



Allentown Vision 2030 Update
Allentown City Council
May 15, 2019

Allentown Vision 2030 Steering Committee

- Janet Roth, Trexler Trust
- Steve Bamford, ANIZDA
- Damien Brown, ACPC
- Superintendent Thomas Parker, Allentown School District
- Joseph Napolitano, Dorothy Rider Pool Trust
- Melissa Shafer, St. Luke's University Health Network
- Dr. Kamran Afshar, KADAC
- Lisa Curran, The Century Fund
- Rev. Dr. Greg Edwards, Resurrected Life Community Church
- Samantha Janeen, Unfyltered Media
- Matthew Tuerk, LVEDC
- Ashley Blake, Run for Books Creative Center Inc.
- Dr. Daniel Lopresti, Lehigh University – Dept. of Computer Science and Engineering
- David Jones, New Vision Church
- Courtney Robinson, Allentown City Councilperson
- Dr. Luis Brunstein, Lehigh University – Diversity, Inclusion, and Equity
- Roger MacLean, Allentown City Council President
- Audrey Mathison, President of Allentown School Board
- Flor Velez, Puertorrican Culture Preservation
- Sharon Fraser, Eatwell Consulting

Allentown Vision 2030 – 4 Phases

August – December 2018



LEVEL SETTING

This phase documents our current understanding of the history, people, places, businesses and assets that make Allentown unique. This includes concise messaging about our vision for this project and the future of the Municipality.

January – March 2019



VISION/SCENARIOS

This phase documents gathered feedback on viability, preferences, and our current ability to implement. Including potential redevelopment opportunities, partnerships, and funding sources.

April – June 2019



BUILD SESSIONS

This phase will document future land use and planning strategies, design and character guidelines, and implementation. This includes specific action steps, associated timelines, responsible parties, supporting programs, and means of funding.

July – October 2019



LAUNCH

This phase will document a refined version of the final result of the plan process. This is a celebration of the work that has been completed and confirmation of the commitments made to realize our vision for the future!

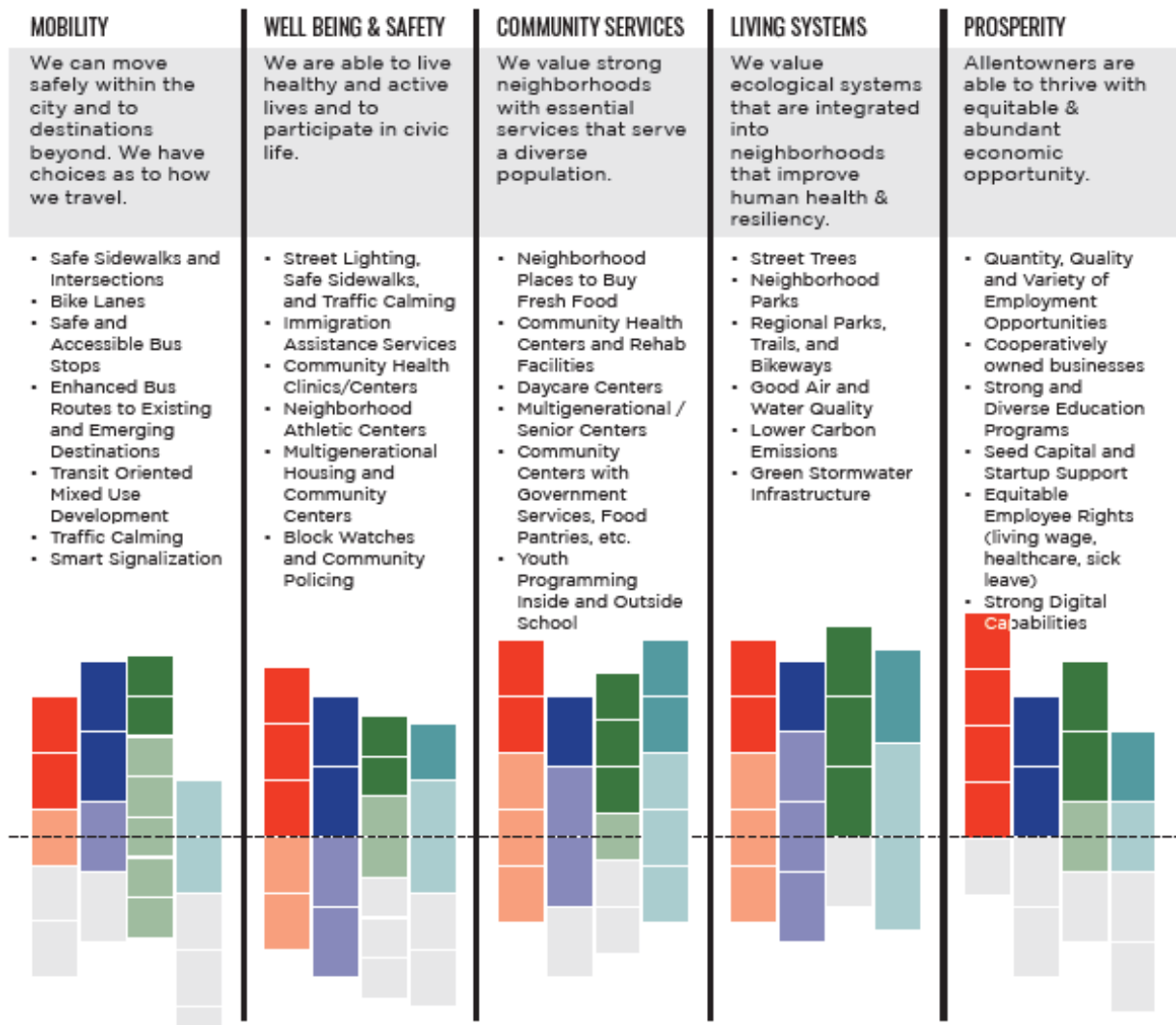


Community Engagement and Collaboration



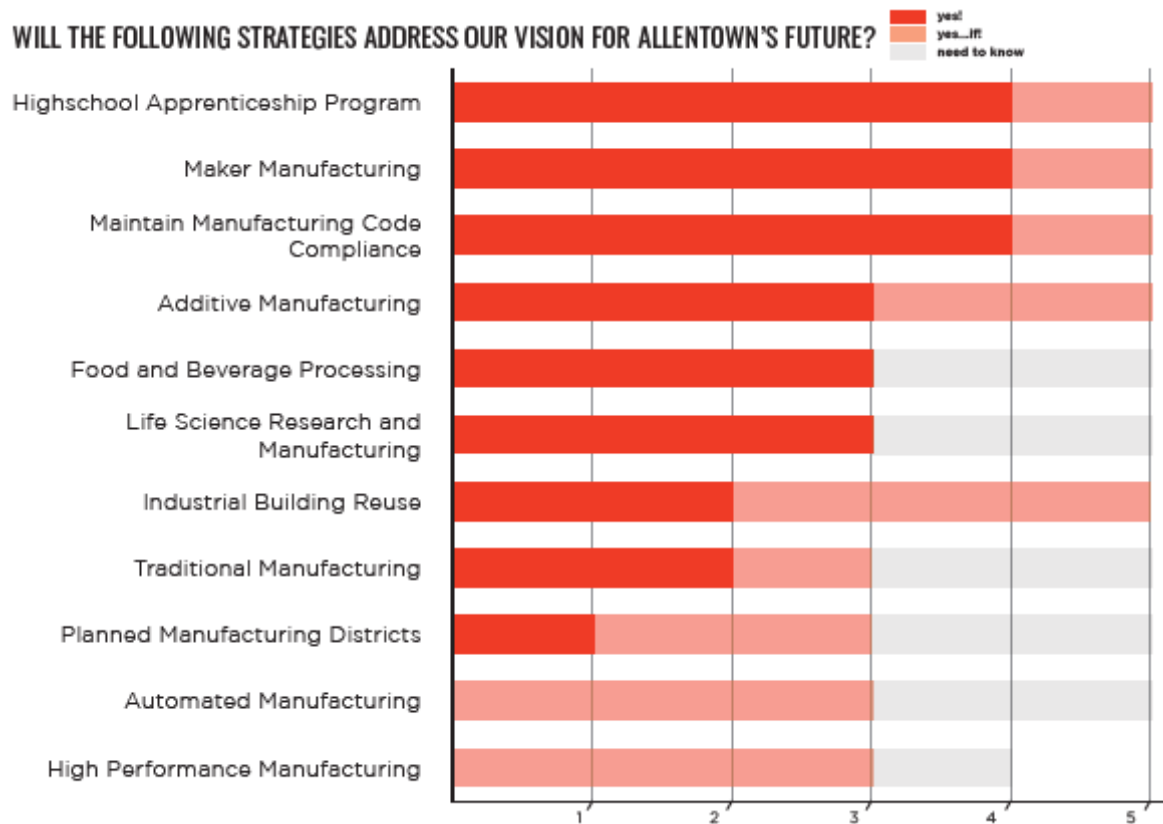
Community Collaboration Meeting #2 (February 7, 2019)

Meeting Outcomes – Community Values Alignment



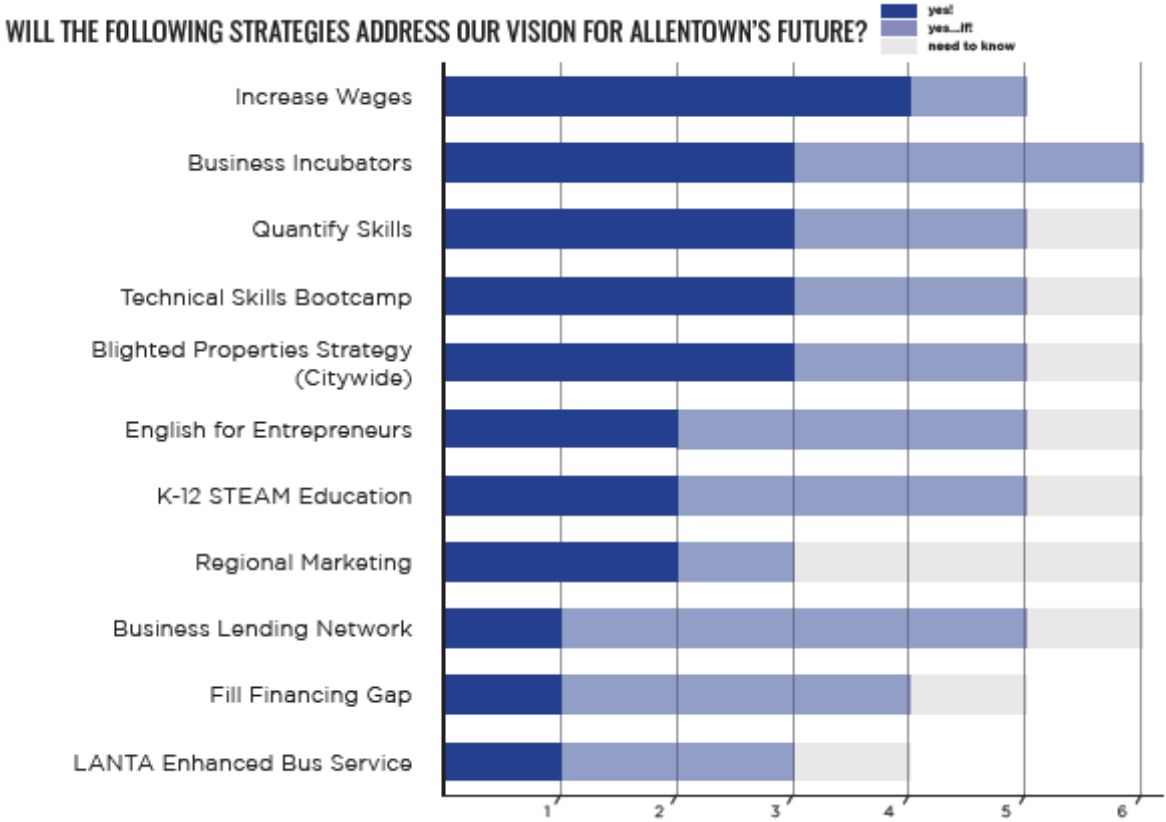
Scenario 01 **MAKER CITY**

Allentown re-writes the story of manufacturing, creating more spaces for innovative makers, revitalizing outmoded properties with productive uses, and embracing the changing face of manufacturing in the U.S.



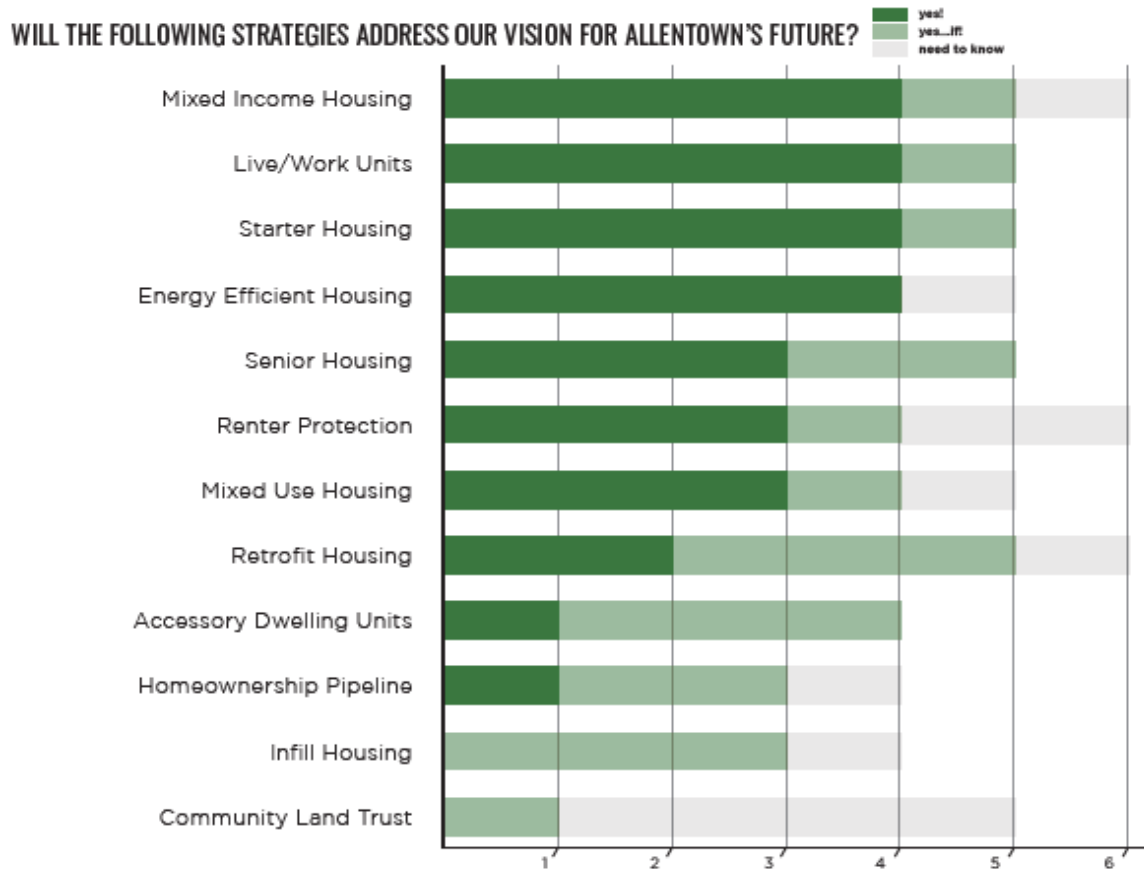
Scenario 02 CITY OF OPPORTUNITY

Allentown is a place where anyone can grow a business or find training to enter the knowledge economy.



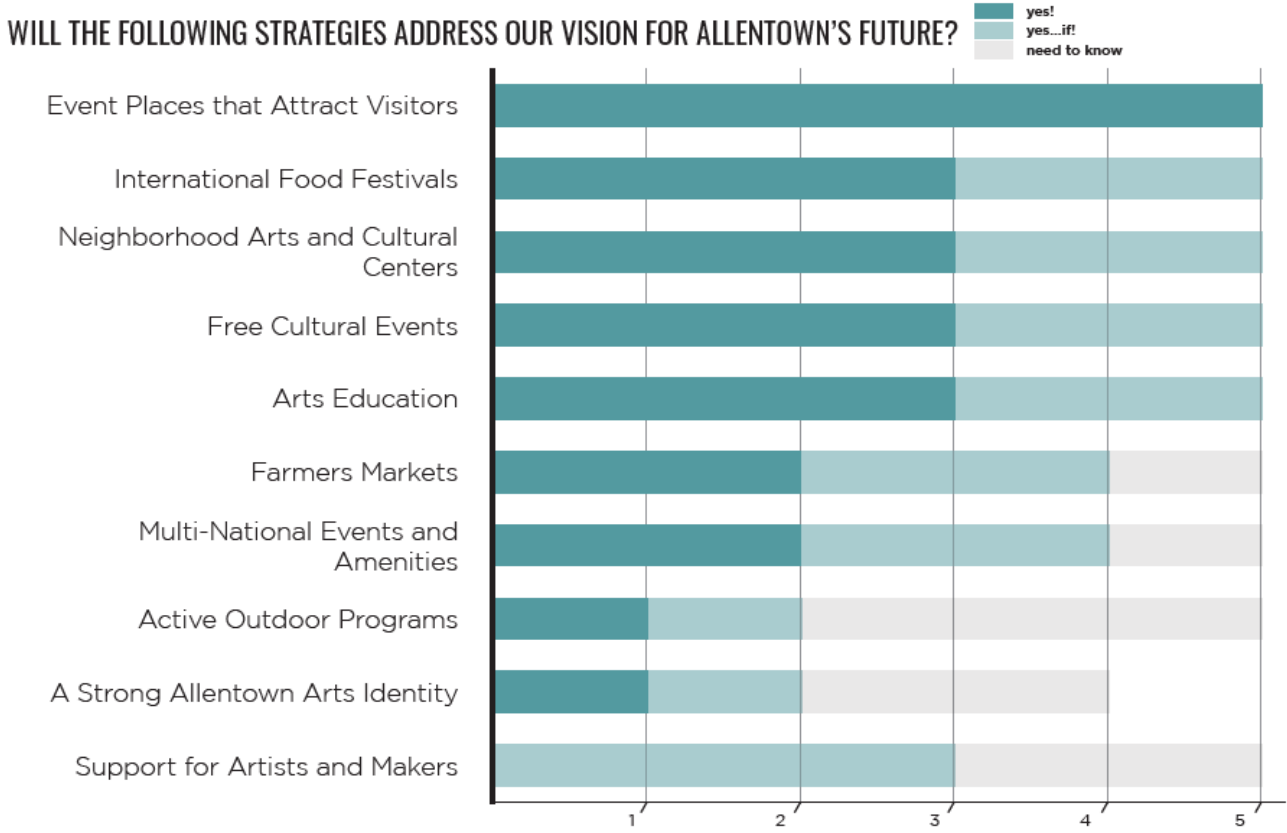
Scenario 03 **WELCOME HOME**

Allentown will be known as a place where everyone has a place to live and where strong bonds are formed in neighborhoods.



Scenario 04 **QUALITY OF LIFE**

Allentown will be known for its quality of life, where arts and culture and natural resources are celebrated and where all residents have access to high quality services and amenities.



Allentown Vision 2030 – Build Sessions



- Catalytic Sites
 - South Fourth Street
 - State Hospital Site
- Workforce of the Future
- Entrepreneurialism
- Housing
- Welcoming Neighborhoods
- Enhancing Natural Systems
- Connectivity and Accessibility
- Changing Dominant Industries

Save the Date! Community Collaboration Meeting #3

Tuesday, June 18 from 6-8pm at
JCC of the Lehigh Valley (702 N
22nd Street, Allentown)

