.

Generalized Zoning Designations

This map depicts the current Zoning Designations for the municipalities that comprise the Saucon Valley Area. Included in this map are open land, residential including suburban, urban, and mobile home neighborhoods, public space, agriculture, mixed use, industry and manufacturing.

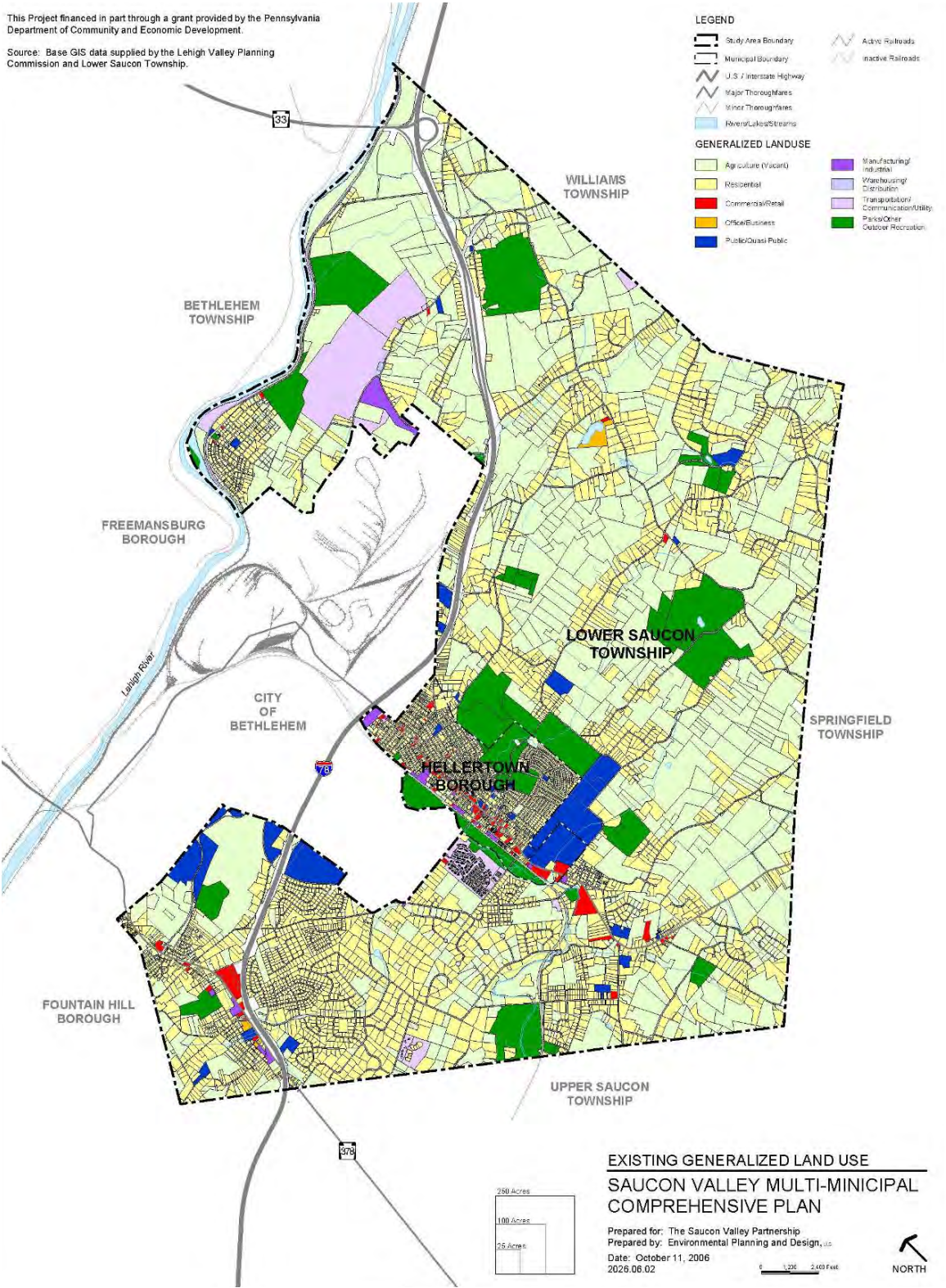
Each of the communities' detailed zoning maps and the related descriptions of each zoning district are available in the respective administrative office.

Part Three

Undeveloped Land

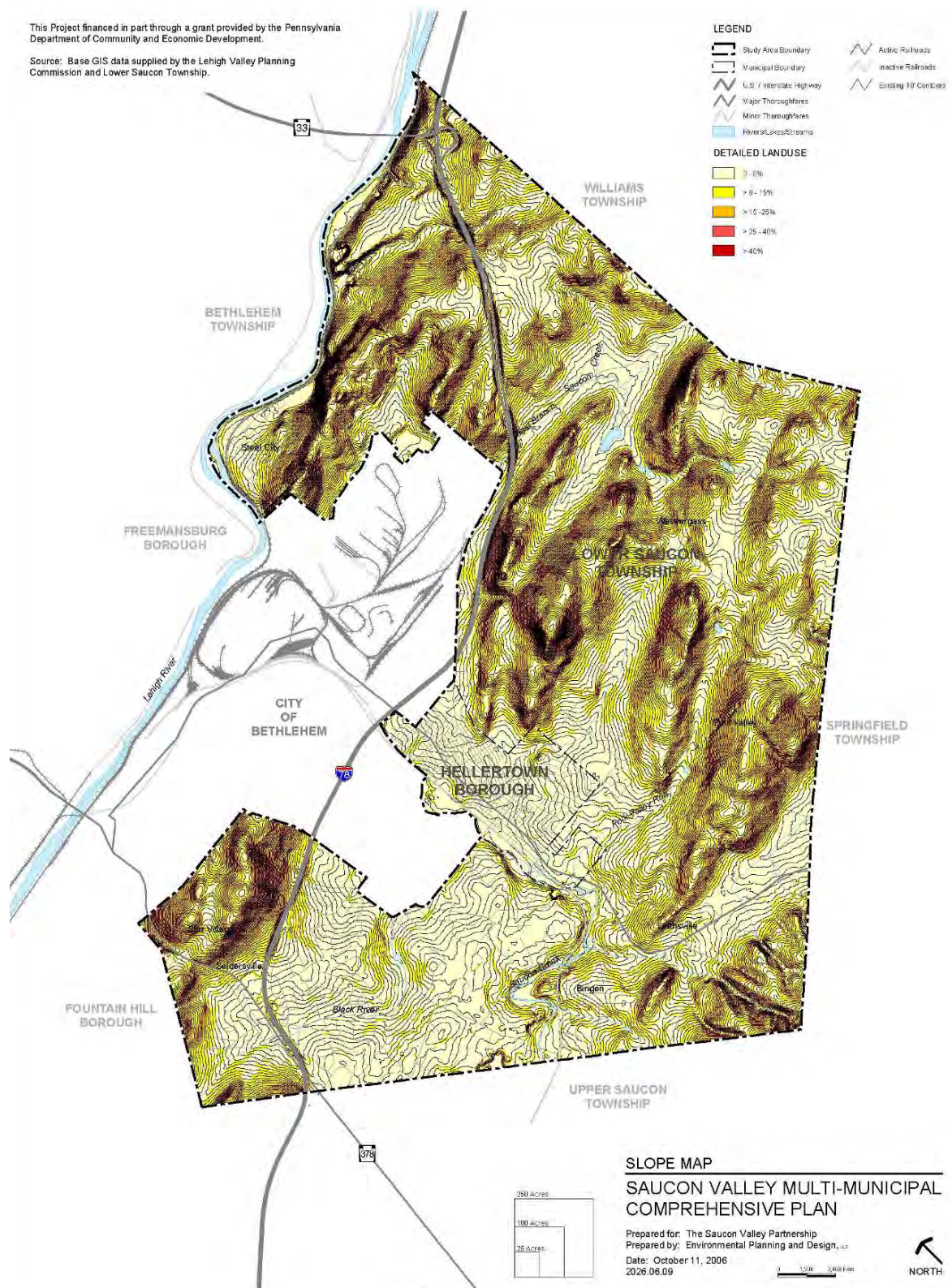
Based on the analysis of existing land use, soils suitability, slope, and environmentally sensitive areas, this Undeveloped Land map illustrates the areas upon which development could potentially occur. This map includes current agricultural, vacant, golf course, and gun club land uses. The undeveloped land map was one of the primary considerations factored into the comprehensive planning process buildout analysis studies. See the document's Part 1 and Appendix for additional details related to buildout analysis findings.

Map 8: Existing Generalized Land Use

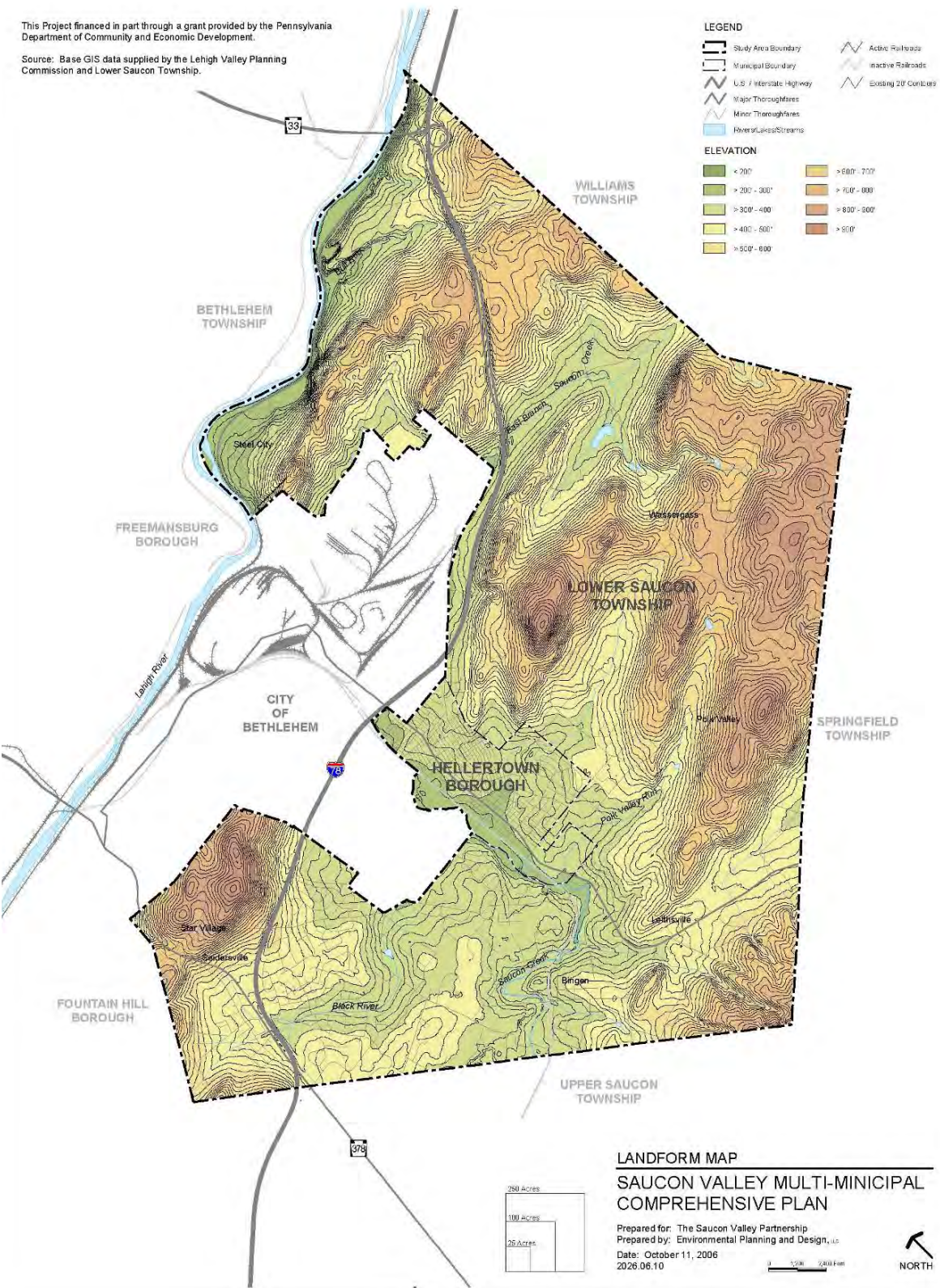


Part Three

Map 9: Slopes

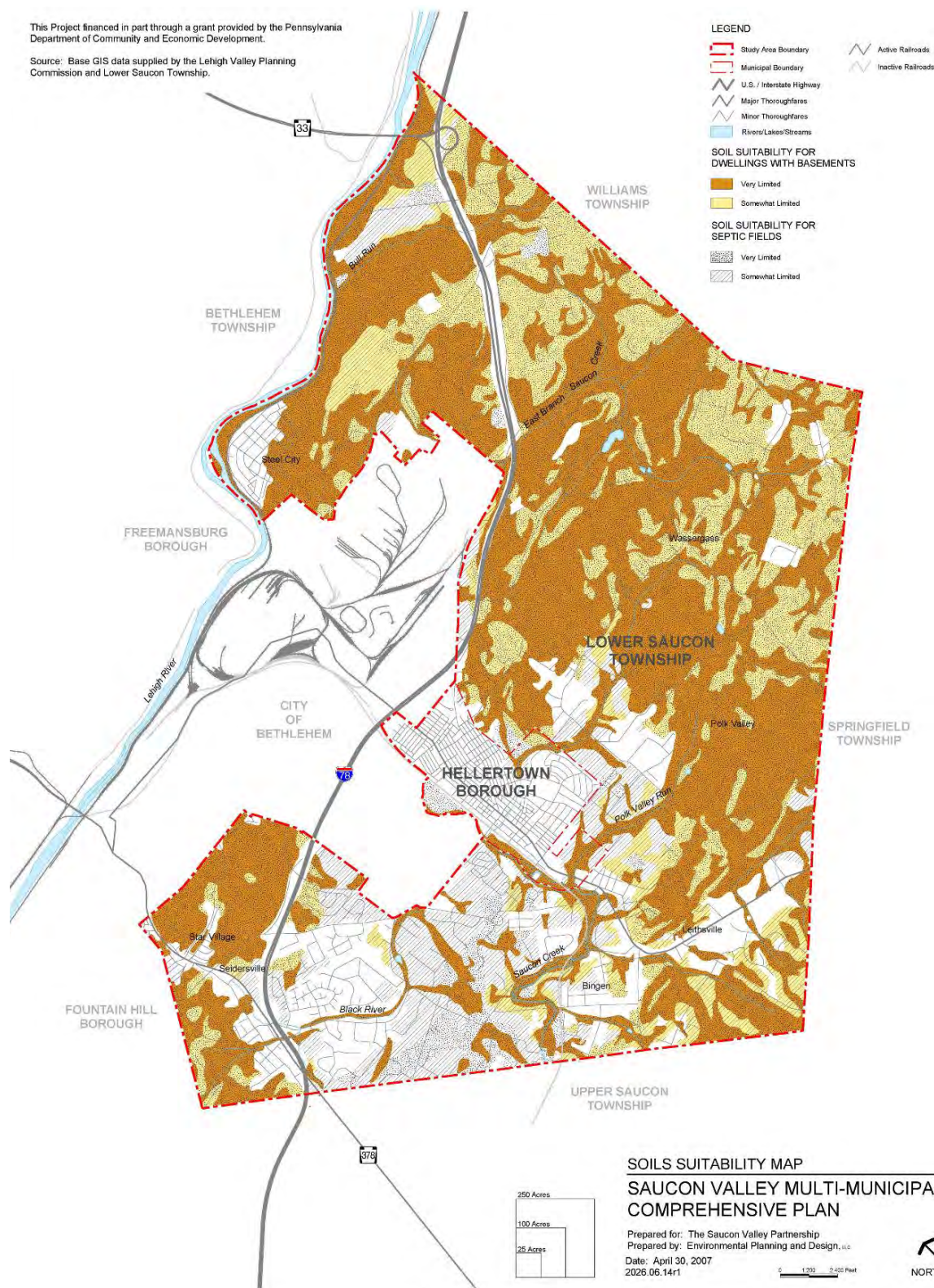


Map 10: Landform

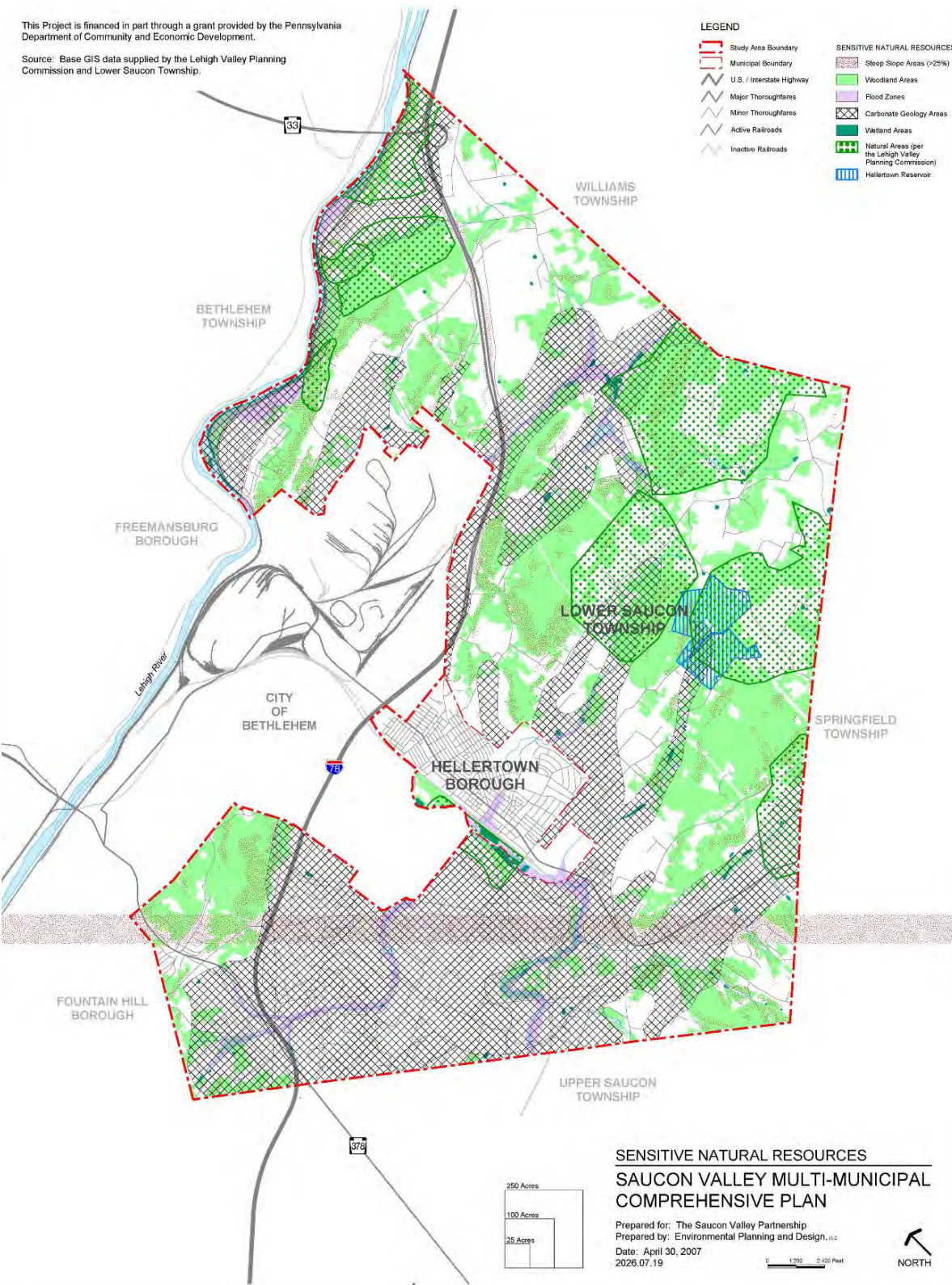


Part Three

Map 11: Soils Suitability

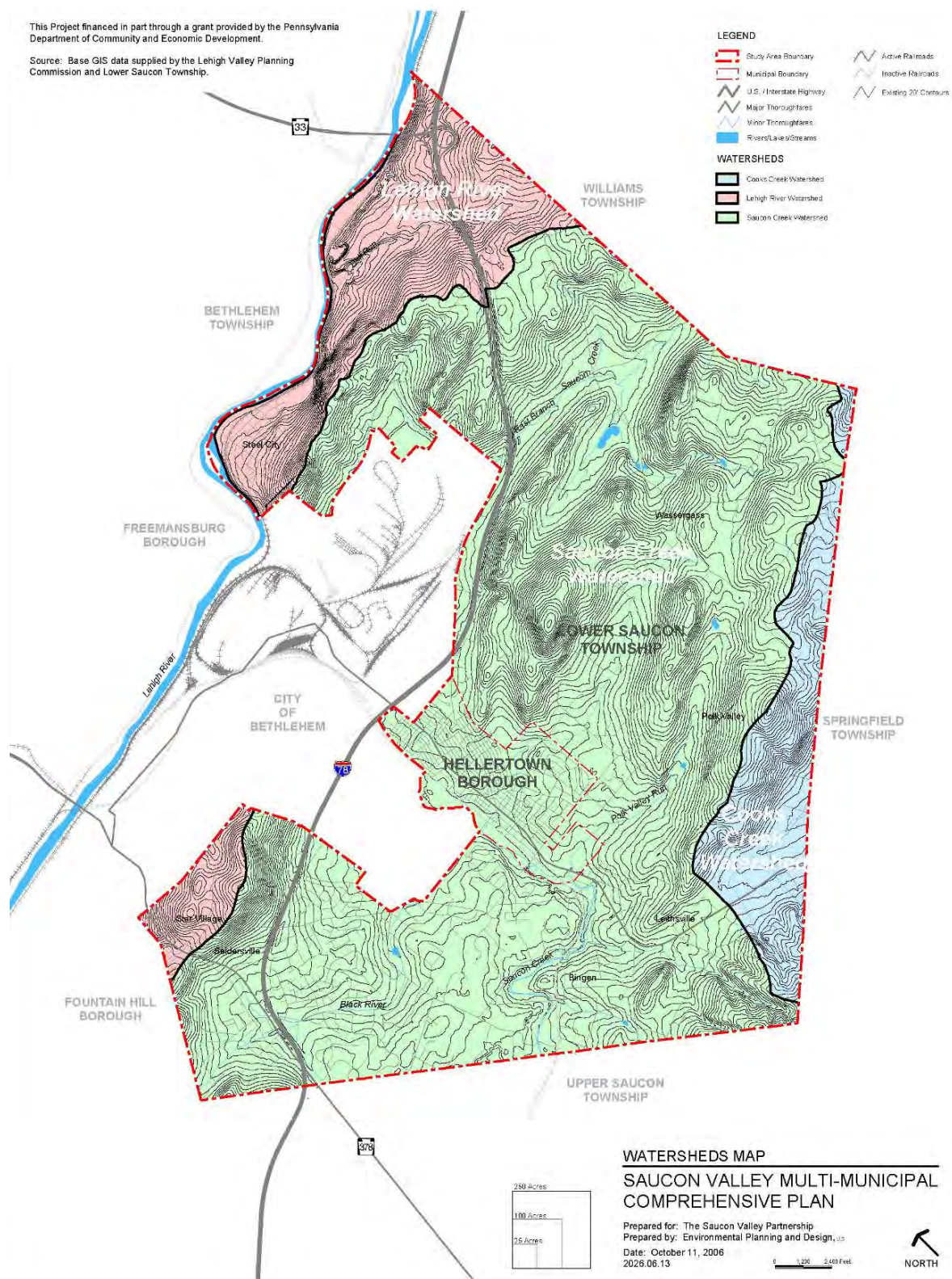


Map 12: Sensitive Natural Resources

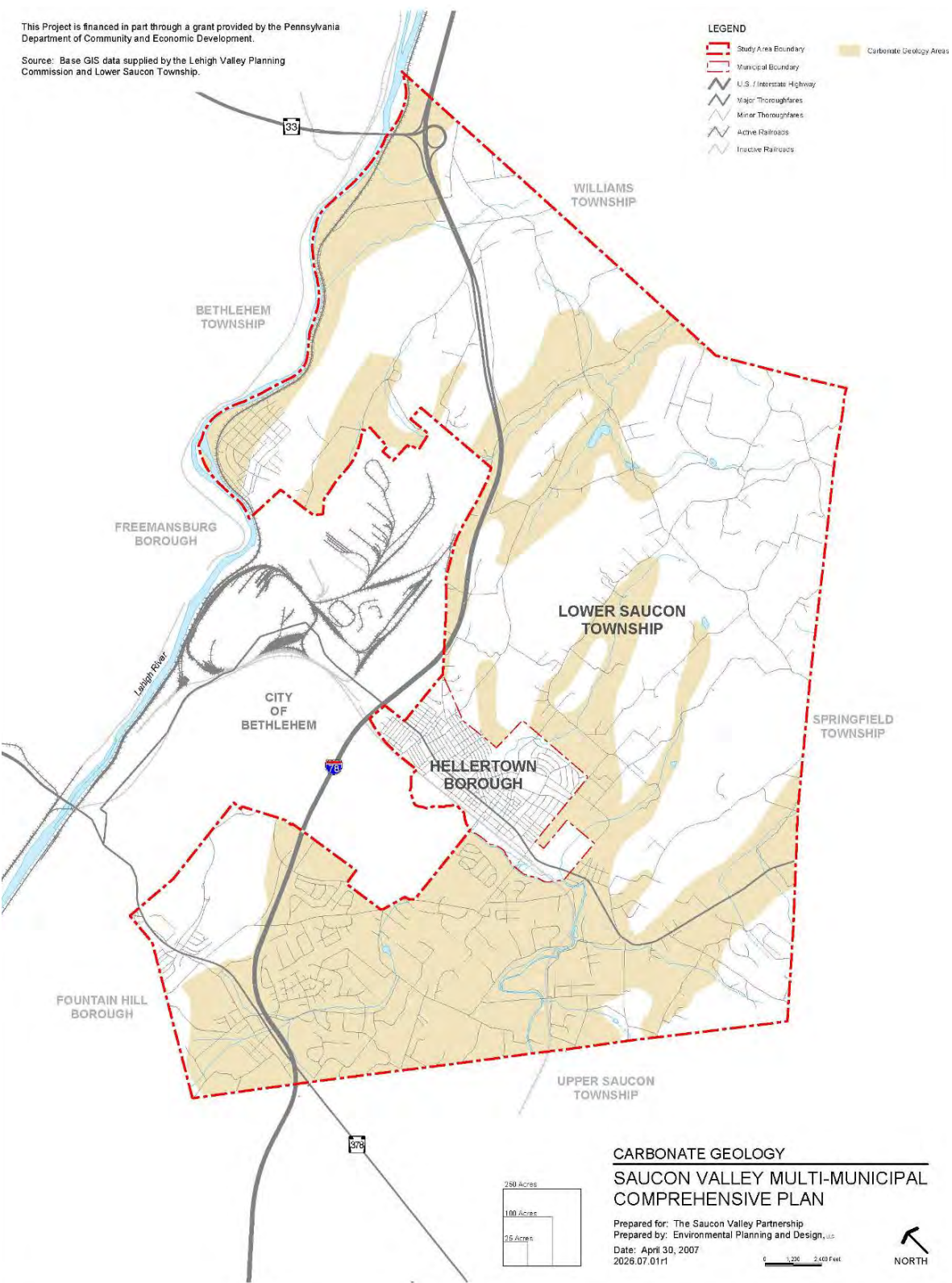


Part Three

Map 13: Watersheds

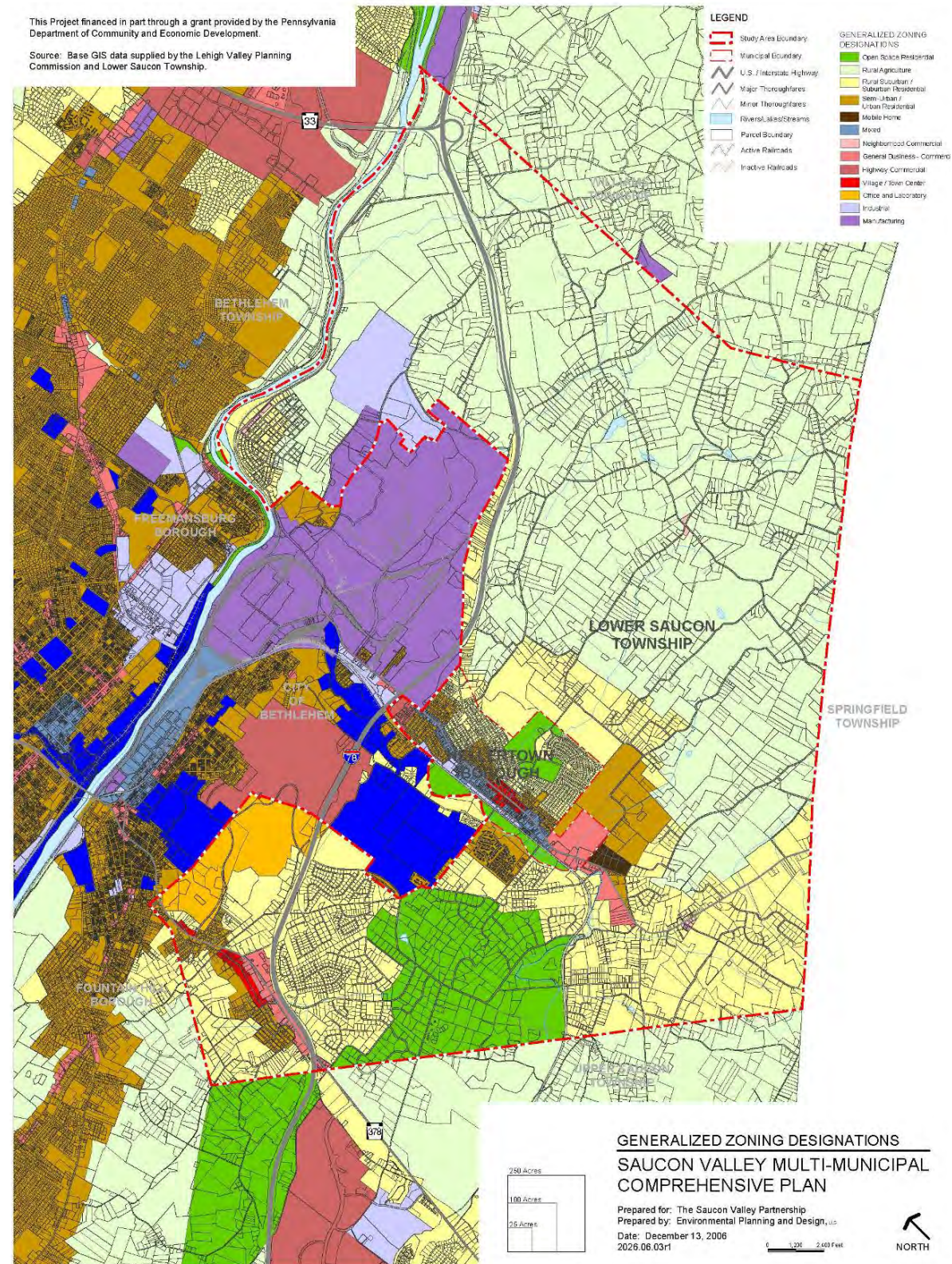


Map 14: Carbonate Geology

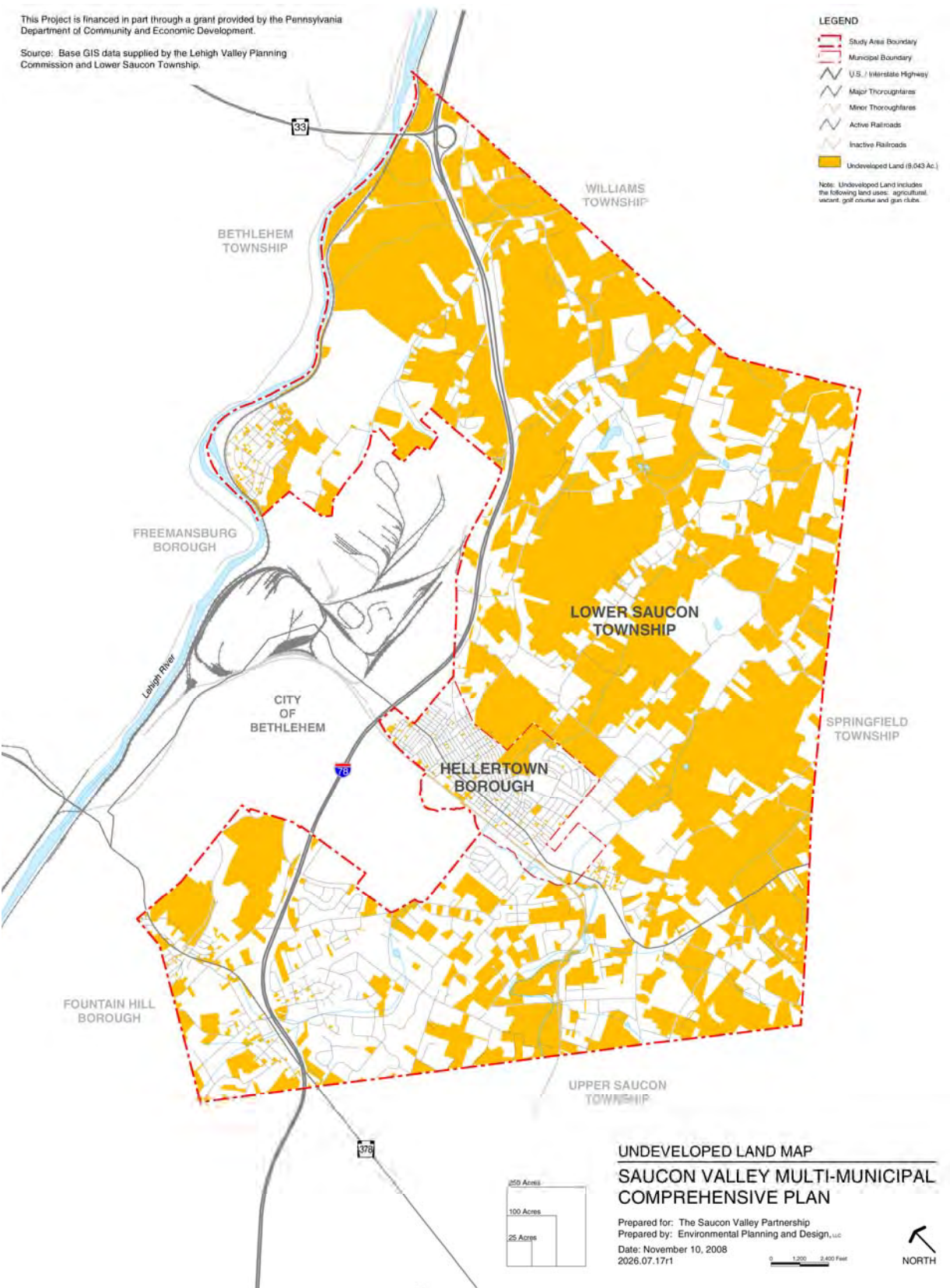


Part Three

Map 15: Generalized Zoning Designations



Map 16: Undeveloped Land



Part Three

Transportation and Infrastructure

Infrastructure

The Transportation and Infrastructure Map identifies areas with existing sanitary sewer service and the location of potable water service. Additional information related to existing services is as follows:

Lower Saucon Authority Overview

The Lower Saucon Authority currently serves over 2171 water customers and 1987 public sewer customers, primarily in the western half of the Township. Some of these are combined accounts, some water-only and some sewer-only. The Authority has six fulltime employees and one part-time. The Authority is governed by a 7-member Board, which meets monthly. It has a website at www.lowerSauconAuthority.org which has news and information on rates, planned projects, flushing schedules, water conservation / environmental issues as well as topics of interest to customers such as how to read a water meter, consumer confidence reports, etc. The Authority regularly contributes articles to the LST Newsletter. The Authority reads meters and bill quarterly. The Authority conducted a vulnerability assessment in 2004 as part of the EPA requirements and has a detailed Emergency Plan in place.

It uses ArcGIS to maintain maps and other system records and has the capability of contacting customers in an emergency using an automated phone system operated by OneCallNow. This has been used for several years to notify customers of planned maintenance (flushing, etc.) as well as any service disruptions. Although the Authority does not have formal mutual assistance pacts in place, the Authority will freely assist other local entities, (particularly Lower Saucon Township, Hellertown Borough and Authority and Upper Saucon Township), in an emergency or when there is a need to share specialized equipment. The Authority shares emergency contact and capability information with Northampton County Control and directly with surrounding utilities to assist in an emergency. The Authority is an active member of the Lehigh Valley Water Suppliers organization.

The first public water system in the Township was built by Mr. Hugh Crilly in the early 1900's on top of South Mountain in the area now known as Star Village / University Heights from springs located east of Kohler Drive. The Hetrick Water System was constructed in the 1920's to provide water to the Wydnor Subdivision located in the area of Old Philadelphia Pike and Stonestrow Road. It drew water from wells located off Evergreen Road on Mr. Hetrick's property. As the Township developed, public water service, and then sewer service was extended, mostly from west to east, as follows:

1950's - The City of Bethlehem / Bethlehem Steel Corp. constructs a 12-inch water main into Upper and Lower Saucon Townships, along Old Philadelphia Pike, to provide additional public water service to the region from the Star Reservoir.

1950's – Formation of the Lower Saucon Water Authority system to provide water service to the developing area east of Old Philadelphia Pike along Black River Road.

1976 – Water service is provided to the Bingen Area.

Background Mapping

- 1977-78 – Lower Saucon Township purchases the University Heights and Hetrick water systems to form the Wydnor / University Heights Water System.
- 1988 – An additional water feed is brought into the center of the Township with the addition of a water main from the Williams Street Tank down Creek Road to Friedensville Road and into the Township.
- 1987 - A public water system is installed in Steel City.
- 1988 - The Lower Saucon Authority, in its current form, is created by Township Council to put all non-City-owned public water systems under one organization.
- 1989 – The first major public sewer project is completed and provides public sewer service along Black River Road and East ultimately connecting to an interceptor going to the City of Bethlehem Sewage Treatment Plant.
- 1992 - The Township Council passes a resolution assigning the responsibility for allocation, supply, maintenance, ownership, planning and construction of public water systems in Lower Saucon Township to the Lower Saucon Authority.
- 1992 and 1993 – Water service is provided in stages to Applebutter Road, Ringhoffer Rd, and Skyline Drive, the final construction being completed in 2002.
- 1997 - The Township transfers the sewer system and the responsibility for its engineering, operation and maintenance to the Authority. The Township maintains control over the allocation process and extension of sewer service into new areas.
- 1999 – The water distribution system is extended to provide service to the Hellertown Park area.
- 2001-2002 – Water and Sewer service is extended to the Creekside Market Place along Route 412 near Leithsville.

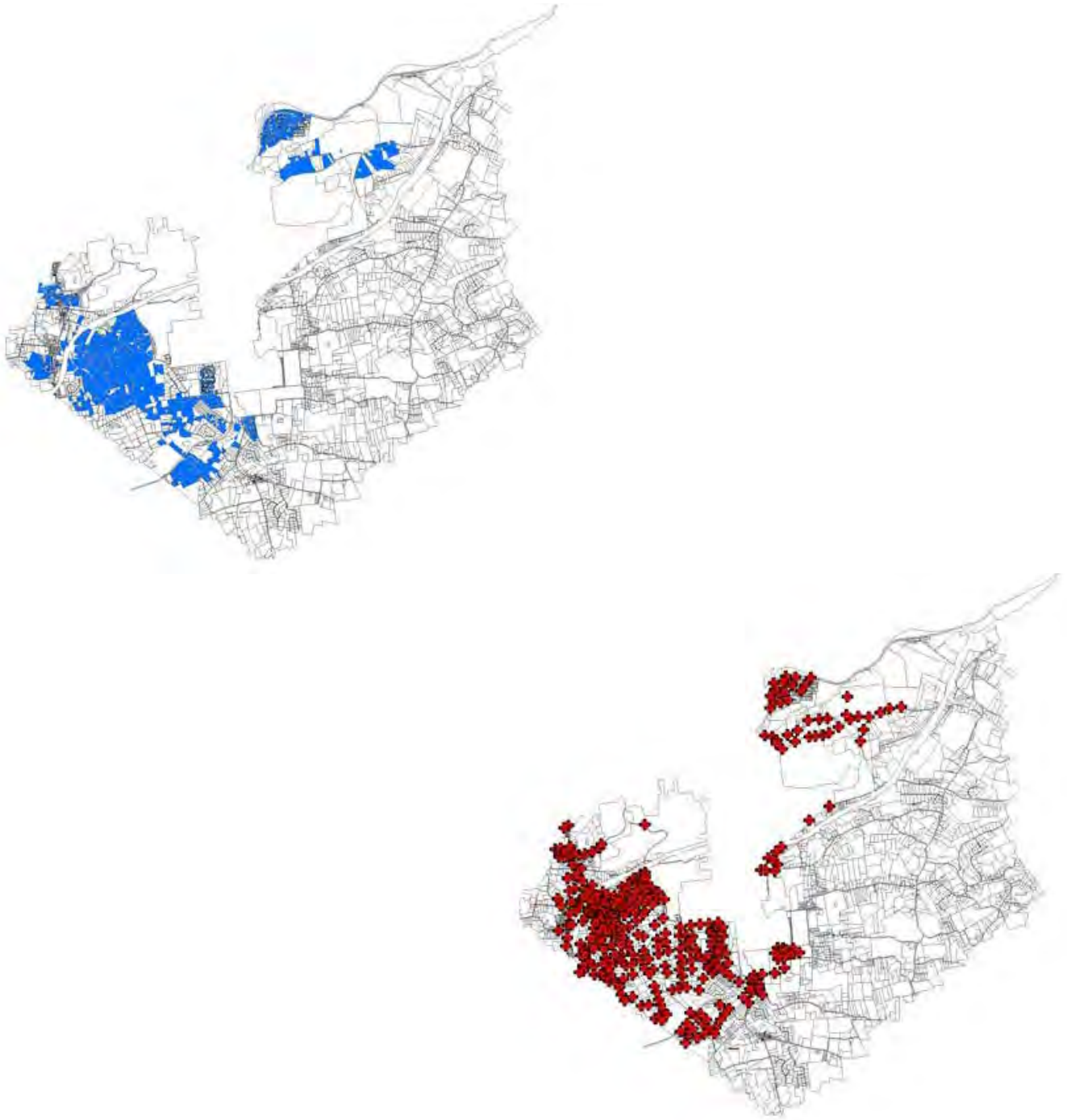
Lower Saucon Authority Water System

The Lower Saucon Authority currently serves over 2171 water customers, primarily in the western half of the Township. This includes some 264 customers in the Steel City and Applebutter Road areas. It operates and maintains some 41 miles of public water main and two water tanks (Steel City and Applebutter Road). Over 130 million gallons of water are supplied annually to our customers. The Authority purchases water from the City of Bethlehem and delivers it through the Authority's Distribution System. Currently there is no alternate supply. The Authority continually renews infrastructure and typically replaces some 1200 feet of older cast iron or galvanized 1950's and earlier vintage main with new Cement-Lined Ductile Iron Pipe each year and changes out meters for age on a 20 year cycle. Mains are flushed annually in the spring. In 2006, the Authority purchased a property on Chapel Lane, near the intersection of Apples Church and Bingen Roads, for a future water tank site in the event it is needed to reinforce pressure/fireflow at the southern end of the system should that be needed at some point. We have had preliminary discussions with the Hellertown Borough Authority to provide for an emergency water interconnection between the two water systems to provide a backup in the event of a major failure of either system. The Township has some 350 fire hydrants total (not including Hellertown Borough) with 234 owned and operated by the Authority and the remainder being owned by the City of Bethlehem, HBA or private entities (shopping centers, etc.). This information has been shared

Part Three

with the local fire companies and Northampton County Control. All LSA hydrants have Storz Adaptors installed as required by the Township.

A diagram of the Authority's current water service area followed by the locations of fire hydrants is shown below.

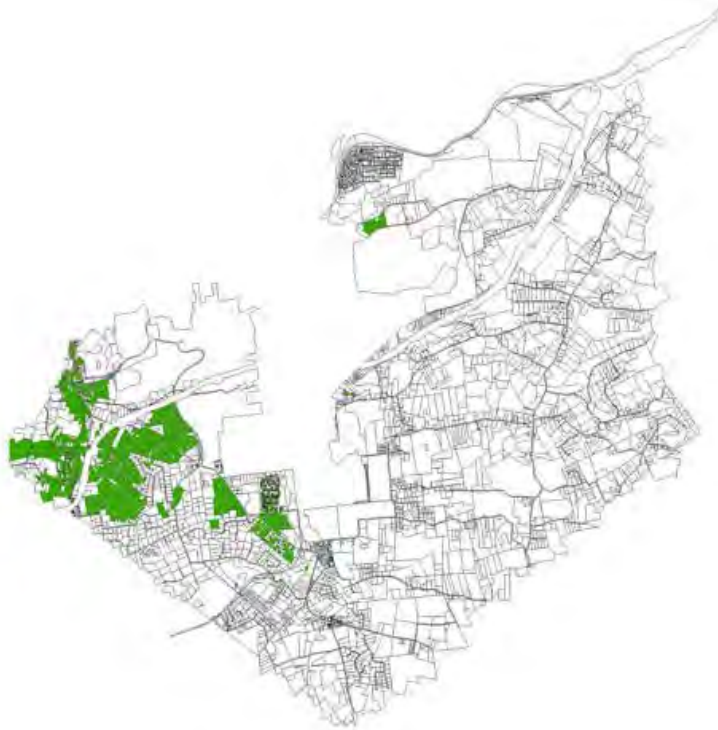


Background Mapping

Lower Saucon Authority Sewer System

The Township constructed the public sanitary sewer system in 1988-89, providing residents with public sewer service for the first time. The system conveys sewage from the western and central portions of the Township to the Waste Water Treatment Plant on Shimersville Road, operated by the City of Bethlehem. The LSA Interceptor connects with Hellertown Interceptors and the combined interceptor (18-inch) transports the combined flow northward to a COB-owned interceptor. The WWTP ultimately discharges treated flows into the upper terminus of the Saucon Creek as it flows into the Lehigh River. There are currently some 1987 LSA connections in the Township. The system consists primarily of modern SDR 35 PVC Sewer Pipe in sealed, concrete manholes, built to modern standards. There are currently some 27.7 miles of main and two pump stations (Skibo Road and Creekside) in the system. Primary flows are monitored with Marsh-McBirney Flo-Dar combined radar/ultrasonic flow detectors. It has a 664,875 GPD allocation at the COB WWTP and a 2007 Average flow of 226,966 GPD. As of late 2008, the City of Bethlehem put forth a Draft Revision to their Act 537 Plan to upgrade and expand capacity at their 50+ year-old Wastewater Treatment Plant. This is currently being reviewed.

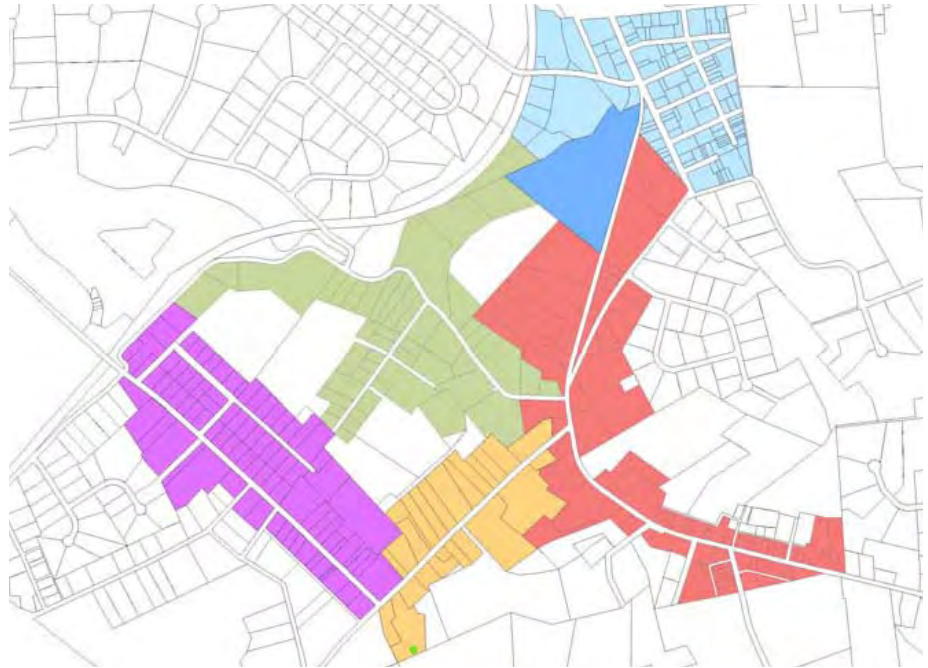
A diagram of the Authority's current sewer service area is shown below.



Part Three

Lower Saucon Township Act 537 Update and the Leithsville Sewer Project

In 2000-2001, the Creekside Marketplace Shopping Center (darker blue area in above sketch) was constructed and began operation across from Hellertown Park, along Rte 412. This area does not currently have public sanitary sewer service. In order to provide that and allow the construction to proceed, a temporary holding tank facility was installed on the east side of 412, between the Shopping Center and Hellertown Park, to handle the flows from the Center. In September 2002, the Authority added a temporary pump station to the facility, a constructed a 1,000-foot HDPE force main, to convey the flows northward to the Hellertown Borough Authority's system at a manhole near the McDonalds in Hellertown.



After conducting a Study of Needs, a number of areas, primarily with small lots, were identified as potentially needing public sewer (most immediately the Hellertown Park (light blue) and Leithsville (coral) areas. Preliminary design work favors a primarily gravity-based system which would roughly follow the Saucon Creek northward to an interconnection with the existing interceptor located in the Thomas Ironworks area. This project is currently under review.

Background Mapping

Hellertown Borough Authority Overview

The Hellertown Borough Authority (Authority) provides public water and sewer service to properties and residents primarily within the Borough of Hellertown, Pennsylvania (Borough). There are also small portions of Lower Saucon Township where the Authority provides service. There are approximately 2,550 customers receiving either water or sewer service. Customers are typically billed on a quarterly basis. There are no anticipated service issues for the foreseeable future.

Hellertown Borough Authority Water System

The Authority's water system is comprised of a 600-acre undeveloped watershed located in Polk Valley, 14 springs, and three deep wells. The depths of the springs generally range from 8 to 12-feet deep and are entirely enclosed. Water is piped from the springs through a 6-inch line to a 10-inch trunk line, which leads to a filter bed and a concrete storage reservoir. Lime is added to raise the pH of the water and all water is then disinfected. This reservoir has a capacity of 1 million gallons (MG). A second storage tank is located off of Apple Street on the opposite end of the Borough and has a capacity of 0.75 MG. The storage reservoirs due to their placement at both ends of the Borough generally provide for an even pressure distribution throughout the system.

The 14 springs (Springs) have historically provided sufficient flow to meet water demands within the Borough during the 6-month period from January through June. The springs provide good quality water and are very economical since they feed the Authority system by gravity.

Three deep wells exist within the Borough. They are Well #1 (347-feet deep), Well #2 (352-feet deep), and Well #3 (305-feet deep). Capacity for Wells #1 and #2 are approximately 750 gallons per minute (gpm) and capacity for Well #3 is approximately 400 gpm. The wells are manually operated and are generally used when the flow from the Springs is not capable of meeting the system needs. All water is disinfected before it reaches the customers.

There are approximately 23.6 miles of water lines serving the Borough ranging in size from 2-inch to 16-inches in diameter. With a few exceptions, all water is metered.

Fire hydrants are provided for public fire protection and some customers have automatic sprinkler systems for private fire protection.

There is an emergency interconnection with the City of Bethlehem; however, this connection has not been operated for many years.

There are approximately 2,523 water connections.

Part Three

Hellertown Borough Authority Sewer System

The majority of the Authority's sewer system was constructed from 1957 through 1960. The system is comprised of approximately 27 miles of sanitary lines ranging from 6-inch vitrified clay pipe to 18-inch concrete pipe. The system currently includes approximately 550 manholes and two meters located near the point of connection to the City of Bethlehem interceptor at the northwest portion of the Borough. Sewage from the system flows through that interceptor to the Bethlehem Wastewater Treatment Plant. The average day capacity allocated for treatment of the Authority's wastewater at the Bethlehem plant is 802,000 gallons per day (gpd).

The Authority system has been extended to two other areas within the Borough since the original construction. These additions included the construction of a pumping station and force main in the northeast portion of the Borough along Easton Road and Cherry Lane to serve residential properties. In addition, a pumping station and force main were constructed in the southern portion of the Borough in the Spring Hill Shopping Center (now called the Shoppes at Springhill) along Main Street to serve primarily commercial facilities. Both pump stations were constructed in 1976.

There are approximately 2,489 sewer connections.

Transportation

The Transportation and Infrastructure map also displays transportation issues such as traffic counts, bus routes, roadways of concern and areas previously suggested for enhancement/improvement by other locally defined development projects' traffic reports. Some projects have been completed as part of recent development, some projects are underway and others remain to be pursued. The most recently available traffic trend information applicable to the Lower Saucon and Hellertown region has been prepared as part of the Lehigh Valley Planning Commission's work.

The LVPC's 2008 traffic trends report identifies that the intersection of Seidersville Road and Hickory Hill Rd./Mountain Rd. in Lower Saucon Township has an average daily traffic count of 1,470 vehicles. The LVPC's 2006 traffic trends report identifies the Route 378 Shopping Center Entrance and Raders Lane intersection having an average daily traffic count of 18,500 vehicles.

Other traffic trend information for the Township or Borough has not been included in these LVPC reports. Other existing traffic counts noted on the map are based upon data provided by PennDOT. Consequently, based on:

1. Level and dates of available existing transportation-related data,
2. Scope of work applicable to this stage of the communities' comprehensive planning and
3. Focus of priority planning issues which emerged as part of this Plan's public participation process,

A summary of available traffic level of service projections are included the following tables.

Background Mapping

These LEVEL OF SERVICE PROJECTIONS have been prepared as part of past development project submissions as presented to the Township and/or to the Borough.

Accompanying traffic analysis background information is presented in the Comprehensive Plan's Appendix.

Recommendations for obtaining a more comprehensive inventory of current traffic counts/developing pertinent traffic data for the communities' overall roadway network are outlined in Part 1.

INT. NO.	INTERSECTION NAME	1999 PEAK HOUR NO DEVELOPMENT	2010 PEAK HOUR NO DEVELOPMENT	2010 PEAK HOUR WITH DEVELOPMENT	2010 PEAK HOUR w/ DEVELOPMENT & IMPROVEMENTS
1	SR 3004 (Friedensville & Hickory Hill Rds), SR 3003 (Bingen Rd) & Mountain Dr	B (B) 7.7 sec (8.5 sec)	B (C) 9.1 sec (20.8 sec)	B (D) 9.5 sec (33.2 sec)	B (B) 9.5 sec (13.6 sec)
	EB - left/thru/right	B (B)	B (B)	B (B)	B (B)
	WB - left	B (B)	B (B)	B (B)	B (C)
	WB - thru/right	B (B)	B (B)	B (B)	B (B)
	NB - left/thru/right	B (B)	B (B)	B (B)	B (B)
	SB - left/thru/right	B (B)	B (F)	B (F)	B (C)
2	SR 3004 (Friedensville Rd) & Creek Rd	A (A) 0.4 sec (0.4 sec)	A (A) 0.5 sec (0.5 sec)	A (A) 0.5 sec (0.6 sec)	A (A) 0.5 sec (0.6 sec)
	EB - left/thru	A (A)	A (A)	A (A)	A (A)
	WB - thru/right	A (A)	A (A)	A (A)	A (A)
	SB - left/right	B (B)	C (C)	C (C)	C (C)
3	SR 412 (Main St) & SR 3004 (Water St)	B (B) 9.6 sec (10.3 sec)	* (*) * (*)	* (*) * (*)	D (D) 25.8 sec (26.8 sec)
	EB - left	C (C)	* (*)	* (*)	C (D)
	EB - thru/right	B (B)	B (B)	B (B)	B (C)
	WB - left	B (B)	B (B)	B (B)	C (D)
	WB - thru/right	B (B)	B (B)	B (B)	D (D)
	NB - left	B (C)	E (E)	E (F)	D (B)
	NB - thru/right	B (B)	C (B)	C (B)	C (B)
	SB - left	B (B)	B (B)	B (B)	B (B)
	SB - thru/right	B (B)	B (B)	B (B)	D (E)
4	SR 3004 (Friedensville Road) & Society Hill/ Saucon View Drives	A (A) 1.2 sec (0.6 sec)	A (A) 1.2 sec (0.6 sec)	A (A) 2.1 sec (1.2 sec)	A (A) 2.1 sec (1.2 sec)
	EB - left/thru/right	A (A)	A (A)	A (A)	A (A)
	WB - left	A (A)	A (A)	A (A)	A (A)
	WB - thru/right	A (A)	A (A)	A (A)	A (A)
	NB - left/thru	B (C)	C (C)	C (C)	C (C)
	NB - right	A (A)	A (A)	A (A)	A (A)
	SB - left/thru/right	na	na	B (C)	B (C)

A - AM Level Of Service

(A) - PM Level Of Service

sec - delay

* - delay is meaningless when v/c is greater than 1.2

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Part Three

AM Peak Hour					
Intersection	Existing	2007 Base	2007 Projected	2017 Base	2017 Projected
Main Street & Cherry Lane					
Eastbound Left/Through/Right	B	C	C	C	C
Westbound Left/Through/Right	F (65.3)	-	-	-	-
Westbound Left/Through	-	C	C	C	C
Westbound Right	-	D	D	E	E
Northbound Left/Through/Right	A	C	C	E	E
Southbound Left/Through/Right	B	-	-	-	-
Southbound Left	-	A	A	B	B
Southbound Through/Right	-	A	A	A	A
Overall Intersection	-	B	C	D	D
Main Street & High Street					
Eastbound Left/Through/Right	C	C	C	C	C
Westbound Left/Through/Right	C	C	C	C	C
Northbound Left/Through/Right	B	B	B	C	C
Southbound Left	A	A	A	A	A
Southbound Through/Right	A	A	A	B	B
Overall Intersection	B	B	B	C	C
Main Street & Linden Avenue					
Westbound Left/Right	D	D	D	F (79.7)	F (79.7)
Southbound Left/Through	A	A	A	B	B
Easton Road & Cherry Lane					
Eastbound Left/Right	B	B	B	B	B
Northbound Left/Through	A	A	A	A	A
Easton Road & High Street					
Eastbound Left/Right	A	A	A	B	B
Northbound Left/Through	A	A	A	A	A
Cherry Lane & Oakridge Driveway					
Westbound Left/Through	-	-	A	-	A
Northbound Left/Right	-	-	B	-	B
Easton Road & Stonewood Driveway					
Eastbound Left/Right	-	-	A	-	B
Northbound Left/Through	-	-	A	-	A

Background Mapping

PM Peak Hour					
Intersection	Existing	2007 Base	2007 Projected	2017 Base	2017 Projected
Main Street & Cherry Lane					
Eastbound Left/Through/Right	C	C	C	C	C
Westbound Left/Through/Right	D	-	-	-	-
Westbound Left/Through	-	C	C	C	C
Westbound Right	-	C	C	C	C
Northbound Left/Through/Right	A	B	B	C	C
Southbound Left/Through/Right	B	-	-	-	-
Southbound Left	-	B	B	C	C
Southbound Through/Right	-	A	A	B	B
Overall Intersection	-	B	B	C	C
Main Street & High Street					
Eastbound Left/Through/Right	C	C	C	C	C
Westbound Left/Through/Right	C	C	C	D	D
Northbound Left/Through/Right	A	B	B	B	B
Southbound Left	A	A	A	A	A
Southbound Through/Right	B	B	B	D	D
Overall Intersection	B	B	B	C	C
Main Street & Linden Avenue					
Westbound Left/Right	C	D	D	F (76.8)	F (78.1)
Southbound Left/Through	A	A	A	B	B
Easton Road & Cherry Lane					
Eastbound Left/Right	B	B	B	B	C
Northbound Left/Through	A	A	A	A	A
Easton Road & High Street					
Eastbound Left/Right	B	B	B	B	B
Northbound Left/Through	A	A	A	A	A
Cherry Lane & Oakridge Driveway					
Westbound Left/Through	-	-	A	-	A
Northbound Left/Right	-	-	B	-	B
Easton Road & Stonewood Driveway					
Eastbound Left/Right	-	-	B	-	B
Northbound Left/Through	-	-	A	-	A

Part Three

HELLERTOWN ROAD, I-78 WB RAMP & SILVEX ROAD

APPROACH	2003 AM	2003 PM	2003 AM WITH DEV	2003 PM WITH DEV	2013 AM	2013 PM	2013 AM WITH DEV	2013 PM WITH DEV
EB – left, thru, right	C	C	C	C	E	F	E	F
WB – left, thru	C	E	C	E	F	F	F	F
WB – right	C	C	C	C	C	C	C	C
NB – left	A	C	A	C	B	B	B	C
NB – thru	B	D	C	D	D	E	E	E
NB – right	A	A	A	A	A	A	A	A
SB – left	B	F	C	F	F	D	F	D
SB – thru, right	A	B	A	C	B	B	B	B

HELLERTOWN ROAD, I-78 EB RAMP & KICHLIN AVENUE

APPROACH	2003 AM	2003 PM	2003 AM WITH DEV	2003 PM WITH DEV	2013 AM	2013 PM	2013 AM WITH DEV	2013 PM WITH DEV
EB – left, thru, right	C	C	C	C	C	B	C	B
WB – left, thru	D	D	E	D	E	E	F	F
WB – right	A	A	A	A	A	A	A	A
NB – left	A	B	A	B	B	B	B	B
NB – thru	B	C	B	C	C	E	D	E
NB – right	A	A	A	A	A	A	A	A
SB – left	B	B	C	B	D	C	D	C
SB – thru, right	A	B	B	C	B	D	B	E

HELLERTOWN ROAD, KIERNAN AVENUE & CHERRY LANE

APPROACH	2003 AM	2003 PM	2003 AM WITH DEV	2003 PM WITH DEV	2013 AM	2013 PM	2013 AM WITH DEV	2013 PM WITH DEV
EB – left, thru, right	F	F	F	F	F	F	F	F
WB – left, thru, right	D	F	F	F	F	F	F	F
NB – left, thru, right	A	B	A	B	A	B	A	B
SB – left	B	B	B	B	B	B	B	C
SB – thru, right	A	A	A	A	A	A	A	A

CHERRY LANE & EASTON ROAD

APPROACH	2003 AM	2003 PM	2003 AM WITH DEV	2003 PM WITH DEV	2013 AM	2013 PM	2013 AM WITH DEV	2013 PM WITH DEV
EB – left, right	B	B	B	B	B	C	B	C
NB – left, thru	A	A	A	A	A	A	A	A
SB – thru, right	A	A	A	A	A	A	A	A

CHERRY LANE & APARTMENT ENTRANCE

APPROACH	2003 AM WITH DEV	2003 PM WITH DEV	2013 AM WITH DEV	2013 PM WITH DEV
EB – left, thru	A	A	A	A
SB – left, right	A	A	B	B

Background Mapping

Intersection	AM Peak Hour						
	Existing	2004 Base	2004 Projected	2004 Proj. w/Imp.	2014 Base	2014 Projected	2014 Proj. w/Imp.
Main Street & Walnut Street							
Eastbound Left	-	-	-	-	-	-	C
Eastbound Left/Through/Right	C	C	C	-	C	C	C
Westbound Left	-	-	-	-	-	-	C
Westbound Left/Through/Right	C	C	C	-	C	C	B
Northbound Left	-	-	-	-	-	-	A
Northbound Left/Through/Right	A	B	B	-	B	C	A
Southbound Left	-	-	-	-	-	-	A
Southbound Left/Through/Right	A	B	B	-	B	B	A
Overall Intersection	B	B	B	-	C	B	B
Main Street & Penn Street							
Westbound Left/Right	B	B	B	-	B	B	B
Northbound Through/Right	A	A	A	-	A	A	A
Southbound Left/Through	A	A	A	-	B	B	B
Overall Intersection	A	A	A	-	B	B	B
Main Street & McAdoo Ave/Park Valley Road							
Westbound Left/Right	F(139.9)	F(129.9)	F(135.9)	-	F(778.2)	F(805.9)	C
Southbound Left	A	A	A	-	B	B	A
Southbound Through	-	-	-	-	-	-	B
Northbound Through/Right	-	-	-	-	-	-	A
Overall Intersection	-	-	-	-	-	-	A
Walnut Street & Front Street							
Eastbound Left/Through	A	A	A	-	A	A	-
Southbound Left/Right	B	B	B	-	B	B	-
Main Street & Driveway A							
Eastbound Left/Right	-	-	C	-	-	F(85.5)	-
Northbound Left/Through	-	-	A	-	-	A	-
Main Street & Driveway B							
Eastbound Right	-	-	B	-	-	C	-
Front Street & Driveway C							
Westbound Left/Right	-	-	A	-	-	A	-
Southbound Left/Through	-	-	A	-	-	A	-
Front Street & Driveway D							
Westbound Left/Right	-	-	A	-	-	A	-

Part Three

Intersection	PM Peak Hour						
	Existing	2004 Base	2004 Projected	2004 Proj. w/Imp.	2014 Base	2014 Projected	2014 Proj. w/Imp.
Main Street & Walnut Street							
Eastbound Left	-	-	-	-	-	-	C
Eastbound Left/Through/Right	C	C	C	C	C	D	C
Westbound Left	-	-	-	-	-	-	C
Westbound Left/Through/Right	D	E(61.0)	E(65.7)	C	F(128.2)	F(131.0)	C
Northbound Left	-	-	-	-	-	-	A
Northbound Left/Through/Right	B	B	B	B	F(39.3)	D	A
Southbound Left	-	-	-	-	-	-	B
Southbound Left/Through/Right	B	B	A	A	B	A	A
Overall Intersection	B	B	B	D	E(62.8)	D	B
Main Street & Penn Street							
Westbound Left/Right	B	B	B	-	C	C	C
Northbound Through/Right	A	A	A	-	A	A	A
Southbound Left/Through	A	A	A	-	B	B	C
Overall Intersection	A	A	A	-	B	B	B
Main Street & Meadow Ave/Polk Valley Road							
Westbound Left/Right	F(72.9)	E(77.3)	F(310.6)	-	E(694.2)	F(745.12)	E(70.0)
Southbound Left	A	A	B	-	B	B	C
Southbound Through	-	-	-	-	-	-	C
Northbound Through/Right	-	-	-	-	-	-	A
Overall Intersection	-	-	-	-	-	-	B
Walnut Street & Front Street							
Eastbound Left/Through	A	A	A	-	A	A	-
Southbound Left/Right	B	B	B	-	B	B	-
Main Street & Driveway A							
Eastbound Left/Right	-	-	E(48.0)	-	-	F(589.3)	-
Northbound Left/Through	-	-	A	-	-	A	-
Main Street & Driveway B							
Eastbound Right	-	-	C	-	-	D	-
Front Street & Driveway C							
Westbound Left/Right	-	-	A	-	-	A	-
Southbound Left/Through	-	-	A	-	-	A	-
Front Street & Driveway D							
Westbound Left/Right	-	-	A	-	-	A	-

Background Mapping

Intersection	2002 current	2002 with Signal	2012 existing	2012 with Signal	2012 with Signal & NB/SB Turn Lanes
Meadows Rd at Friedensville Rd, SR 3004					
NB	F(D)	C(C)	F(F)	C(C)	
EB	A(A)	B(A)	A(A)	B(B)	
WB	A(A)	A(A)	A(A)	B(A)	
Meadows Rd at Skibo Rd					
NB	A(A)		A(A)		
SB	A(A)		B(B)		
WB	A(A)		A(A)		
Meadows Rd / Springtown Hill Rd at SR 412					
NB	A(A)	A(B)	A(B)	B(C)	A(B)
SB	A(A)	A(B)	A(B)	B(B)	A(B)
EB	F(F)	C(C)	F(F)	C(D)	C(C)
WB	D(F)	C(C)	F(F)	C(D)	C(C)

AM (PM)

Part Three

Baseline PM Peak Hour Contribution

This map is based on a generalized traffic analysis study completed in conjunction with the Buildout Scenarios described in Part 1. The analysis first considers the existing traffic count data as available through PennDOT and tabulates a relative number of trips which could occur if land were built to the level which zoning currently would permit. This map evaluates these impacts in context of a “Peak Hour” contribution as defined by the ITE. The results were broken down into three classifications: 0-300 trips, 301-1,500 trips, and 1,501 to 3,900 trips. On the map, as the number of projected trips increase, the shading illustrated darkens for each of the Traffic Analysis Zones (TAZ) studied.

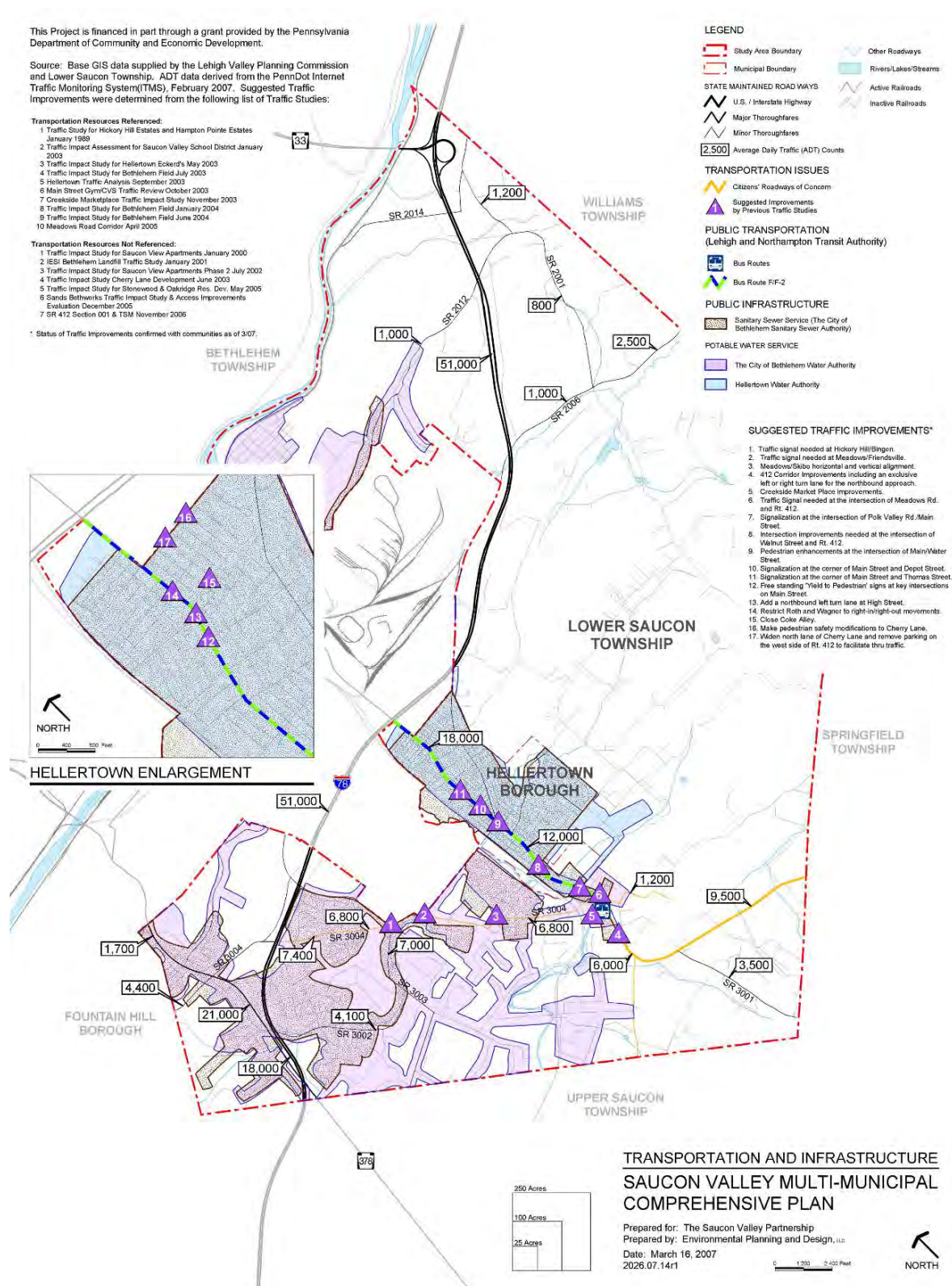
Community Facilities

The location and proximity of important Community Facilities such as natural amenities (rivers, lakes, streams), cemeteries, schools, recreational areas, and historic sites are shown on this map.

Population Density

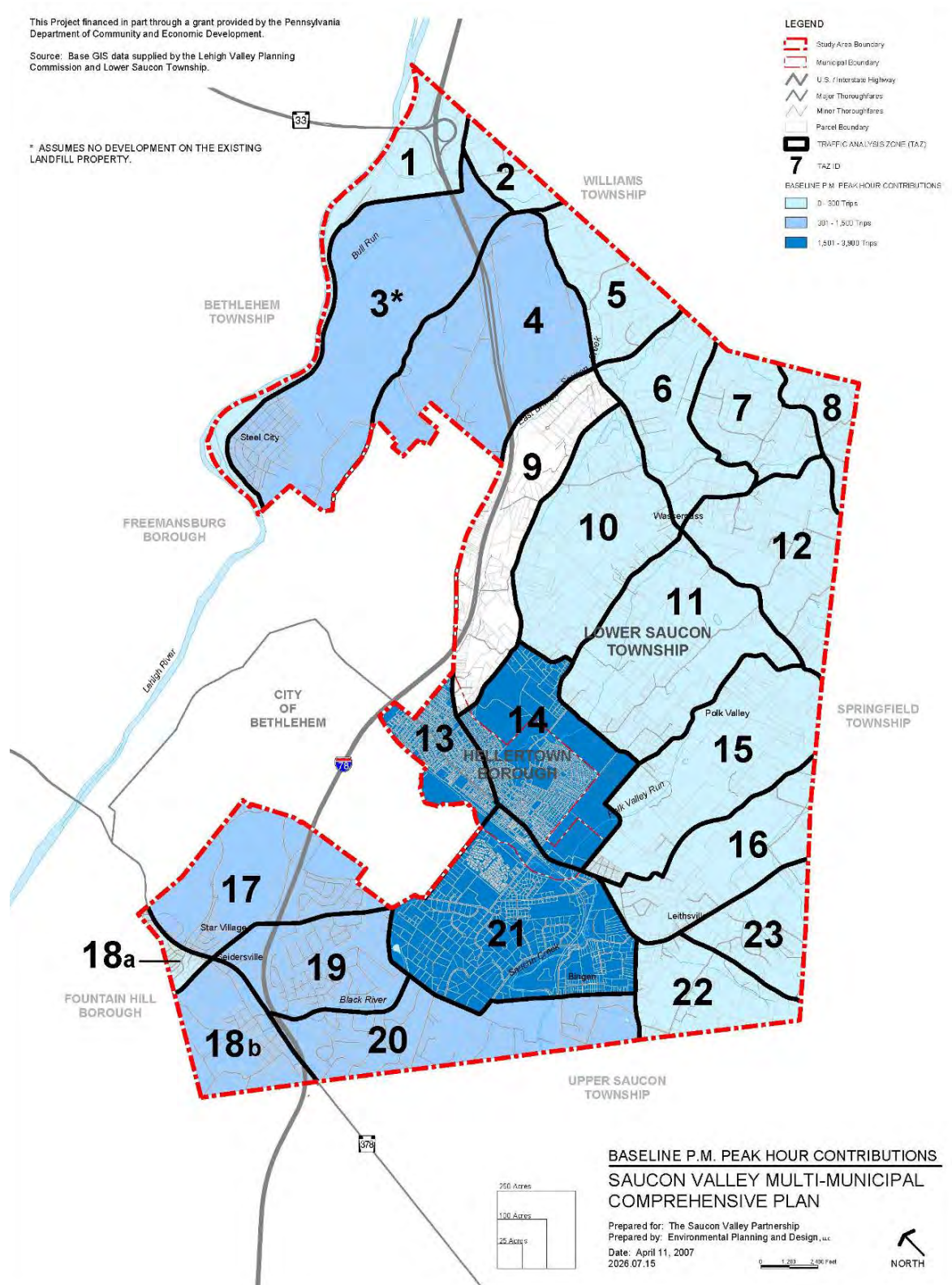
This map illustrates the Population Density, or the number of people per acre (based on 2000 US census data), of the Saucon Valley area. Both historically and currently, the area with the highest density is Hellertown Borough.

Map 17: Transportation and Infrastructure

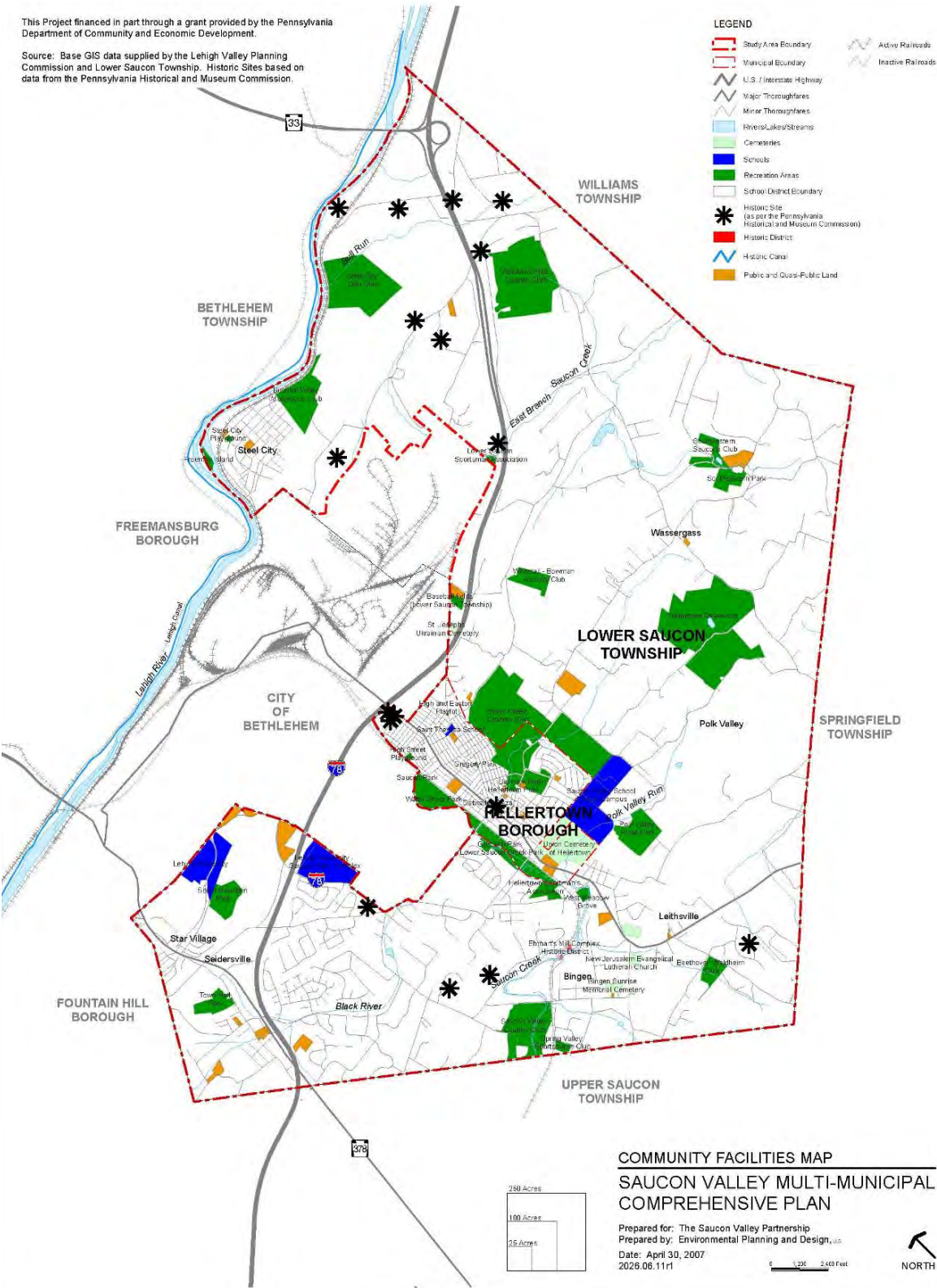


Part Three

Map 18: Baseline PM Peak Hour Contribution

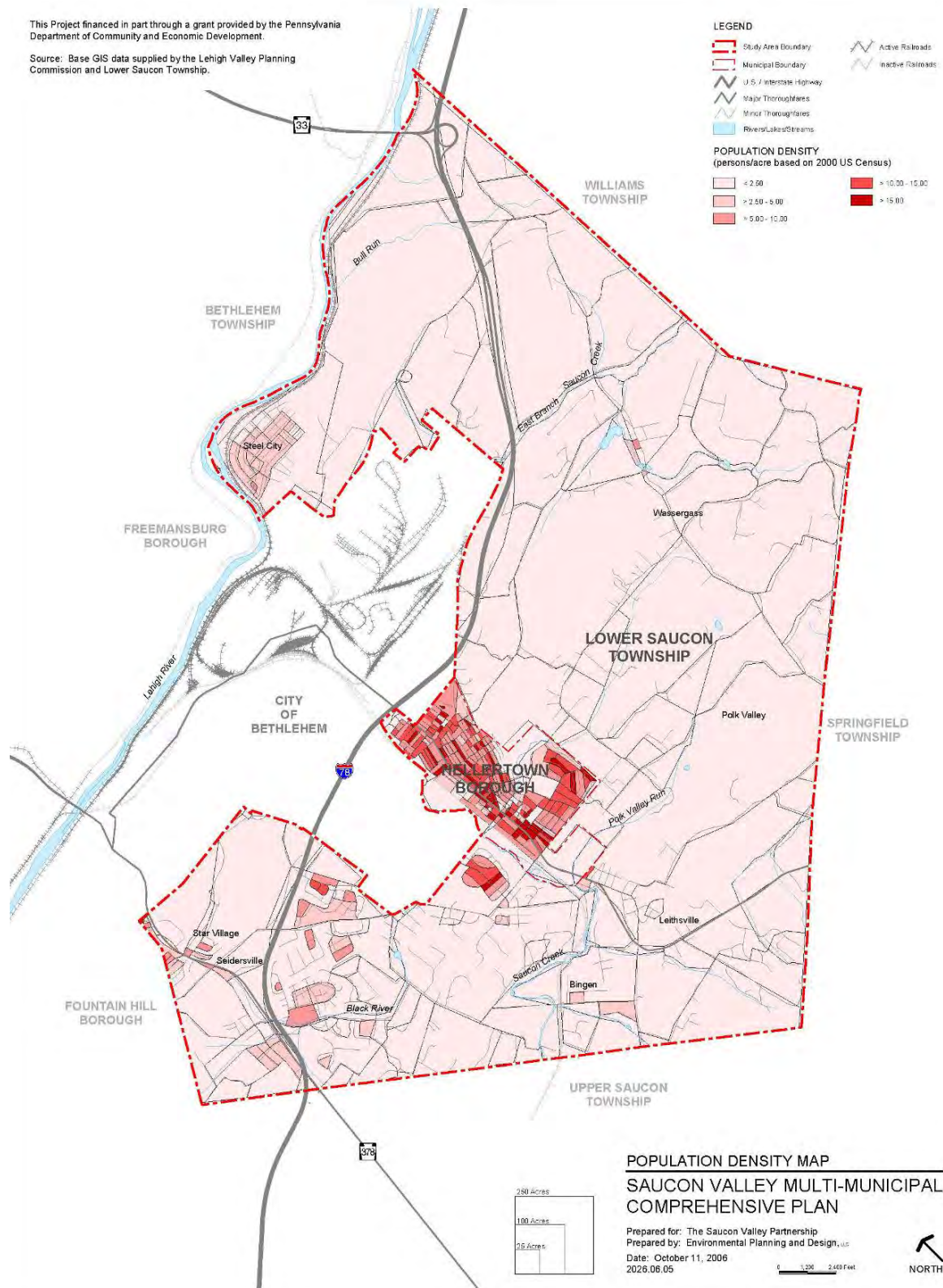


Map 19: Community Facilities



Part Three

Map 20: Population Density





The following summary identifies and evaluates the Saucon Valley communities' recent population, housing, education and economic characteristics and trends. To gain an understanding of the communities' demographics within the context of regional trends, some data examined for Hellertown Borough and Lower Saucon Township are compared to trends occurring in neighboring municipalities and county-wide.

Population

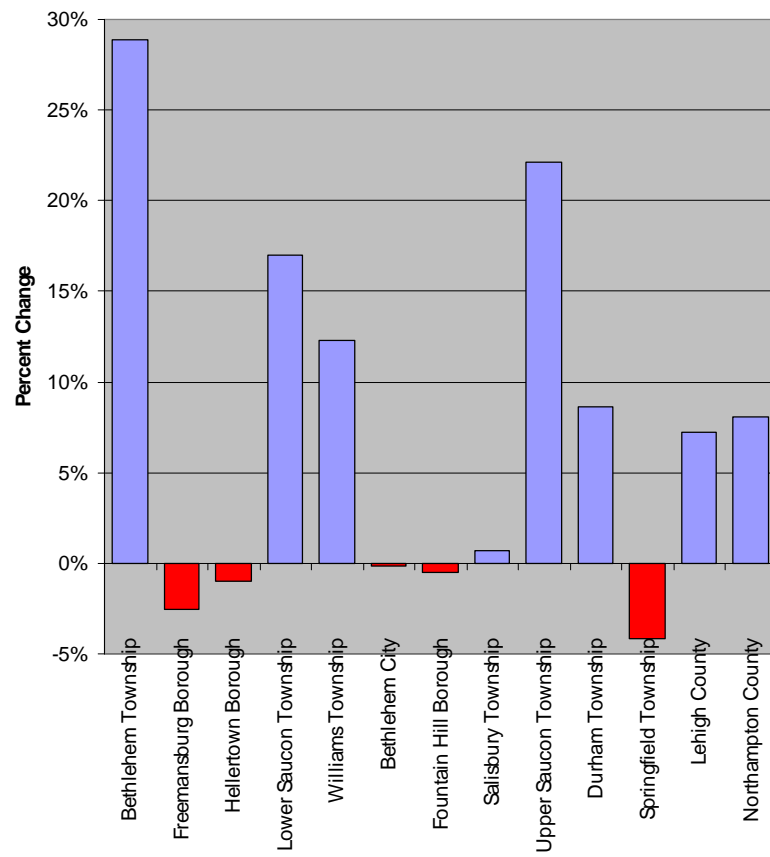
As a region, the Saucon Valley experienced an increase in population between 1990 and 2000. Of the borough communities, Hellertown has the largest number of residents (5,600); its population level has remained steady for nearly 20 years. Lower Saucon's population (9,884) is the fourth largest Township in total number of residents and experienced the third highest rate of growth for all communities studied (17% increase). Other surrounding boroughs, such as Fountain Hill and Freemansburg, featured a similarly consistent or slight decrease in population levels over the same time period. Population trends in Bethlehem, Williams, Upper Saucon and Durham Townships signify that the majority of the region's growth and/or migration of new residents occurred in the Township communities. Springfield was the only examined township that recently lost population. In Saucon Valley, residents comprised 6% of Northampton County's total population. Information relevant to potential population projections as developed by the Lehigh Valley Planning Commission as well as potential growth based upon the communities' build-out scenario work completed as part of this planning process are presented in the Future Land Use and Housing Plan discussion included in Part 1 of this document.

Table 2: Population (1990 to 2000)

Community	Population	
	1990	2000
Bethlehem Township	16,425	21,171
Freemansburg Borough	1,946	1,897
Hellertown Borough	5,662	5,606
Lower Saucon Township	8,448	9,884
Williams Township	3,982	4,470
Bethlehem City	71,428	71,329
Fountain Hill Borough	4,637	4,614
Salisbury Township	13,401	13,498
Upper Saucon Township	9,775	11,939
Durham Township	1,209	1,313
Springfield Township	5,177	4,963
Bucks County	541,174	597,635
Lehigh County	291,130	312,090
Northampton County	247,105	267,066

Part Three

Chart 1: Population Change (1990 to 2000)



Population Density

Population density measures the average number of persons living within a distinct unit of area. Within Hellertown Borough, an average of 6.74 residents lives within each acre. Hellertown's population density, as is often found in older, fully developed boroughs, is higher than all communities evaluated with the exception of Fountain Hill Borough. Population density within Townships studied varies from 0.22 to 2.25 people per acre. Lower Saucon Township, featuring a density of 0.64 people per acre, has the median density of the seven townships examined. The community's density also increased approximately 15% in the last decade – one of the region's highest rates of change. Saucon Valley's 16,400 acres account for nearly 7% of Northampton County's total acreage.

Table 3: Population Density

Community	Geographic Size		Population Density (people per acre)		
	sq.mi.	acres	1990	2000	% Change
Bethlehem Township	14.7	9,408	1.75	2.25	22%
Freemansburg Borough	0.8	512	3.80	3.71	-3%
Hellertown Borough	1.3	832	6.81	6.74	-1%
Lower Saucon Township	24.3	15,552	0.54	0.64	15%
Williams Township	18.7	11,968	0.33	0.37	11%
Bethlehem City	19.4	12,416	5.75	5.74	0%
Fountain Hill Borough	0.7	448	10.35	10.30	0%
Salisbury Township	11.1	7,104	1.89	1.90	1%
Upper Saucon Township	24.7	15,808	0.62	0.76	18%
Durham Township	9.4	6,016	0.20	0.22	8%
Springfield Township	30.8	19,712	0.26	0.25	-4%
Bucks County	622	398,080	1.36	1.50	9%
Lehigh County	348	222,720	1.31	1.40	7%
Northampton County	377	241,280	1.02	1.11	7%

Part Three

Age

Several trends concerning age are common to the Saucon Valley communities. Between 1990 and 2000, Hellertown Borough and Lower Saucon Township both experienced trends also generally consistent with surrounding communities:

1. Increase in the number of 35 to 55 year-olds;
2. Increase in those aged 75 or older; and
3. Decrease in the number of 20 to 34 year-olds.

In making further comparisons, Hellertown Borough's most significant population loss in the last decade occurred in the number of 60 to 74 year olds while Lower Saucon Township's population within this age group remained relatively constant. Lower Saucon experienced significant increases in the number of school-aged children (under 19) in comparison to Hellertown Borough. Hellertown experienced an increase in the number of 10 to 19 year olds, but not those less than 10 years old – signifying that slightly fewer young children live in the community than in previous years.

Chart 2: Hellertown Population by Age

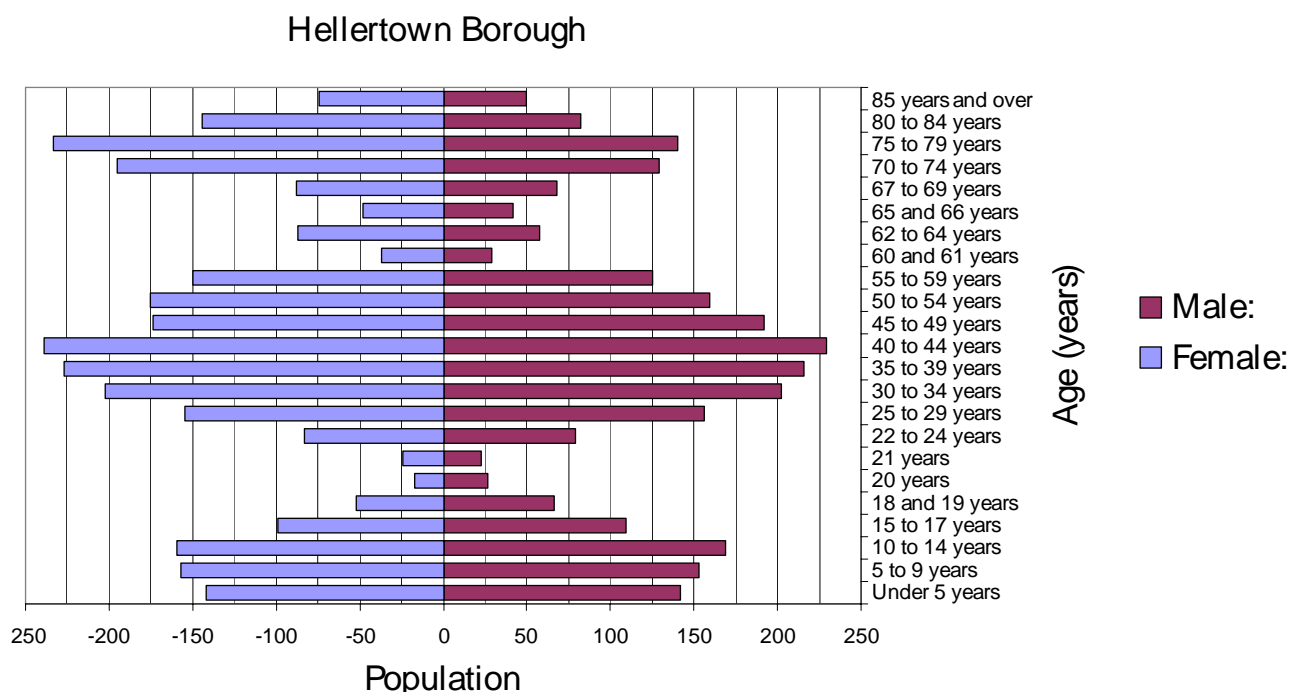
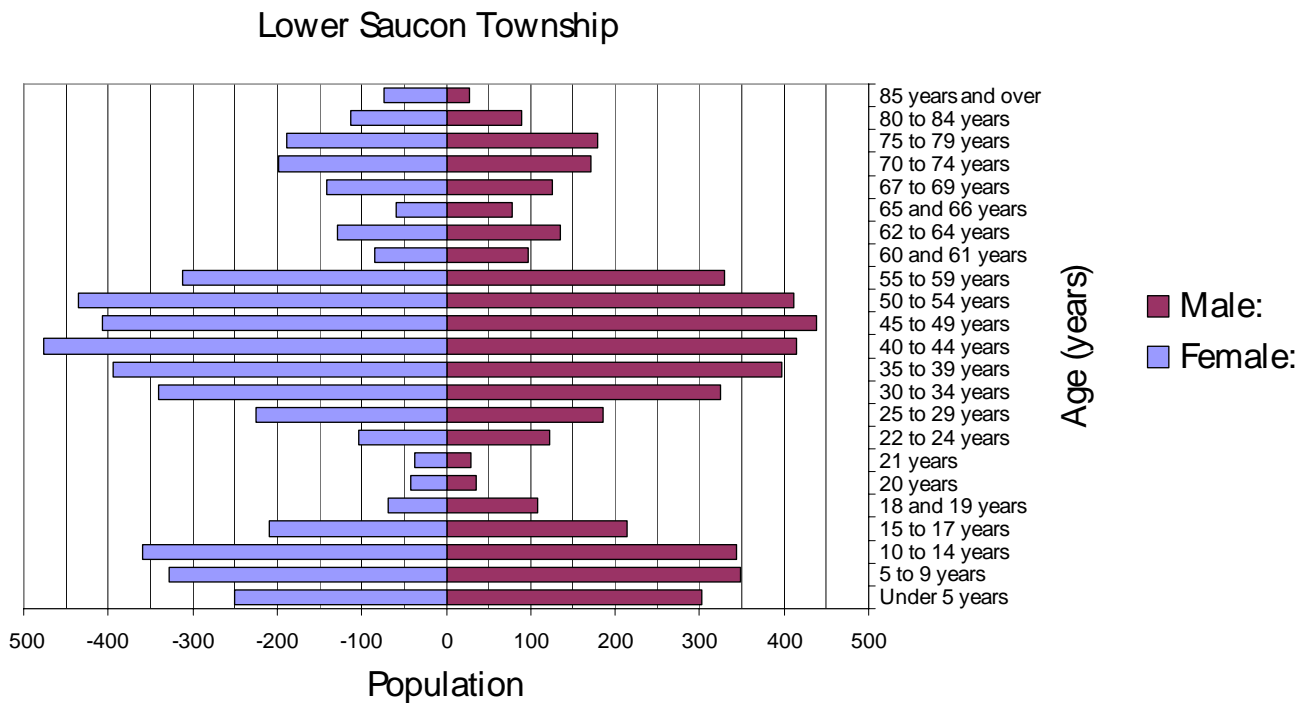


Chart 3: Lower Saucon Township by Age



Lower Saucon's age trends over the last decade signify that more families have been attracted to the community and/or more Township families chose to have children. Reasons for these increases could be numerous; tracking these trends over the next 10 years will help the communities to effectively allocate resources in planning programs, outreach and amenities to young residents and their families.

Part Three

Households

There are approximately 6,200 households in Saucon Valley – 6% of Northampton County's total stock. As Hellertown is nearly built-out, few households have been constructed in the past decade. Conversely, nearly 19% of the homes currently in Lower Saucon were constructed between 1990 and 2000. Besides Bethlehem Township, Lower Saucon and Upper Saucon had the greatest rate of growth among communities studied.

Table 4: Households

	1990	2000	% change (1990-2000)
Bethlehem Township	5,719	7,619	33%
Freemansburg Borough	NA	NA	NA
Hellertown Borough	2,415	2,448	1%
Lower Saucon Township	3,046	3,735	23%
Williams Township	1,428	1,657	16%
Bethlehem City	27,268	28,116	3%
Fountain Hill Borough	1,866	1,911	2%
Salisbury Township	4,836	5,138	6%
Upper Saucon Township	3,249	3,970	22%
Durham Township	430	485	13%
Springfield Township	1,856	1,900	2%
Bucks County	190,507	218,725	15%
Lehigh County	112,887	121,906	8%
Northampton County	90,955	101,541	12%

Household Size

National and statewide trends indicate that the number of persons per household is shrinking, and this is also the case for the Saucon Valley region. Between 1990 and 2000, average household size for all communities studied decreased. Related to household size, each township and borough (with the exception of Freemansburg) experienced an increase in the number of one-member households and a decrease in the percentage of households with 2 or more persons. Several factors could account for the dropping household sizes, including an increase in the number of single-parent households, more families with fewer or no children, and a greater number of seniors living independently.

Table 5: Household Size

	1990		2000	
	1-person households	2 or more-person households	1-person households	2 or more-person households
Bethlehem Township	14%	86%	19%	81%
Freemansburg Borough	42%	58%	23%	77%
Hellertown Borough	27%	73%	30%	70%
Lower Saucon Township	16%	84%	18%	82%
Williams Township	16%	84%	18%	82%
Bethlehem City	28%	72%	32%	68%
Fountain Hill Borough	29%	71%	36%	64%
Salisbury Township	17%	83%	21%	79%
Upper Saucon Township	13%	87%	14%	86%
Durham Township	14%	86%	17%	83%
Springfield Township	16%	84%	18%	82%
Bucks County	19%	81%	21%	79%
Lehigh County	25%	75%	27%	73%
Northampton County	22%	78%	25%	75%

Part Three

Households by Type

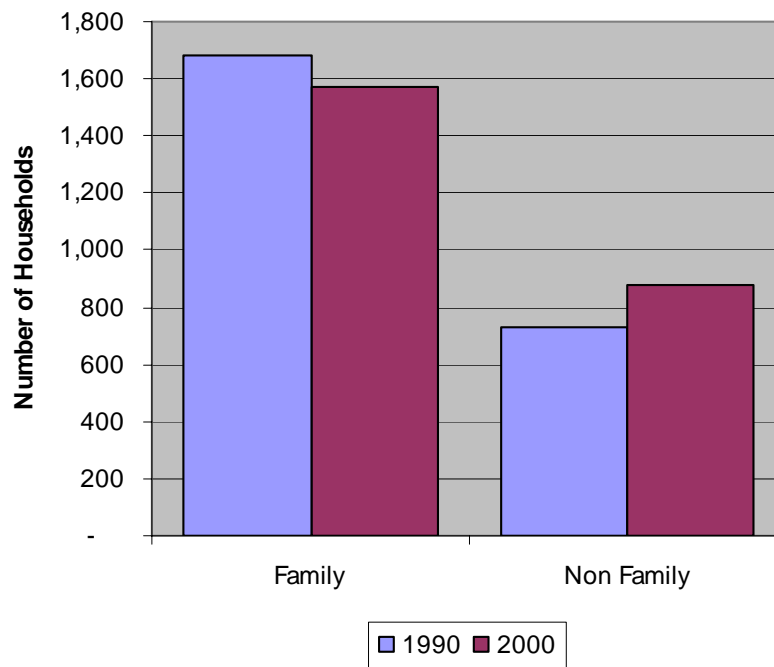
According to the US Census, a family is a group of two or more people who reside together and who are related by birth, marriage, or adoption. On a County-wide basis, the number of families is rising in Northampton, Lehigh and Bucks Counties. Evaluating trends of Saucon Valley and surrounding communities, the number of families is both rising and falling – the number of families is decreasing in Hellertown and increasing in Lower Saucon. However, another consideration is the proportion of families versus non-families as illustrated on the following page.

Table 6: Families

	1990		2000	
	Family	Non Family	Family	Non Family
Bethlehem Township	4,732	987	5,890	1,729
Freemansburg Borough	492	388	493	194
Hellertown Borough	1,682	733	1,572	876
Lower Saucon Township	2,452	594	2,892	843
Williams Township	1,156	272	1,268	389
Bethlehem City	18,035	9,233	17,090	11,026
Fountain Hill Borough	1,248	618	1,125	786
Salisbury Township	3,840	996	3,870	1,268
Upper Saucon Township	2,735	514	3,282	688
Durham Township	356	74	382	103
Springfield Township	1,485	371	1,471	429
Bucks County	145,924	44,583	160,946	57,779
Lehigh County	79,183	33,704	82,106	39,800
Northampton County	67,185	23,770	71,074	30,467

Chart 4: Household Types (Hellertown)

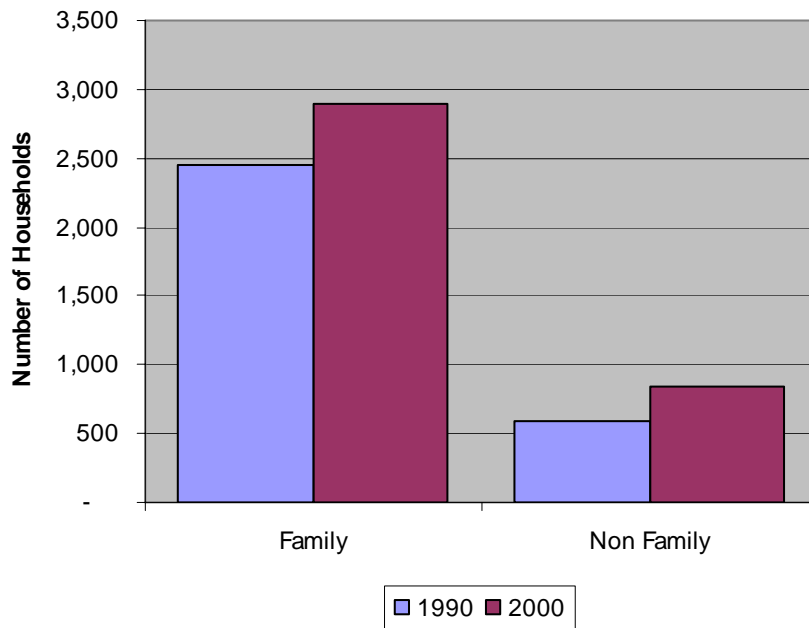
In 2000, the number and proportion of non-family households increased in Hellertown.



Part Three

Chart 5: Household Type (Lower Saucon)

In 1990, 24% of Lower Saucon households were occupied by non-families; in 2000, this proportion increased to 29%.



Age of Housing Stock

The median year of construction for houses in Hellertown is 1947, and the median year of construction for houses in Lower Saucon is 1971. It is not surprising, then, that more than 80% of housing units in Hellertown were built before 1970 as compared to less than 50% in Lower Saucon. Housing age is a factor to consider when evaluating and developing strategies for property maintenance.

Of the communities studied, only Fountain Hill Borough has an older housing stock than Hellertown. These established boroughs are characterized by older building styles and traditional neighborhood designs.

Table 7: Median Year of Construction

	Total Housing Units	Percentage of Housing Units by Year of Construction				Median Year of Construction for All Units
		2000 or later	1970-1999	1940-1969	1939 or earlier	
Bethlehem Township	7,831	3.0%	65.3%	25.2%	6.5%	1980
Freemansburg Borough	721	0.3%	24.8%	32.6%	42.3%	1949
Hellertown Borough	2,544	0.2%	14.7%	51.3%	33.8%	1947
Lower Saucon Township	3,915	4.5%	46.3%	30.8%	18.4%	1971
Williams Township	1,738	4.2%	44.6%	24.2%	27.0%	1969
Bethlehem City	21,089	0.3%	21.9%	38.5%	39.2%	1950
Fountain Hill Borough	2,029	0.0%	10.7%	32.8%	56.5%	1939
Salisbury Township	5,281	0.4%	39.5%	48.0%	12.1%	1965
Upper Saucon Township	4,117	4.4%	47.2%	33.1%	15.3%	1971
Durham Township	525	1.5%	48.2%	18.1%	32.2%	1970
Springfield Township	1,972	1.5%	37.6%	27.7%	33.2%	1960
Bucks County	225,498	2.0%	48.1%	38.4%	11.6%	1970
Lehigh County	128,910	1.6%	35.5%	34.5%	28.4%	1960
Northampton County	106,710	1.7%	35.6%	30.5%	32.2%	1958

Part Three

Diversity of Housing Stock

Single-unit structures (including single-family detached and attached units) make up over 80% of the housing units in Hellertown, while another 17% of the Borough's units are housed in structures with 2 to 19 units. In Lower Saucon Township, single-unit residences account for 92% percent of the housing stock, with only 7% of the Township's units located in 2 to 19 unit structures.

Chart 6: Housing Stock (Hellertown)

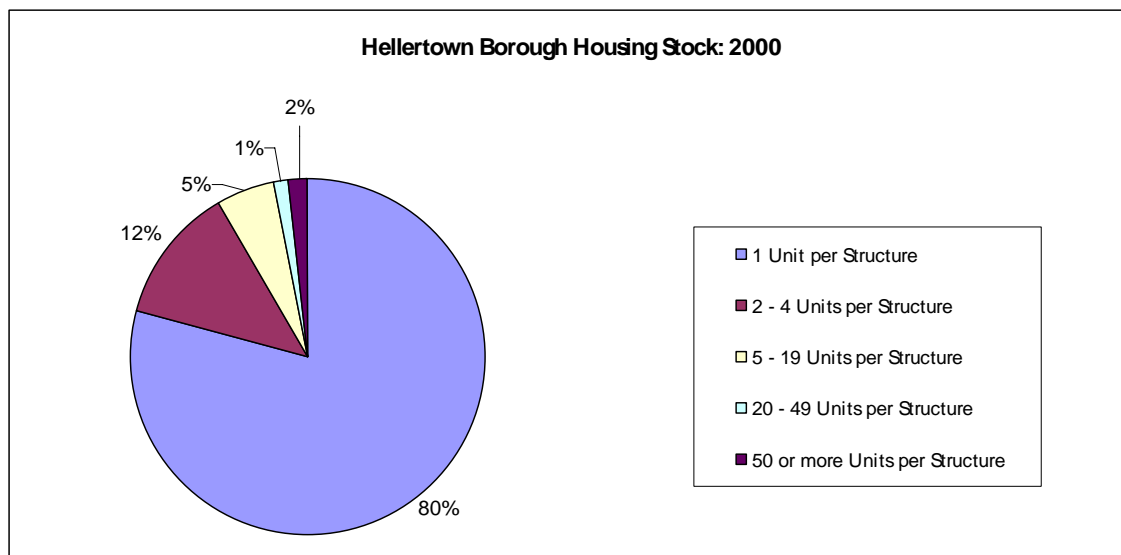
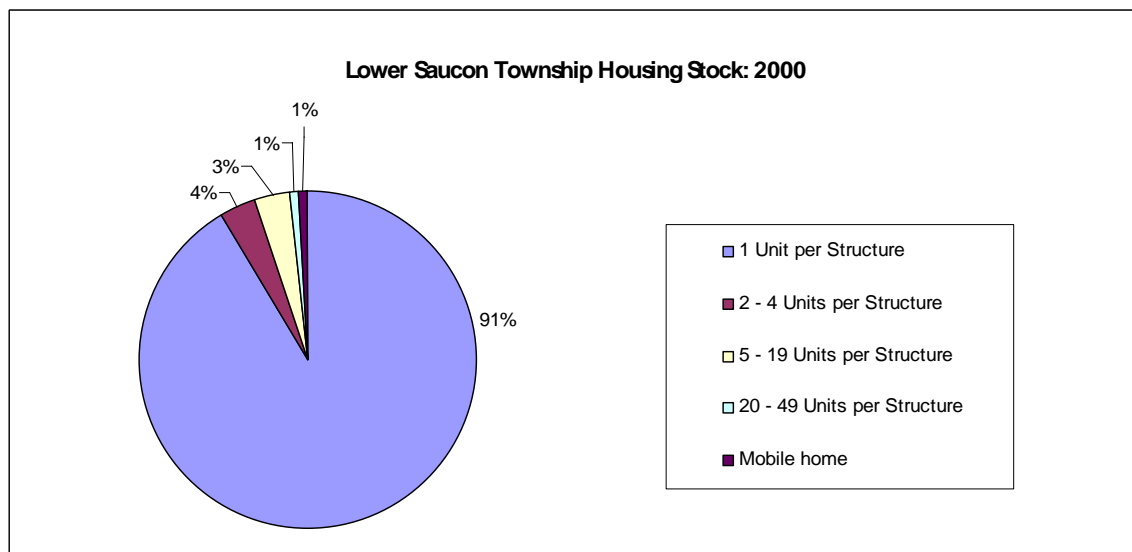


Chart 7: Housing Stock (Lower Saucon)



Housing Density

Housing density is a measure of the number of total dwelling units constructed within a community's boundary. On average in 2000, approximately 3 dwelling units were found on each acre in Hellertown Borough. This housing density is greater than all comparative communities except Fountain Hill Borough. Hellertown Borough's overall housing density increased only 1% from 1990 to 2000.

In 2000, the housing density of Lower Saucon is approximately 1/12th of that in Hellertown - an average of 0.24 dwelling units are constructed on each acre (or about one unit for each 4 acres of land). Housing density in Lower Saucon is also less than almost all comparative communities and well below the median of 0.55 dwelling units per acre. Despite this low overall figure, the Township's change in housing density (23%) over the past decade was the second greatest among the studied communities. This increase highlights that development interest/pressures are rising most quickly in Lower Saucon than in other areas evaluated.

Table 8: Housing Density

	geographic size (acres)	1990 housing density (units per acre)	2000 housing density (units per acre)	% change (1990-2000)
Bethlehem Township	9,408	0.61	0.81	33%
Freemansburg Borough	NA	NA	NA	NA
Hellertown Borough	832	2.90	2.94	1%
Lower Saucon Township	15,552	0.20	0.24	23%
Williams Township	11,968	0.12	0.14	16%
Bethlehem City	12,416	2.20	2.26	3%
Fountain Hill Borough	448	4.17	4.27	2%
Salisbury Township	7,104	0.68	0.72	6%
Upper Saucon Township	15,808	0.21	0.25	22%
Durham Township	6,016	0.07	0.08	13%
Springfield Township	19,712	0.09	0.10	2%
Bucks County	398,080	0.48	0.55	15%
Lehigh County	222,720	0.51	0.55	8%
Northampton County	241,280	0.38	0.42	12%

Part Three

Rent and Affordability

Contract rent refers to the base monthly rental cost per unit, while gross rent measures contract rent with the addition of utilities. The gross rent as a percentage of income for each examined municipality in the Saucon Valley is well below 35%, a number often considered the upper limit of affordability. While the gross rent varies between municipalities, it is generally lower in the boroughs and in Bethlehem City and higher in the townships, with the exception of Williams Township. Hellertown's rents follow the regional trends – lower than most townships and comparable to the boroughs. Finally, median rent in Northampton County is the least expensive of the three analyzed counties.

Table 9: Rent

	Median Contract Rent	Median Gross Rent	Percentage of Household Income Used to Pay Gross Rent
Bethlehem Township	\$579	\$671	25.7%
Freemansburg Borough	\$494	\$613	22.5%
Hellertown Borough	\$474	\$561	23.7%
Lower Saucon Township	\$538	\$619	20.6%
Williams Township	\$469	\$588	19.5%
Bethlehem City	\$482	\$544	27.0%
Fountain Hill Borough	\$398	\$457	20.9%
Salisbury Township	\$584	\$651	24.1%
Upper Saucon Township	\$615	\$706	22.4%
Durham Township	\$696	\$716	25.6%
Springfield Township	\$632	\$738	18.4%
Bucks County	\$658	\$736	24.2%
Lehigh County	\$511	\$586	25.2%
Northampton County	\$496	\$576	25.2%

Diversity of Rental Housing Stock

Hellertown's rental housing stock closely resembles that of Northampton County: roughly 1/3 of rental structures house a single unit, another 1/3 of the units are found in 2- to 4-unit structures, and the final 1/3 of the rental units are in structures of 5 or more units. On the other hand, 1-unit structures account for nearly half of Lower Saucon Township's rental stock.

Chart 8: Rental Housing Stock (Northampton County)

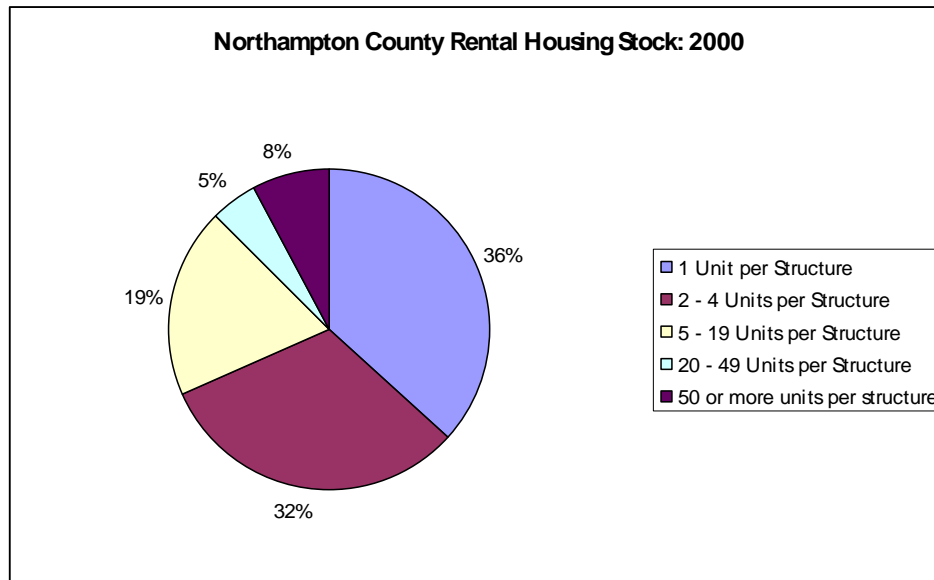
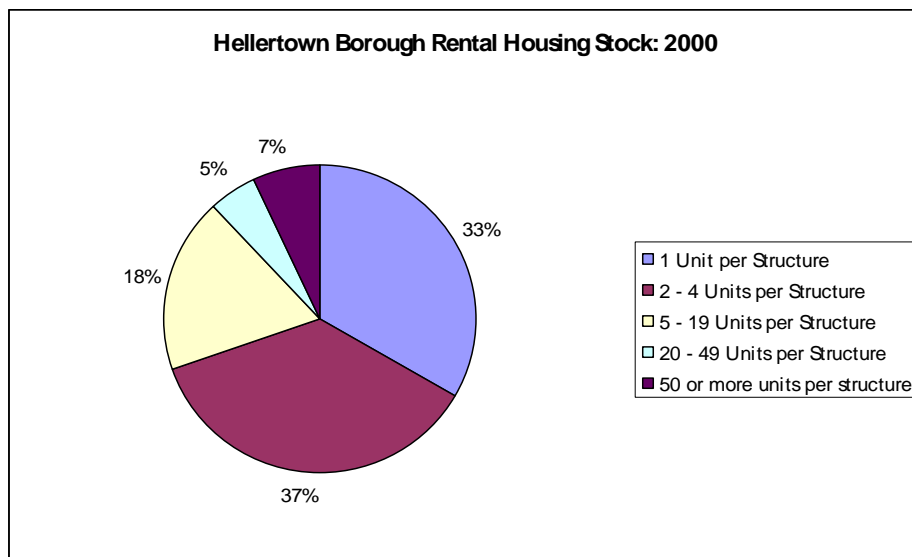
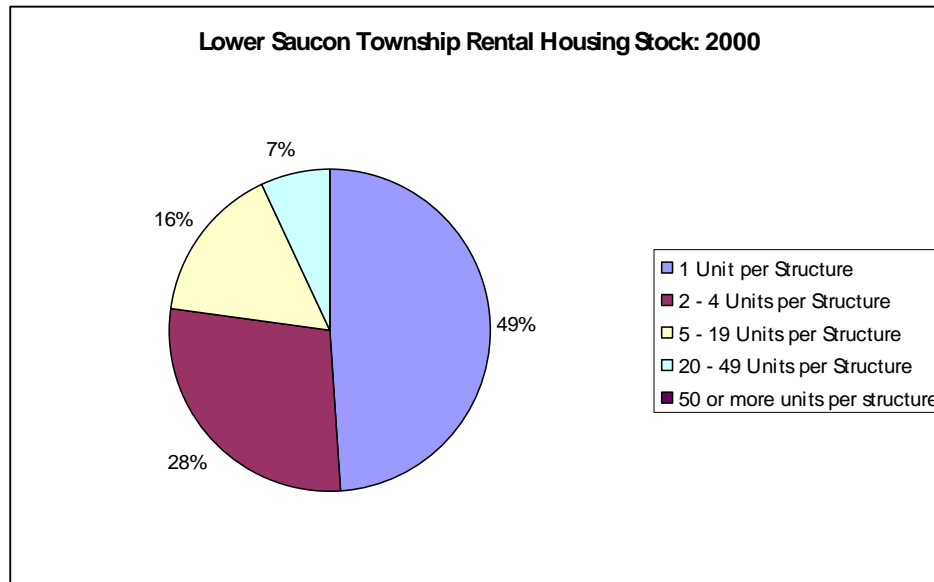


Chart 9: Rental Housing Stock (Hellertown County)



Part Three

Chart 10: Rental Housing Stock (Lower Saucon)



Home Ownership

Four communities of those studied had a lower proportion of owner-occupied housing units in 2000 than in 1990: Fountain Hill Borough, Bethlehem City, Hellertown and Lower Saucon Township. Currently, approximately 74% of homes are owner-occupied in Hellertown and 89% in Lower Saucon. A slight decrease in home ownership is also a trend consistent with Northampton County.

Table 10: Tenure

	1990		2000	
	Owner	Renter	Owner	Renter
Bethlehem Township	87%	13%	87%	13%
Freemansburg Borough	58%	42%	74%	26%
Hellertown Borough	76%	24%	74%	26%
Lower Saucon Township	90%	10%	89%	11%
Williams Township	87%	13%	88%	13%
Bethlehem City	61%	39%	58%	42%
Fountain Hill Borough	69%	31%	67%	33%
Salisbury Township	86%	14%	87%	13%
Upper Saucon Township	90%	10%	92%	8%
Durham Township	91%	9%	92%	8%
Springfield Township	87%	13%	88%	12%
Bucks County	76%	24%	77%	23%
Lehigh County	69%	31%	69%	31%
Northampton County	74%	26%	73%	27%

Housing Occupancy

While Hellertown has not witnessed population growth like Lower Saucon, both are experiencing consistent housing occupancy rates. The communities' trends are similar to almost all surrounding communities and County-wide patterns.

Table 11: Occupancy

	1990		2000	
	Occupied	Vacant	Occupied	Vacant
Bethlehem Township	97%	3%	97%	3%
Freemansburg Borough	95%	5%	95%	5%
Hellertown Borough	98%	2%	96%	4%
Lower Saucon Township	96%	4%	95%	5%
Williams Township	95%	5%	95%	5%
Bethlehem City	96%	4%	95%	5%
Fountain Hill Borough	96%	4%	94%	6%
Salisbury Township	95%	5%	97%	3%
Upper Saucon Township	97%	3%	96%	4%
Durham Township	89%	11%	92%	8%
Springfield Township	96%	4%	96%	4%
Bucks County	95%	5%	97%	3%
Lehigh County	95%	5%	95%	5%
Northampton County	95%	5%	95%	5%

Part Three

Median Housing Value

Median home value in the Borough rose 10.2% from \$97,700 in 1990 to \$107,700 in 2000. Median home value in the Township rose 22.1% from \$132,800 in 1990 to \$162,200 in 2000. The growth in housing value over the decade in Lower Saucon is the greatest of all communities studied and Hellertown's growth is high in comparison to other boroughs, cities and even some townships researched. This trend indicates that, in the context of the region, the price of a home in Saucon Valley is competitive and appreciating.

Table 12: Housing Value

	1990	2000	% change 1990-2000
Bethlehem Township	\$129,700	\$140,200	8.1%
Freemansburg Borough	\$82,600	\$91,300	10.5%
Hellertown Borough	\$97,700	\$107,700	10.2%
Lower Saucon Township	\$132,800	\$162,200	22.1%
Williams Township	\$135,700	\$150,800	11.1%
Bethlehem City	\$89,800	\$97,400	8.5%
Fountain Hill Borough	\$82,400	\$83,400	1.2%
Salisbury Township	\$121,600	\$129,900	6.8%
Upper Saucon Township	\$141,600	\$161,800	14.3%
Durham Township	\$170,100	\$205,300	20.7%
Springfield Township	\$148,200	\$162,500	9.6%
Bucks County	\$139,000	\$163,200	17.4%
Lehigh County	\$97,200	\$113,600	16.9%
Northampton County	\$104,900	\$120,000	14.4%

Median Household Income

The growth of Lower Saucon Township's median household income from 1989 to 1999 exceeded that of the Consumer Price Index (CPI), a common measure of inflation. Median household income in the Township rose approximately 50% from \$40,012 in 1989 to \$59,964 in 1999 while the CPI rose approximately 33%. The growth of Hellertown Borough's median household income, increasing approximately 26% between 1989 and 1999, trailed the CPI. These figures indicate that a majority of households can likely continue to afford the typical costs of living in the Township while some Borough residents could encounter additional constraints to maintain their current quality of life. In relation to other Townships researched, 1999 household income in Lower Saucon was \$200 to \$10,000 less than Bethlehem, Williams, Upper Saucon, Durham and Springfield Townships but greater than Salisbury Township. With the exception of the City of Bethlehem, Hellertown had the lowest median household income of the communities studied in 1999.

Table 13: Household Income

	1989	1999	% change 1989-1999
Bethlehem Township	\$42,235	\$60,317	42.8%
Freemansburg Borough	\$20,388	\$44,297	117.3%
Hellertown Borough	\$31,531	\$39,651	25.8%
Lower Saucon Township	\$40,012	\$59,964	49.9%
Williams Township	\$36,646	\$56,196	53.3%
Bethlehem City	\$28,375	\$35,815	26.2%
Fountain Hill Borough	\$29,284	\$40,318	37.7%
Salisbury Township	\$42,381	\$52,935	24.9%
Upper Saucon Township	\$44,846	\$66,703	48.7%
Durham Township	\$45,875	\$70,875	54.5%
Springfield Township	\$41,875	\$60,061	43.4%
Bucks County	\$43,347	\$59,727	37.8%
Lehigh County	\$32,455	\$43,449	33.9%
Northampton County	\$32,890	\$45,234	37.5%

Part Three

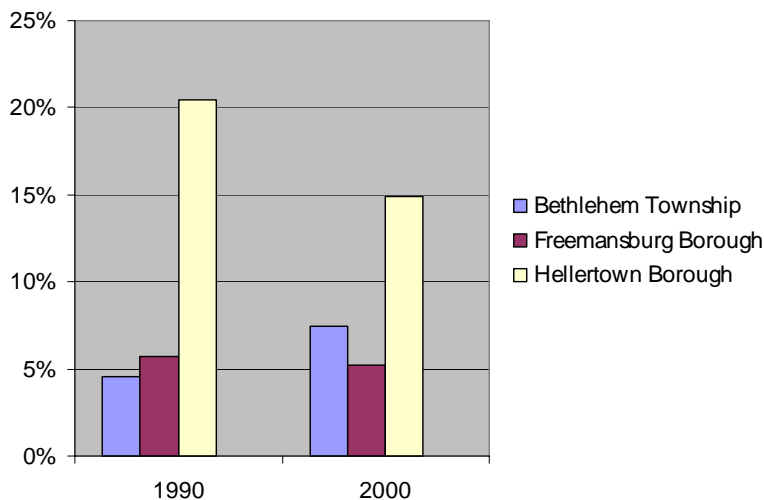
Place of Work

As a census designated place, data for Hellertown can be utilized in identifying place of work trends. This demographic criterion can be used as a general measure of a community's job patterns, opportunities and challenges. Hellertown has seen the percentage of residents that work in the community decline from approximately 20% in 1990 to approximately 15% in 2000. Two scenarios could contribute to this pattern either:

- Fewer jobs are being offered in the community and more residents working outside of the home are traveling further for employment or
- Job positions in the community are held by a higher percentage of non-resident workers.

Only two of the communities studied have seen an increase in the percentage of residents that work in their place of residence (Bethlehem City and Bethlehem Township). The following chart identifies the change in residents employed within their respective communities

Chart 11: Change in Place of Residency

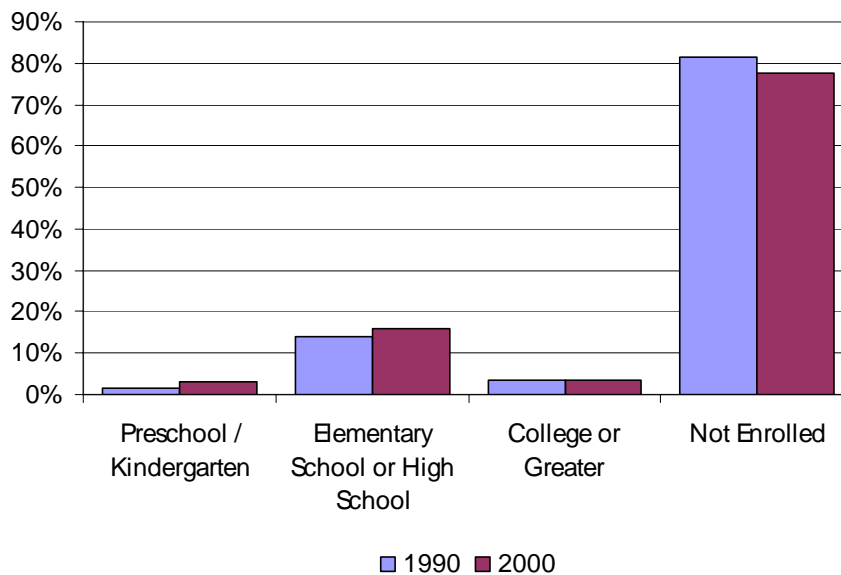


Education

Residents in the Saucon Valley have seen an increase in both the number and percentage of residents enrolled in school. Hellertown saw the percentage of residents enrolled in school increase 3% over the decade. However, the Borough's population overall remained constant over the same time period.

As part of the overall population increase in Lower Saucon Township, the community also experienced a 3% increase in the percentage of residents enrolled in school over the decade. The following chart represents the proportion of Saucon Valley residents enrolled in school (1999).

Chart 12: Population Enrolled in School



Another consideration is the relationship of public and private schooling. A significant number of pre-schoolers and kindergarten students in both communities are enrolled in private institutions. In 2000, twenty-two percent (22%) of elementary/middle school aged students and 12% of high schoolers in Lower Saucon attend private school. Almost all Hellertown children are enrolled in the Saucon Valley School District.

Table 14: Education Type

	Preschool / Kindergarten		Elementary/ Middle School		High School		College or Greater	
	% Public	% Private	% Public	% Private	% Public	% Private	% Public	% Private
Hellertown Borough	57%	43%	97%	3%	98%	2%	70%	30%
Lower Saucon Township	40%	60%	78%	22%	88%	12%	74%	26%

Part Three

Industry of Employment

Industry refers to the type of activity at a person's work place. Throughout the communities studied, three employment industries dominate: manufacturing; retail trade; and professional, scientific, management, administrative and waste management services.

Despite a slight reduction in the share of employment coming from manufacturing, these proportions were still high in both 1990 and 2000 in relation to other sectors. The consistently high proportion of manufacturing sector employment in the region indicates the large role that industrial activities continue to play throughout the region's economy. Another interesting note is the reduction in proportion of retail trade employment in the communities from 1990 to 2000. Hellertown resident participation dropped from 18% to 9% and Lower Saucon dropped from 12% to 9%.

Although not specifically a category in the 1990 U.S. Census, the health and education employment sector is one of the highest proportions of total employment in 2000 for nearly all the communities studied. This is likely due to an increased need for health care as populations age and the general growth of health related education and occupations.

Table 15: Industry

	Agriculture, forestry, fishing and hunting, and mining:	Construction	Manufacturing	Wholesale trade	Retail trade	Transportation and warehousing, and utilities:	Information
Bethlehem Township	0%	5%	19%	3%	11%	7%	4%
Freemansburg Borough	0%	10%	21%	3%	12%	7%	1%
Hellertown Borough	0%	8%	22%	3%	10%	4%	2%
Lower Saucon Township	1%	6%	20%	3%	9%	5%	3%
Williams Township	1%	10%	20%	3%	10%	4%	5%
Bethlehem City	0%	4%	16%	3%	10%	5%	4%
Fountain Hill Borough	0%	5%	13%	4%	10%	3%	1%
Salisbury Township	0%	5%	21%	4%	12%	4%	3%
Upper Saucon Township	0%	7%	18%	3%	12%	5%	4%
Durham Township	1%	9%	20%	5%	7%	2%	3%
Springfield Township	1%	11%	20%	4%	10%	5%	4%
Bucks County	0%	7%	16%	5%	13%	4%	3%
Lehigh County	1%	5%	20%	4%	12%	5%	3%
Northampton County	1%	6%	21%	3%	11%	5%	3%

	Finance, insurance, real estate and rental and leasing:	Professional, scientific, management, administrative, and waste management services:	Educational, health and social services:	Arts, entertainment, recreation, accommodation and food services:	Other services (except public administration)	Public administration
Bethlehem Township	7%	7%	23%	6%	4%	4%
Freemansburg Borough	7%	8%	15%	5%	7%	2%
Hellertown Borough	6%	7%	22%	7%	5%	3%
Lower Saucon Township	5%	11%	26%	5%	5%	3%
Williams Township	4%	8%	21%	6%	6%	3%
Bethlehem City	7%	9%	27%	8%	5%	3%
Fountain Hill Borough	7%	7%	37%	6%	4%	3%
Salisbury Township	7%	9%	21%	6%	5%	3%
Upper Saucon Township	5%	7%	23%	8%	6%	2%
Durham Township	8%	13%	17%	7%	4%	3%
Springfield Township	6%	10%	17%	6%	5%	1%
Bucks County	8%	11%	20%	5%	4%	3%
Lehigh County	6%	8%	21%	7%	5%	2%
Northampton County	6%	8%	22%	6%	4%	3%

Part Three



Hellertown Main Street Business Distribution

There are approximately 130 businesses located on Main Street Hellertown. Businesses can be categorized into five major areas: Personal service, professional service, retail, eateries and government. As illustrated on Figure 1, 71% of the businesses provide some type of professional or personal service. Retail services on Main Street account for 15% of the business distribution, and eateries account for 12% of the current distribution. The remaining area accommodates government-oriented uses. Basic services being provided on Main Street include groceries, pharmaceuticals, medical services, legal services, financial services, hair salons, spas and gyms, and dance studios for children and adults. The current business distribution providing places to shop and dine (27%) is less than ideal for a retail and restaurant base.

Chart 13: Business Distribution

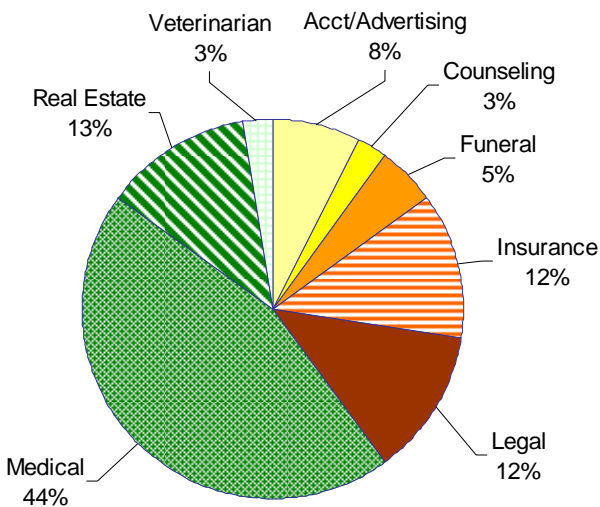
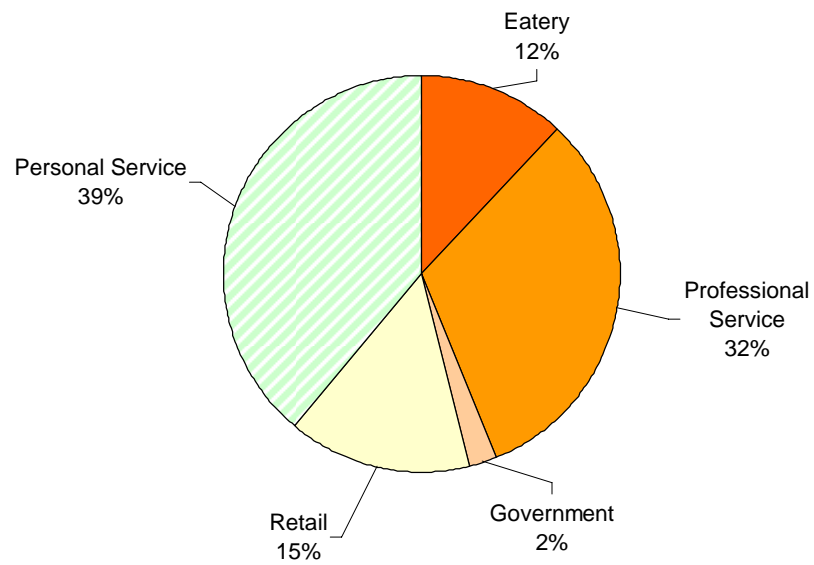


Figure 2 illustrates the wide range of these businesses on Main Street. Of all professional services provided, medical services comprise 44% of the distribution. Approximately 1/3 of professional services include real estate, insurance and legal services.

Part Three

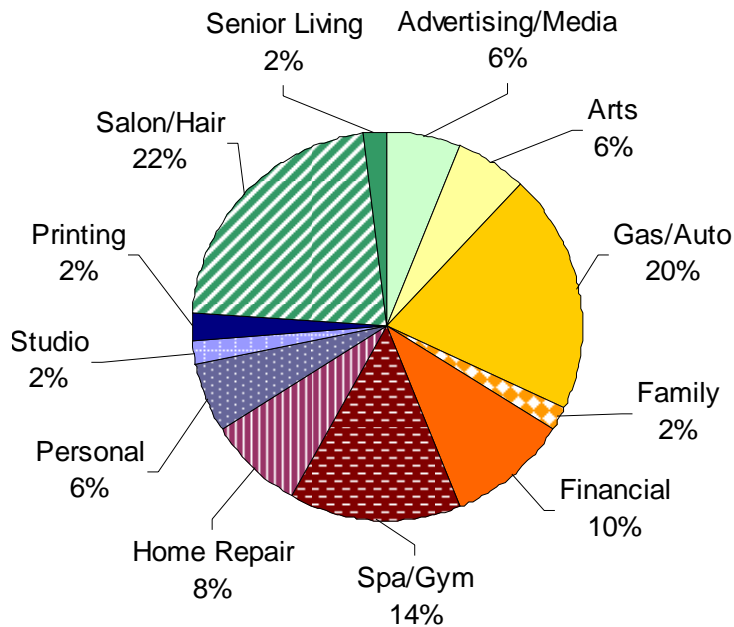
Chart 14: Professional Services



Economic Conditions

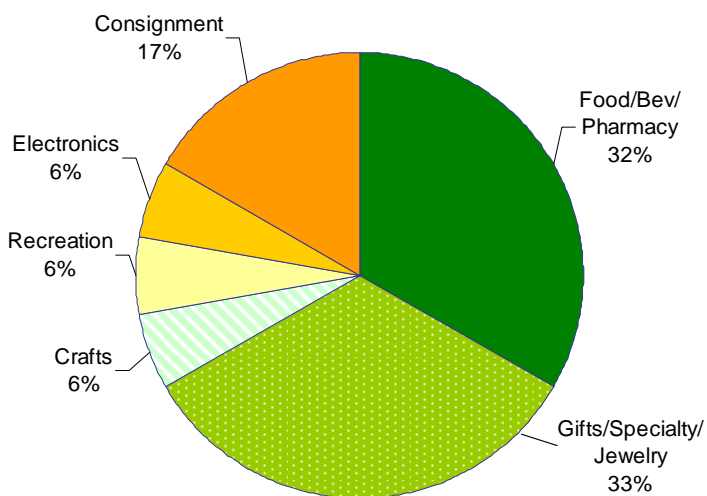
Personal services on Main Street include businesses such as printing, arts, financial institutions, gyms and home repair stores. The largest percentage of this business type includes salons/hair care (22%) as well as gas/auto stations (20%).

Chart 15: Professional Services



Retail businesses account for 15% of all of Hellertown's Main Street merchants. Of this segment, gifts/specialty/jewelry stores account for one-third retail activity, while food/beverage/ pharmacies account for 32% of the distribution. Seventeen percent (17%) of retail businesses are consignment-oriented.

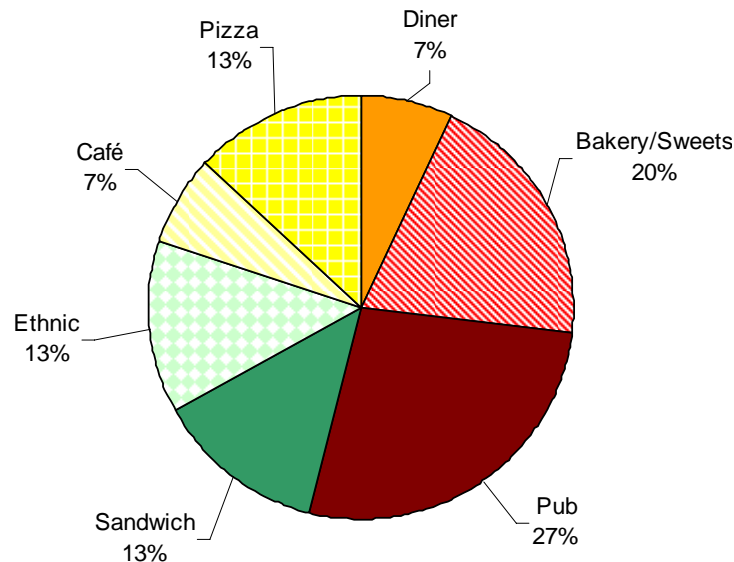
Chart 16: Retail Distribution



Part Three

Of the overall proportion of Main Street businesses, restaurants and eateries account for 12% of the total. Of these uses, pubs account for the greatest percentage (27%). Diners and cafes each account for 7% of this market segment.

Chart 17: Restaurants & Eateries



Expenditures

Expenditures for a 1-, 2-, 3-, 5-, 10-, and 15-mile radius (sector) were studied. Each radius will continue to see growth with respect to population, housing units and actual households. It is projected that the 3-mile radius will experience the highest growth rates with respect to these demographic categories.

The following table identifies the proportion of expenditures to household income.

Table 16: Household to Expenditure Comparison

<u>Radii</u>	<u>Avg. HH Income</u>	<u>Avg. HH Expenditure</u>	<u>%</u>	<u>Median Age</u>
1 mile	\$56,481	\$47,302	83.75%	42.3
2 miles	\$62,921	\$50,786	80.71%	41.1
3 miles	\$59,018	\$48,156	81.60%	30.8
5 miles	\$58,449	\$48,239	82.53%	37.3
10 miles	\$57,981	\$48,041	82.86%	39.1
15 miles	\$62,680	\$50,686	80.86%	39.5

Economic Conditions

In comparing each sector of the population to the potential trade area, it is important to note, that although the income levels vary, each sector's spending habits are comparable. In general, the summary of average household expenditures include:

- Shelter and Transportation – 41%
- Food and Beverages, Entertainment, Contributions, Gifts, Apparel – 30%
- Other (computers, personal services, travel) – 21%
- Healthcare and Education – 8%

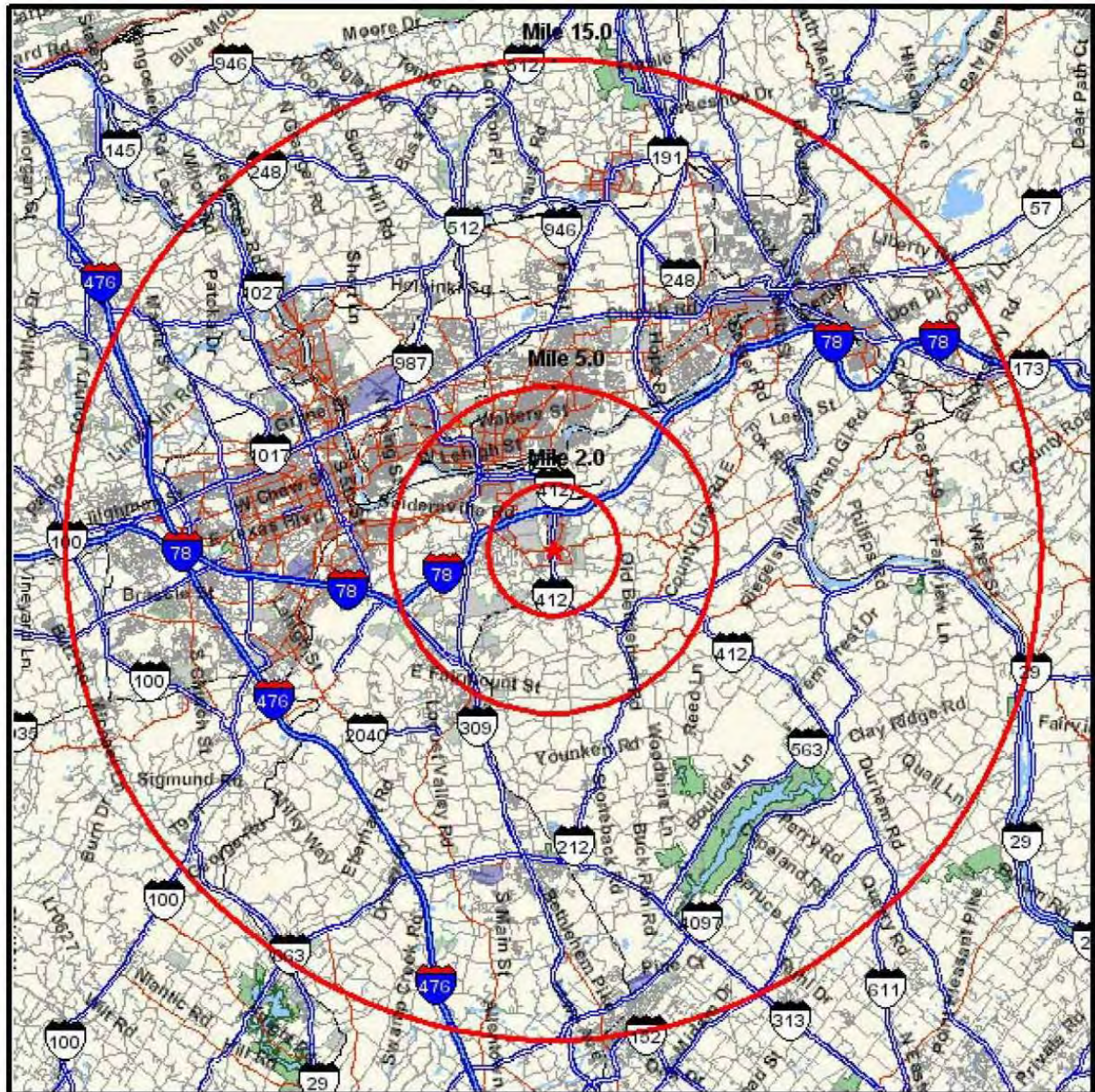
In examining the “non-essential,” or consumer, expenditures, the following general patterns emerge:

- Contributions – 4%
- Food and Beverage – 16%
- Food at Home – 8%
- Gifts – 3%
- Entertainment -7%
- Housewares – 2%
- Personal Products/Services – 1%

Each radius will continue to see growth with respect to population, housing units and actual households. It is projected that the 3-mile radius will experience the highest growth rates with respect to these demographic categories.

Part Three

Map 21: Radius Study

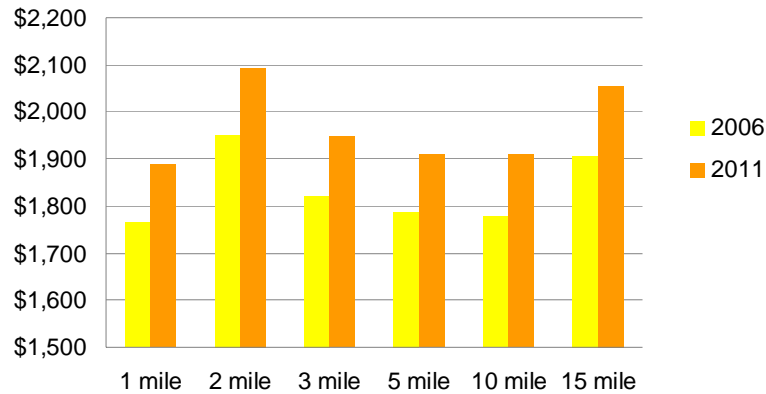


Source: Claritas 2007

Economic Conditions

The following charts contain data corresponding to the categories within the respective radii of downtown Hellertown. Data corresponds to an average household.

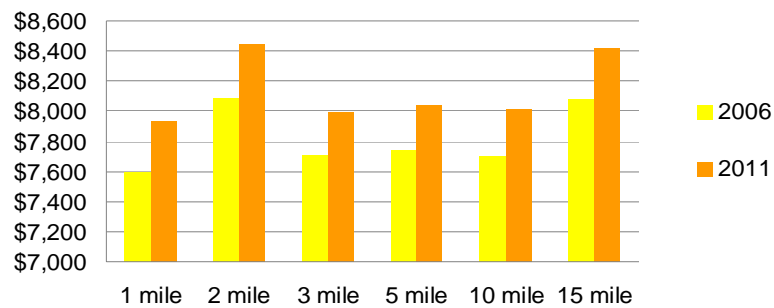
Chart 18: Contributions



<u>Radius</u>	<u>2006</u> <u>Contributions</u>	<u>2011</u> <u>Contributions</u>
1 mile	\$1,764	\$1,889
2 mile	\$1,950	\$2,093
3 mile	\$1,823	\$1,947
5 mile	\$1,787	\$1,910
10 mile	\$1,779	\$1,910
15 mile	\$1,906	\$2,055

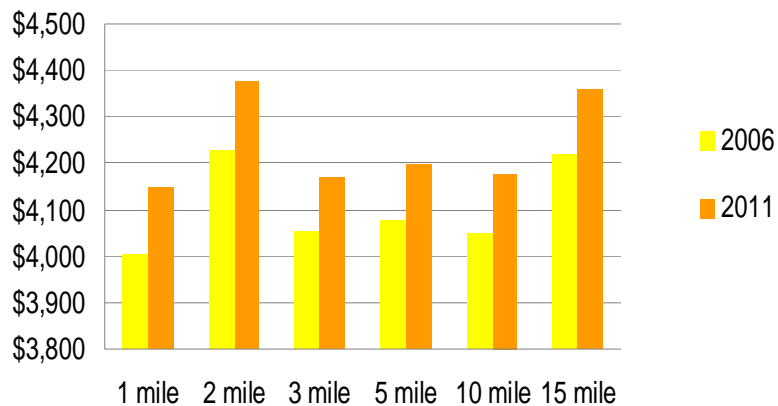
Part Three

Chart 19: Food and Beverage



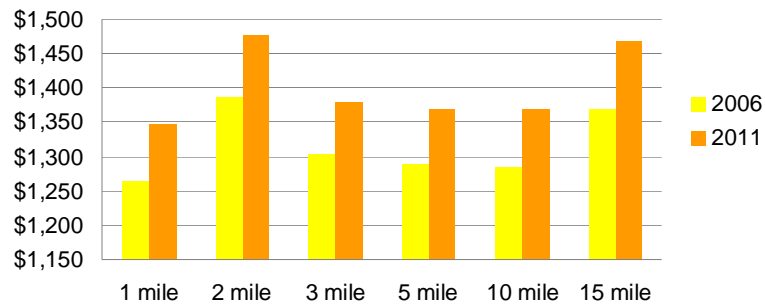
<u>Radius</u>	<u>2006 Food & Beverage</u>	<u>2011 Food & Beverage</u>
1 mile	\$7,596	\$7,935
2 mile	\$8,092	\$8,445
3 mile	\$7,711	\$7,995
5 mile	\$7,741	\$8,038
10 mile	\$7,700	\$8,017
15 mile	\$8,078	\$8,424

Chart 20: Food at Home



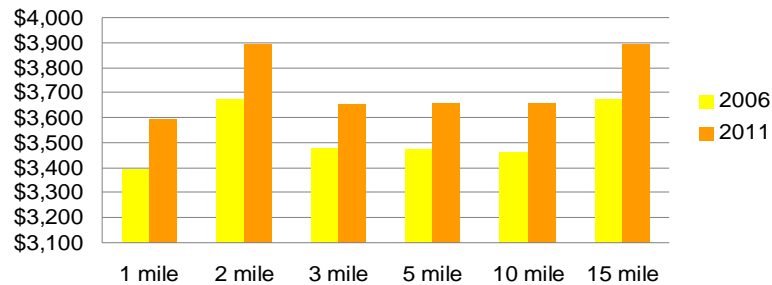
<u>Radius</u>	<u>2006 Food at Home</u>	<u>2011 Food at Home</u>
1 mile	\$4,002	\$4,149
2 mile	\$4,227	\$4,375
3 mile	\$4,053	\$4,170
5 mile	\$4,076	\$4,197
10 mile	\$4,049	\$4,178
15 mile	\$4,220	\$4,360

Chart 21: Gift Stores



<u>Radius</u>	<u>2006</u> <u>Gift Stores</u>	<u>2011</u> <u>Gift Stores</u>
1 mile	\$1,264	\$1,346
2 mile	\$1,386	\$1,477
3 mile	\$1,304	\$1,380
5 mile	\$1,288	\$1,369
10 mile	\$1,284	\$1,370
15 mile	\$1,370	\$1,468

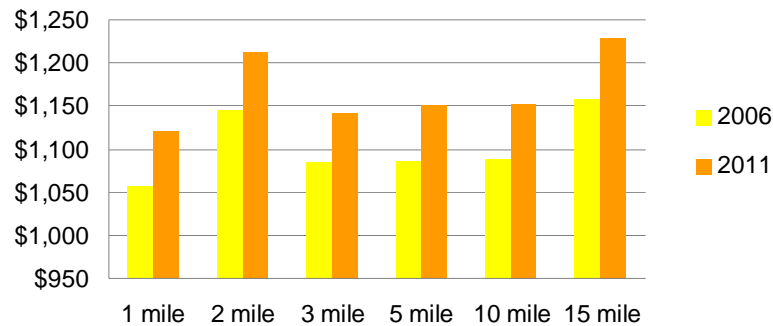
Chart 22: Entertainment



<u>Radius</u>	<u>2006</u> <u>Entertainment</u>	<u>2011</u> <u>Entertainment</u>
1 mile	\$3,393	\$3,593
2 mile	\$3,677	\$3,891
3 mile	\$3,476	\$3,655
5 mile	\$3,471	\$3,657
10 mile	\$3,462	\$3,658
15 mile	\$3,676	\$3,894

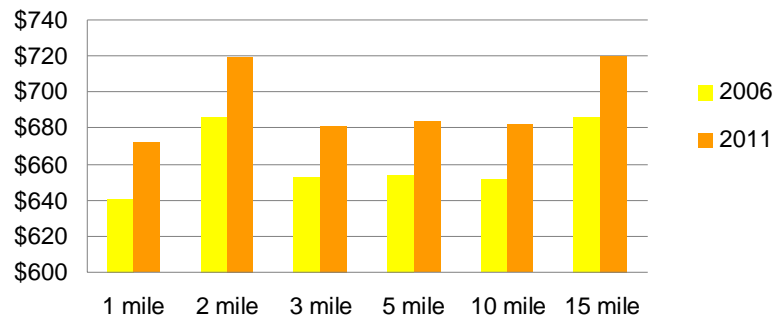
Part Three

Chart 23: Housewares



<u>Radius</u>	<u>2006 Housewares</u>	<u>2011 Housewares</u>
1 mile	\$1,057	\$1,120
2 mile	\$1,146	\$1,213
3 mile	\$1,085	\$1,142
5 mile	\$1,086	\$1,150
10 mile	\$1,088	\$1,152
15 mile	\$1,158	\$1,228

Chart 24: Personal Products/Service

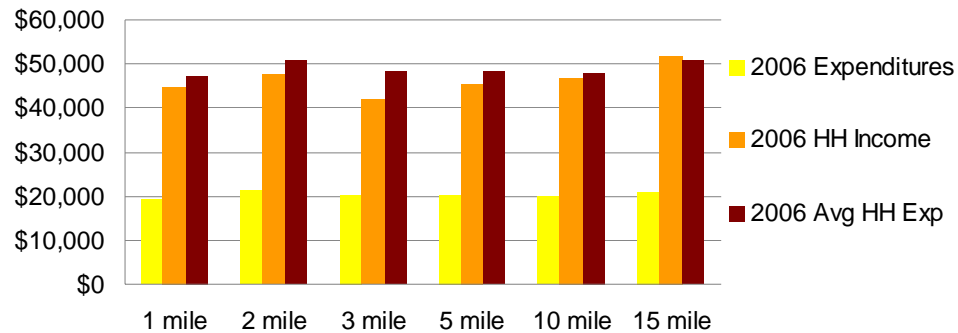


<u>Radius</u>	<u>2006 Personal Products/Services</u>	<u>2011 Personal Products/Services</u>
1 mile	\$641	\$672
2 mile	\$686	\$719
3 mile	\$653	\$681
5 mile	\$654	\$684
10 mile	\$651	\$682
15 mile	\$686	\$720

Comparing Expenditures to Income

The following charts depict the sum of the aforementioned consumer categories compared to the average household income in 2006 and 2011.

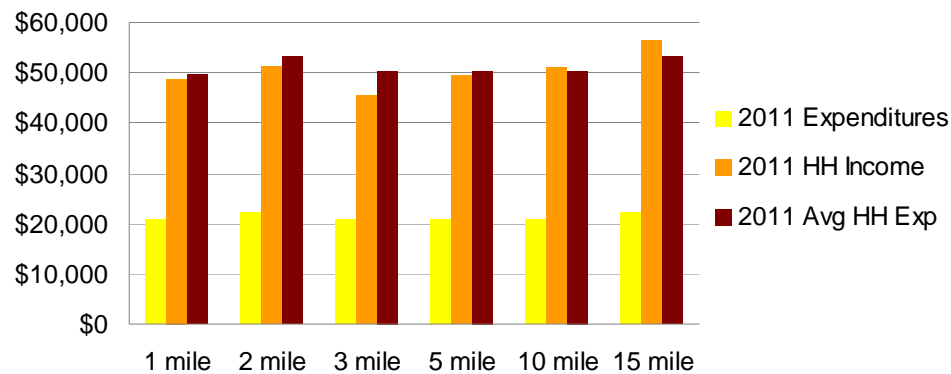
Chart 25: 2006 Comparison Expense to Income



<u>Radius</u>	<u>2006 Expenditures</u>	<u>2006 HH Income</u>	<u>2006 Avg HH Exp</u>
1 mile	\$19,171	\$44,743	\$47,302
2 mile	\$21,164	\$47,474	\$50,786
3 mile	\$20,105	\$41,783	\$48,156
5 mile	\$20,103	\$45,342	\$48,239
10 mile	\$20,013	\$46,990	\$48,041
15 mile	\$21,094	\$51,818	\$50,686

Part Three

Chart 26: 2011 Comparison Expenses to Income

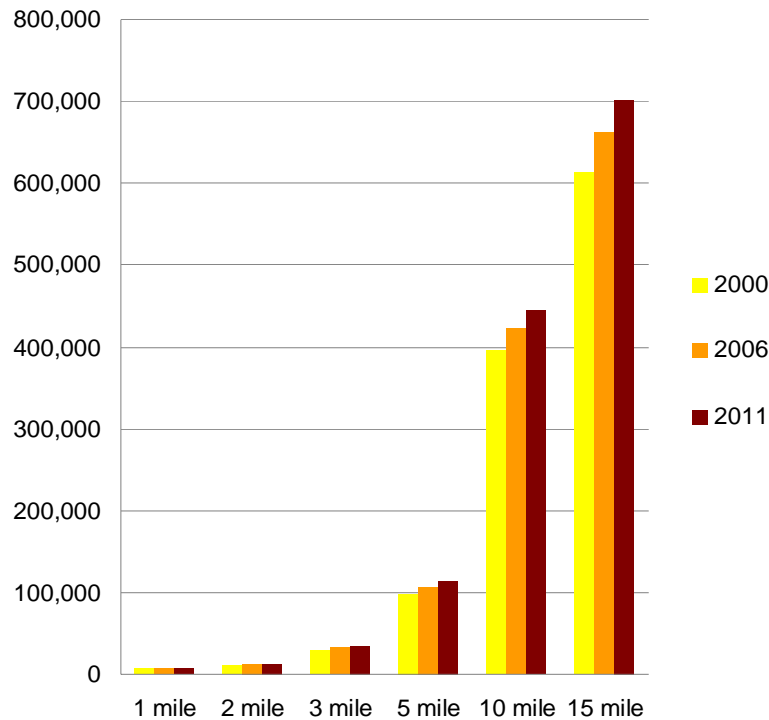


<u>Radius</u>	<u>2011 Expenditures</u>	<u>2011 HH Income</u>	<u>2011 Avg HH Exp</u>
1 mile	\$20,704	\$48,732	\$49,722
2 mile	\$22,213	\$51,444	\$53,346
3 mile	\$20,970	\$45,522	\$50,268
5 mile	\$21,005	\$49,313	\$50,453
10 mile	\$20,967	\$51,106	\$50,387
15 mile	\$22,149	\$56,352	\$53,269

Demographic Comparisons

The region is projected to experience growth over the next five year period. The one mile radius of downtown Hellertown is projected to experience a smaller proportion of growth than those communities within a 5, 10, and 15-mile radius.

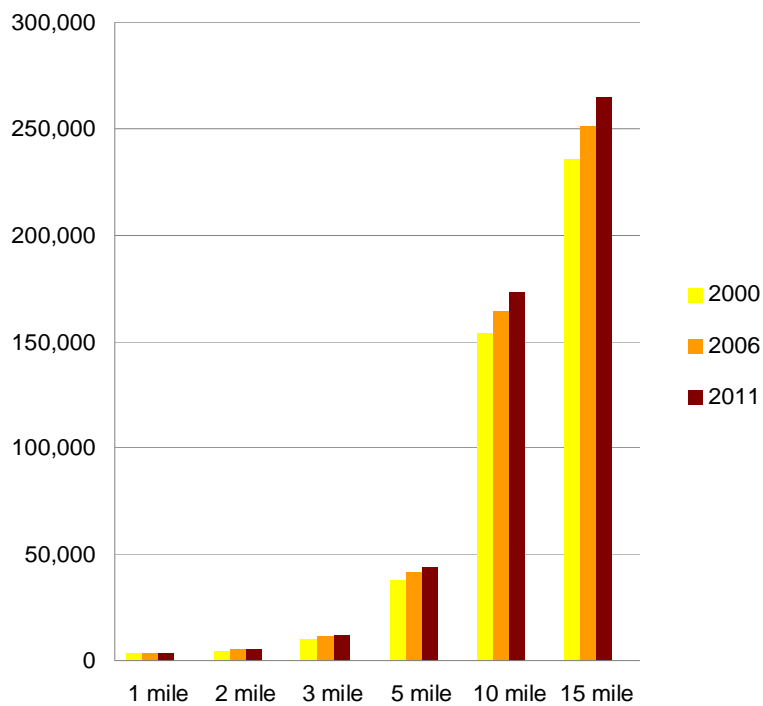
Chart 27: Population Trends



<u>Radius</u>	<u>2000 Population</u>	<u>2006 Population</u>	<u>2011 Population</u>
1 mile	6,984	7,352	7,656
2 mile	11,633	12,426	13,079
3 mile	29,183	32,009	34,294
5 mile	98,764	107,229	114,017
10 mile	395,225	422,558	444,316
15 mile	613,341	662,201	701,510

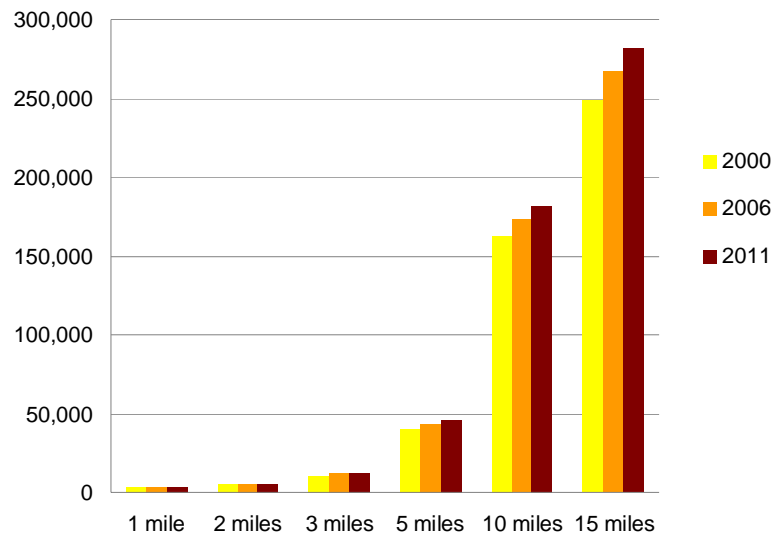
Part Three

Chart 28: Household Trends



<u>Radius</u>	<u>2000 Total Households</u>	<u>2006 Total Households</u>	<u>2011 Total Households</u>
1 mile	3,149	3,326	3,479
2 mile	4,752	5,084	5,366
3 mile	10,107	11,084	11,890
5 mile	37,967	41,256	43,950
10 mile	153,953	164,453	173,045
15 mile	235,877	251,419	264,496

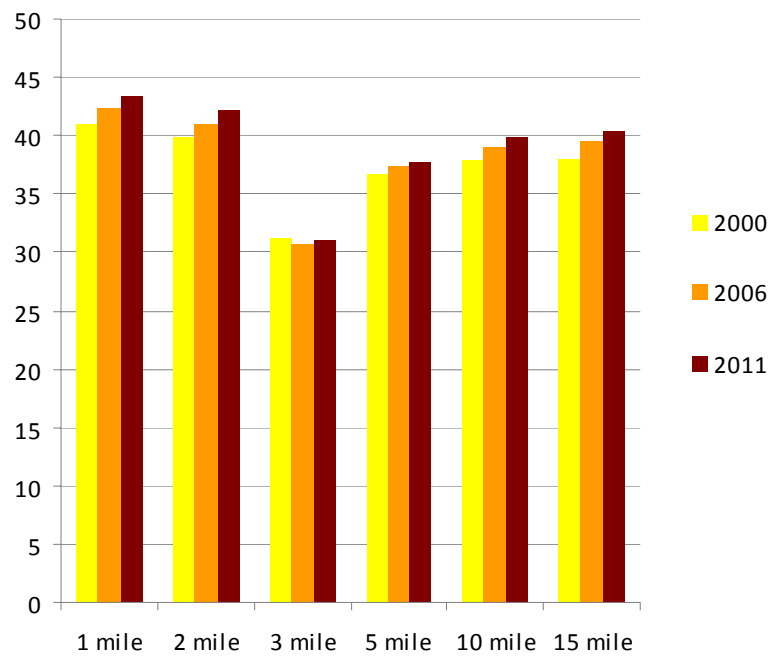
Chart 29: Housing Units



	2000	2006	2011
Radius	Housing Units	Housing Units	Housing Units
1 mile	3,304	3,468	3,607
2 miles	4,998	5,313	5,577
3 miles	10,813	11,778	12,569
5 miles	40,016	43,260	45,915
10 miles	162,908	173,390	181,949
15 miles	248,849	266,963	281,645

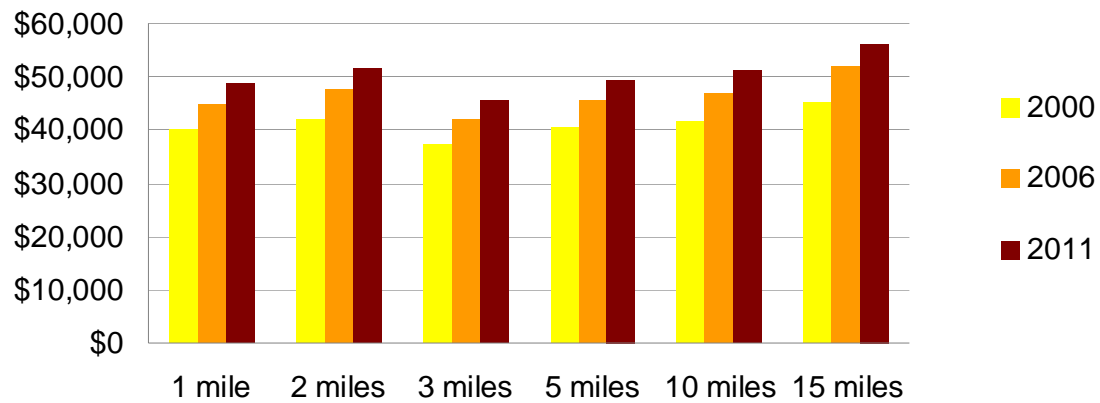
Part Three

Chart 30: Median Age



<u>Radius</u>	<u>2000</u> <u>Median Age</u>	<u>2006</u> <u>Median Age</u>	<u>2011</u> <u>Median Age</u>
1 mile	41.1	42.3	43.4
2 miles	39.9	41.1	42.2
3 miles	31.3	30.8	31.1
5 miles	36.7	37.3	37.7
10 miles	37.8	39.1	39.9
15 miles	38.1	39.5	40.4

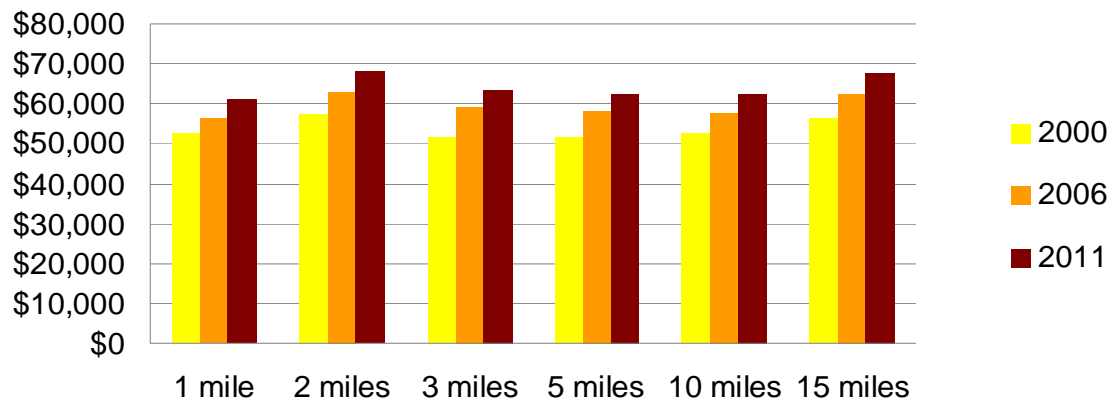
Chart 31: Median Household Income



<u>Radius</u>	<u>2000 Median Household Income</u>	<u>2006 Median Household Income</u>	<u>2011 Median Household Income</u>
1 mile	\$40,095	\$44,743	\$48,732
2 miles	\$41,991	\$47,474	\$51,444
3 miles	\$37,324	\$41,783	\$45,522
5 miles	\$40,343	\$45,342	\$49,313
10 miles	\$41,457	\$46,990	\$51,106
15 miles	\$45,228	\$51,818	\$56,253

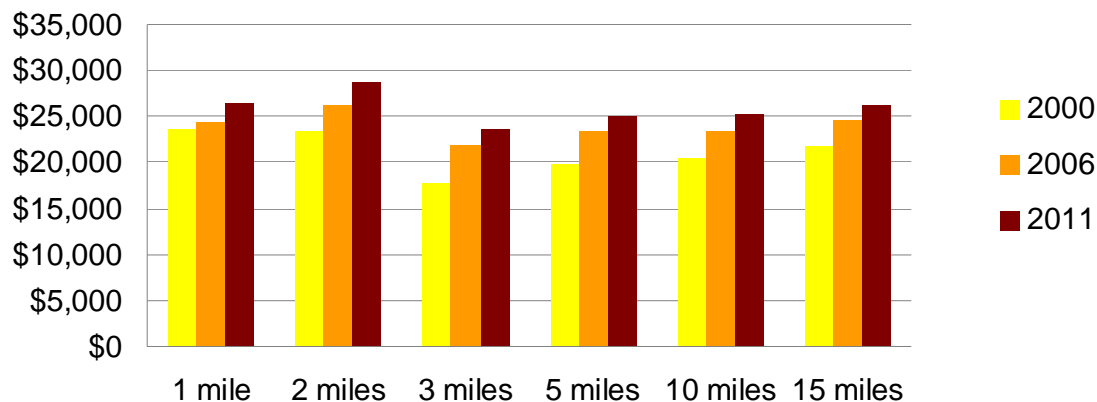
Part Three

Chart 32: Average Household Income



<u>Radius</u>	<u>2000 Average Household Income</u>	<u>2006 Average Household Income</u>	<u>2011 Average Household Income</u>
1 mile	\$52,319	\$56,481	\$61,143
2 miles	\$57,280	\$62,921	\$68,192
3 miles	\$51,465	\$59,018	\$63,540
5 miles	\$51,708	\$58,449	\$62,696
10 miles	\$52,412	\$57,981	\$62,565
15 miles	\$56,501	\$62,680	\$67,777

Chart 33: Per Capita Income



<u>Radius</u>	<u>2000 Per Capita Income</u>	<u>2006 Per Capita Income</u>	<u>2011 Per Capita Income</u>
1 mile	\$23,588	\$24,475	\$26,553
2 miles	\$23,399	\$26,404	\$28,689
3 miles	\$17,824	\$21,916	\$23,603
5 miles	\$19,878	\$23,399	\$25,122
10 miles	\$20,416	\$23,484	\$25,337
15 miles	\$21,729	\$24,579	\$26,373

"Lifestage" Analysis: General Observation

Study Area

The 0-2 mile radius and the 5-15 mile radius are comparable with respect to the lifestage groups. The largest percentage is Mature Years, followed by Younger Years and then Family Life. The 2-5 mile radius has a higher percentage of persons in their Younger Years, followed by Mature Years and then Family Life.

Observations

- Younger Years

Large percentage of those in this lifestage group fall within the Midlife Success group. High wage earners, college educated. Second largest falls within the Young Achievers which are the twenty-somethings. With Median Income levels at \$48,664 and high percent still renting, they have plenty of discretionary income. Business Suggestions: Casual Dining, Health Clubs, Financial Services

- Family Life

Almost 50% of those in this lifestage group have median income levels of \$68,500 and above. Discretionary income is spent in indulging their children with electronic toys and indulging themselves with expensive vehicles, powerboats and motorcycles. Retail Purchases are made on-line. Business Suggestions: Should be geared towards the echo-boomers or children of those parents in this lifestage group. Mainstream Families comprise the other segment in this lifestage group. Their discretionary income is also spent in indulging their children.

- Mature Years

Cautious Couples comprise the largest percentage of households in this lifestage group. They are working class with some college education; high rate for reading, travel, eating at family restaurants. Business Suggestions: Casual dining, family restaurants. Conservative Classics and Affluent Empty Nesters are the next largest segments in this lifestage group. They have median income levels of \$57,117 and above; with children out of the home, they have higher levels of discretionary income that is spent on theater, museums, and cultural events. They enjoy casual dining. Business Suggestions: Casual dining; performance and/or other cultural venues.

Part Three

Table 17: Hellertown: Lifestage

0-2 Miles – Primary Market
 2-5 Miles – Secondary Market
 5-15 Miles – Tertiary Market

<u>Lifestage- Younger Years</u>	0-2 mile Radius	2-5 mile Radius	5-15 mile radius	<u>Median HH Income</u>
Midlife Success	16.61%	10.74%	15.49%	\$67,617
Young Achievers	6.54%	9.68%	7.94%	\$48,664
Striving Singles	4.05%	12.49%	4.98%	\$33,096
	27.20%	32.91%	28.41%	
<u>Lifestage - Family Life</u>				<u>Median HH Income</u>
Accumulated Wealth	7.18%	3.32%	6.33%	\$105,988
Young Accumulators	5.04%	4.30%	7.55%	\$68,500
Mainstream Families	12.43%	7.28%	12.27%	\$45,671
Sustaining Families	0.92%	5.10%	4.39%	\$27,500
	25.57%	20.00%	30.54%	
<u>Lifestage - Mature Years</u>				<u>Median HH Income</u>
Affluent Empty Nesters	6.45%	5.61%	6.79%	\$86,636
Conservative Classics	9.63%	13.78%	14.63%	\$57,117
Cautious Couples	30.31%	17.75%	14.42%	\$40,475
Sustaining Seniors	0.81%	9.94%	5.21%	\$28,534
	47.20%	47.08%	41.05%	
Total HH	5,532	34,193	215,692	

Lifestage Groups

- Lifestage: Younger Years

Midlife Success

0-2 miles: 16.61% 2-5 miles: 10.75% 5-15 miles: 15.49%

The eight segments in Midlife Success typically are filled with childless singles and couples in their thirties and forties. The wealthiest of the Younger Years class, this group is home to many white, college-educated residents who make six-figure incomes at executive and professional jobs but also extends to more middle class segments. Most of these segments are found in suburban and exurban communities, and consumers here are big fans of the latest technology, financial products, aerobic exercise and travel.

Young Achievers

0-2 miles: 6.54% 2-5 miles: 9.68% 5-15 miles: 7.94%

Young, hip singles are the prime residents of Young Achievers, a lifestage group of twenty somethings who've recently settled in metro neighborhoods. Their incomes range from working-class to well-to-do, but most residents are still renting apartments in cities or close-in suburbs. These seven segments contain a high percentage of Asian singles, and there's a decidedly progressive sensibility in their tastes as reflected in the group's liberal politics, alternative music and lively nightlife. Mainstream Singles segments are twice as likely as the general population to include college students living in group quarters.

Striving Singles

0-2 miles: 4.05% 2-5 miles: 12.49% 5-15 miles: 4.98%

The seven segments in Striving Singles make up the most downscale of the Younger Years class. Centered in exurban towns and satellite cities, these twenty-something singles typically have low incomes-often under \$25,000 a year-from service jobs or part-time work they take on while going to college. Housing for this group consists of a mix of cheap apartment complexes, dormitories and mobile homes. As consumers, the residents in these segments score high for outdoor sports, movies and music, fast food and inexpensive cars.

- Lifestage: Family Life

Accumulated Wealth

0-2 miles: 7.18% 2-5 miles: 3.32% 5-15 miles: 6.33%

The presence of children is the defining characteristic of the segments in the Family Life class. The three segments in Accumulated Wealth contain the wealthiest families, mostly college-educated, white-collar Baby Boomers living in sprawling homes beyond the nation's beltways. These large family segments are filled with upscale professionals-the group's median income is nearly six figures-who have the disposable cash and sophisticated tastes to indulge their children with electronic toys, computer games and top-of-the-line sporting equipment. The adults in these households are also a prime audience for print media, expensive cars and frequent vacations-often to theme parks as well as European destinations.

Young Accumulators

0-2 miles: 5.04% 2-5 miles: 4.3% 5-15 miles: 7.55%

Part Three

Compared to the Accumulated Wealth group, the five segments in Young Accumulators are slightly younger and less affluent than their upscale peers. Ethnically diverse, these households include an above-average number of Hispanic and Asian Americans. Adults typically have college educations and work a mix of white-collar managerial and professional jobs. Found mostly in suburban and exurban areas, the large families in Young Accumulators have fashioned comfortable, upscale lifestyles in their mid-sized homes. They favor outdoor sports, kid-friendly technology and adult toys like campers, powerboats and motorcycles. Their media tastes lean towards cable networks targeted to children and teenagers.

Mainstream Families

0-2 miles: 12.43% 2-5 miles: 7.28% 5-15 miles: 12.27%

Mainstream Families refers to a collection of seven segments of middle- and working-class child-filled households. While the age range of adults is broad-from 25 to 54-most families have at least one child under 18. And residents in this exurban group share similar consumption patterns, living in modestly priced homes-including mobile homes-and ranking high for owning three or more cars. As consumers, Mainstream Families maintain lifestyles befitting large families in the nation's small towns: lots of sports, electronic toys, groceries in bulk and televised media.

Sustaining Families

0-2 miles: .92% 2-5 miles: 5.10% 5-15 miles: 4.39%

Sustaining Families is the least affluent of Family Life groups, an assortment of segments that range from working-class to decidedly downscale. Ethnically mixed, with a high percentage of African American, Asian and Hispanic families, these segments also display geographic diversity-from inner cities to some of the most isolated communities in the nation. Most adults hold blue-collar and service jobs, earning wages that relegate their families to small, older apartments and mobile homes. And the lifestyles are similarly modest. Households here are into playing games and sports, shopping at discount chains and convenience stores and tuning into nearly everything that airs on TV and radio.

- Lifestage: Mature Years

Affluent Empty Nests

0-2 miles: 6.45% 2-5 miles: 5.61% 5-15 miles: 6.79%

While those on the 'MTV side' of fifty may debate their inclusion in this group, Americans in the Mature Years tend to be over 45 years old and living in houses that have empty-nested. The four wealthiest segments in this group are classified Affluent Empty Nests, and they feature upscale couples who are college educated, hold executive and professional positions and are over 45. While their neighborhoods are found across a variety of landscapes-from urban to small-town areas-they all share a propensity for living in large, older homes. With their children out of the house, these consumers have plenty of disposable cash to finance active lifestyles rich in travel, cultural events, exercise equipment and business media. These folks are also community activists who write politicians, volunteer for environmental groups and vote heavily in elections.

Conservative Classics

0-2 miles: 9.63% 2-5 miles: 13.78% 5-15 miles: 14.63%

College educated, over 55 years old and upper-middle-class, the six segments in Conservative Classics offer a portrait of quiet comfort. These childless singles and couples live in older suburban homes with two cars in the driveway and a wooden deck out back. For leisure at home, they enjoy gardening, reading books, watching public television and entertaining neighbors over barbecues.

Economic Conditions

When they go out, it's often to a local museum, the theater or a casual-dining restaurant like the Olive Garden or Lone Star Steakhouse.

Cautious Couples

0-2 miles: 30.31% 2-5 miles: 17.75% 5-15 miles: 14.42%

Another large group of Mature Years segments is Cautious Couples, featuring an over-55-year-old mix of singles, couples and widows. Widely scattered throughout the nation, the residents in these seven segments typically are working-class and white, with some college education and a high rate of homeownership. Given their blue-collar roots, Cautious Couples today pursue sedate lifestyles. They have high rates for reading, travel, eating out at family restaurants and pursuing home-based hobbies like coin collecting and gardening.

Sustaining Seniors

0-2 miles: .81% 2-5 miles: 9.94% 5-15 miles: 5.21%

Sustaining Seniors consists of nine segments filled with older, economically challenged Americans. Racially mixed and dispersed throughout the country, they all score high for having residents who are over 65 years old and household incomes under \$25,000. Many are single or widowed, have modest educational achievement and live in older apartments or small homes. On their fixed incomes, they lead low-key, home-centered lifestyles. They're big on watching TV, gardening, sewing and woodworking. Their social life often revolves around activities at veterans clubs and fraternal organizations.

Table 18: Detailed Lifestage Comparison (Younger Years)

		0-2 Miles		2-5 Miles		5-15 miles		US Base	
YOUNGER YEARS		Area HH	%	Area HH	%	Area HH	%	Area HH	%
03	Movers and Shakers	129	2.33%	209	0.61%	3,448	1.60%	1,807,572	1.61%
08	Executive Suites	41	0.74%	59	0.17%	1,253	0.58%	1,021,522	0.91%
11	God's Country	174	3.14%	666	1.95%	6,871	3.19%	1,735,899	1.55%
12	Brite Lites, Li'l City	26	0.47%	998	2.92%	1,544	0.72%	1,684,994	1.50%
19	Home Sweet Home	122	2.20%	599	1.75%	5,252	2.43%	2,062,147	1.84%
25	Country Casuals	114	2.06%	94	0.27%	3,931	1.82%	1,807,787	1.61%
30	Suburban Sprawl	313	5.66%	1,020	2.98%	5,169	2.40%	1,473,003	1.31%
37	Mayberry-ville	0	0.00%	28	0.08%	5,944	2.76%	2,794,581	2.49%
MIDLIFE SUCCESS		919	16.61%	3,673	10.74%	33,412	15.49%	14,387,505	12.82%
04	Young Digerati	0	0.00%	0	0.00%	506	0.23%	1,380,251	1.23%
16	Bohemian Mix	0	0.00%	0	0.00%	1,410	0.65%	2,011,883	1.79%
22	Young Influentials	182	3.29%	478	1.40%	3,606	1.67%	1,638,017	1.46%
23	Greenbelt Sports	159	2.87%	389	1.14%	7,504	3.48%	1,612,141	1.44%
24	Up-and-Comers	0	0.00%	1,030	3.01%	1,213	0.56%	1,360,611	1.21%
31	Urban Achievers	0	0.00%	0	0.00%	1,212	0.56%	1,704,362	1.52%
35	Boomtown Singles	21	0.38%	1,413	4.13%	1,667	0.77%	1,454,363	1.30%
YOUNG ACHEIVERS		362	6.54%	3,310	9.68%	17,118	7.94%	11,161,628	9.94%
42	Red, White and Blues	29	0.52%	36	0.11%	2,647	1.23%	1,473,881	1.31%
44	New Beginnings	153	2.77%	650	1.90%	3,081	1.43%	1,684,207	1.50%
45	Blue Highways	0	0.00%	29	0.08%	232	0.11%	1,644,447	1.46%
47	City Startups	7	0.13%	1,491	4.36%	1,297	0.60%	1,257,189	1.12%
48	Young and Rustic	4	0.07%	13	0.04%	1,133	0.53%	2,249,481	2.00%
53	Mobility Blues	30	0.54%	2,038	5.96%	1,972	0.91%	1,314,877	1.17%
56	Crossroad Villagers	1	0.02%	14	0.04%	377	0.17%	2,358,347	2.10%
STRIVING SINGLES		224	4.05%	4,271	12.49%	10,739	4.98%	11,982,429	10.67%

*HH designates households

Part Three

Table 19: Detailed Lifestage Comparison (Family Life)

FAMILY LIFE		0-2 Miles		2-5 Miles		5-15 miles		US Base	
		Area HH	%	Area HH	%	Area HH	%	Area HH	%
02	Blue Blood Estates	133	2.40%	232	0.68%	2,432	1.13%	1,094,703	0.98%
05	Country Squires	177	3.20%	668	1.95%	9,182	4.26%	2,152,742	1.92%
06	Winner's Circle	87	1.57%	234	0.68%	2,049	0.95%	1,239,200	1.10%
ACCUMULATED WEALTH		397	7.18%	1,134	3.32%	13,663	6.33%	4,486,645	4.00%
13	Upward Bound	3	0.05%	503	1.47%	1,324	0.61%	1,793,920	1.60%
17	Beltway Boomers	123	2.22%	491	1.44%	3,996	1.85%	1,079,269	0.96%
18	Kids and Cul-de-Sacs	99	1.79%	425	1.24%	3,416	1.58%	1,828,699	1.63%
20	Fast-Track Families	54	0.98%	52	0.15%	4,283	1.99%	1,950,575	1.74%
29	American Dreams	0	0.00%	0	0.00%	3,261	1.51%	2,447,099	2.18%
YOUNG ACCUMULATORS		279	5.04%	1,471	4.30%	16,280	7.55%	9,099,562	8.11%
32	New Homesteaders	154	2.78%	306	0.89%	8,284	3.84%	2,254,616	2.01%
33	Big Sky Families	0	0.00%	128	0.37%	1,046	0.48%	2,014,484	1.79%
34	White Picket Fences	4	0.07%	654	1.91%	1,739	0.81%	1,403,531	1.25%
36	Blue-Chip Blues	338	6.11%	685	2.00%	3,590	1.66%	1,400,592	1.25%
50	Kid Country, USA	23	0.42%	45	0.13%	1,377	0.64%	1,500,755	1.34%
51	Shotguns and Pickups	0	0.00%	10	0.03%	171	0.08%	1,805,111	1.61%
52	Suburban Pioneers	169	3.05%	663	1.94%	2,326	1.08%	1,163,110	1.04%
54	Multi-Culti Mosaic	0	0.00%	0	0.00%	7,937	3.68%	1,921,080	1.71%
MAINSTREAM FAMILIES		688	12.43%	2,491	7.28%	26,470	12.27%	13,463,279	11.99%
63	Family Thrifts	46	0.83%	1,734	5.07%	1,783	0.83%	1,896,050	1.69%
64	Bedrock America	5	0.09%	9	0.03%	247	0.11%	2,027,896	1.81%
65	Big City Blues	0	0.00%	0	0.00%	3,020	1.40%	1,261,453	1.12%
66	Low-Rise Living	0	0.00%	0	0.00%	4,415	2.05%	1,605,523	1.43%
SUSTAINING FAMILIES		51	0.92%	1,743	5.10%	9,465	4.39%	6,790,922	6.05%

*HH designates households

Table 20: Detailed Lifestage Comparison (Mature Life)

MATURE YEARS	0-2 Miles		2-5 Miles		5-15 miles		US Base	
	Area HH	%	Area HH	%	Area HH	%	Area HH	%
01 Upper Crust	109	1.97%	208	0.61%	4,024	1.87%	1,699,636	1.51%
07 Money and Brains	0	0.00%	0	0.00%	719	0.33%	2,264,072	2.02%
09 Big Fish, Small Pond	245	4.43%	944	2.76%	9,144	4.24%	2,539,806	2.26%
10 Second City Elite	3	0.05%	766	2.24%	755	0.35%	1,324,339	1.18%
AFFLUENT EMPTY NESTS	357	6.45%	1,918	5.61%	14,642	6.79%	7,827,853	6.97%
14 New Empty Nests	70	1.27%	418	1.22%	5,730	2.66%	1,179,812	1.05%
15 Pools and Patios	133	2.40%	669	1.96%	5,181	2.40%	1,470,884	1.31%
21 Gray Power	46	0.83%	624	1.82%	5,384	2.50%	1,027,524	0.92%
26 The Cosmopolitans	0	0.00%	0	0.00%	1,760	0.82%	1,317,884	1.17%
27 Middleburg Managers	0	0.00%	2,401	7.02%	3,471	1.61%	2,079,047	1.85%
28 Traditional Times	284	5.13%	599	1.75%	10,028	4.65%	3,189,627	2.84%
CONSERVATIVE CLASSICS	533	9.63%	4,711	13.78%	31,554	14.63%	10,264,778	9.14%
38 Simple Pleasures	156	2.82%	174	0.51%	3,170	1.47%	2,584,759	2.30%
39 Domestic Duos	904	16.34%	2,015	5.89%	9,810	4.55%	1,337,428	1.19%
40 Close-In Couples	0	0.00%	0	0.00%	4,539	2.10%	1,319,983	1.18%
41 Sunset City Blues	15	0.27%	2,124	6.21%	2,419	1.12%	1,878,703	1.67%
43 Heartlanders	57	1.03%	65	0.19%	2,080	0.96%	2,247,835	2.00%
46 Old Glories	239	4.32%	388	1.13%	4,280	1.98%	1,084,584	0.97%
49 American Classics	306	5.53%	1,305	3.82%	4,815	2.23%	1,130,447	1.01%
CAUTIOUS COUPLES	1,677	30.31%	6,071	17.75%	31,113	14.42%	11,583,739	10.32%
55 Golden Ponds	13	0.23%	37	0.11%	1,174	0.54%	1,770,346	1.58%
57 Old Milltowns	10	0.18%	41	0.12%	1,430	0.66%	1,789,513	1.59%
58 Back Country Folks	0	0.00%	11	0.03%	131	0.06%	2,446,399	2.18%
59 Urban Elders	0	0.00%	0	0.00%	1,987	0.92%	1,476,643	1.32%
60 Park Bench Seniors	3	0.05%	1,978	5.78%	1,881	0.87%	1,197,419	1.07%
61 City Roots	0	0.00%	0	0.00%	3,094	1.43%	1,295,631	1.15%
62 Hometown Retired	19	0.34%	1,333	3.90%	1,539	0.71%	1,243,011	1.11%
SUSTAINING SENIORS	45	0.81%	3,400	9.94%	11,236	5.21%	11,218,962	9.99%

*HH designates households

Information within this document is based upon background data provided by:

1. Greater Lehigh Valley Chamber of Commerce - Borough Business Revitalization: Alburtis, Coopersburg, Hellertown and Macungie (1/07);
2. Lehigh Valley Economic Development Corporation (1/07); and
3. Claritas, Inc. 2007 (3/07)