

# Comprehensive Plan Update

September 11, 2019

# Mission Statement

## “Allentown for All”



Economic Inclusivity



City as a Steward



Diversity



Community Empowerment

# Economic Inclusivity

- In Allentown, **anyone**, regardless of their gender, place of birth, family background, age or other circumstances, over which they have no control, **has full and fair access** to labor markets, financial tools, and entrepreneurship and, more generally, economic opportunity.

# City as a Steward

- Allentown is a **responsible steward of its citizens tax dollars**, investing in project that generate a return on investment through decreased social costs (i.e. health) and increased tax revenue from a more efficient use of land.

# Diversity

- Allentown views growing **diversity of its population as a strength**. A diverse population leads to enhanced ideas and experiences that improve the quality of life for everyone in the community.

# Community Empowerment and Collaboration

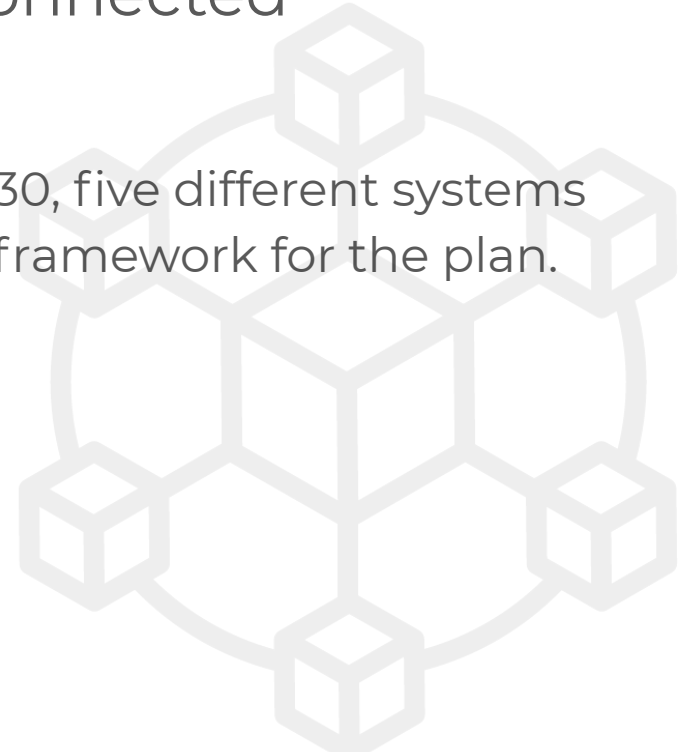
- Citizens have come together to contribute to Allentown Vision 2030, and their **participation will ensure that the vision is brought to fruition**. The city will facilitate this participation through new structures of engagement.

# Urban Systems

## Overlapping and Connected

Through the process of creating Vision 2030, five different systems emerged, which serves as the organizing framework for the plan.

- Economic Development
- Housing
- Accessibility and Connectivity
- Services and Amenities
- Living Systems



PRINCIPLES  
**ECONOMIC  
DEVELOPMENT**

---

Increase local employment

Increase access to educational opportunities

Foster small business growth and entrepreneurship

Increase the tax base

Connect to adjacent markets

PRINCIPLES  
**HOUSING**

---

Increase the quantity of healthy, safe, and affordable housing

Improve the quality of Allentown's housing

Pathways to homeownership

Preserve Allentown's historic legacy housing

PRINCIPLES  
**CONNECTIVITY  
+ MOBILITY**

---

Create safe and efficient routes

Connect places in the city

Decrease auto dependency with affordable and diverse mobility choices

Welcome people to the city

Prepare Allentown to be a smart city

PRINCIPLES  
**SERVICES+  
AMENITIES**

---

Develop neighborhood identity and organizational capacity

Create access to local essential services and amenities

Encourage the development and support of neighborhood businesses

Respect and appreciate cultural diversity

PRINCIPLES  
**LIVING  
SYSTEMS**

---

Plan for a sustainable and resilient Allentown

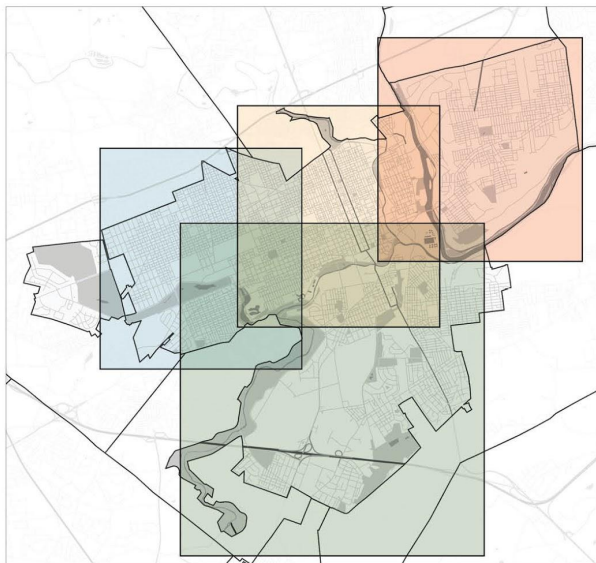
Increase environmental stewardship

Improve community health outcomes

Create productive and connected urban landscapes

# Areas of Allentown

- Area Typology (i.e. residential, commercial, old, new, traffic patterns)
- Future scenarios - how might we grow?
- Possible projects and programs
- Existing assets and vulnerabilities
- Maps and systems



## QUADRANT AREAS

SOURCE: *Vitabrositi ipsuntor asist apeli modi*

Explanation of graphic. Uci nonestia quo eum re molor si voluptus, quid qui voluptae et quatium et latur rempor molupat moditis truptaturit aut qui doleni od utests cosed mo conet ex eleniae inendam ipsae laborepror sum sua ped excea.

## LEGEND

### SUB TITLE

- Legend Item 01
- Legend Item 02
- Legend Item 03
- Legend Item 04

### SUB TITLE

- Legend Item 01
- Legend Item 02
- Legend Item 03
- Legend Item 04

## CENTER ALLENTOWN

See Page #

Center Allentown is the heart of the city, with the revived central business district and regional attractions. By connecting to and investing in the housing, community facilities, and infrastructure in adjacent neighborhoods, the Seventh Street business corridor and neighborhood economic centers can grow and complement the downtown.



## EAST ALLENTOWN

See Page #

East Allentown is well served by transit and its two commercial corridors along Hanover and Union connect the region centers of Allentown and Bethlehem. Future investments in transit as well as redevelopment of the former State Hospital can spur growth along the corridors and create the conditions suitable for transit friendly development.



## SOUTH ALLENTOWN

See Page #

South Allentown neighborhoods each have a distinct character and much of the city's industrial areas are in the south. Future investments in trails and greenways, as well as redevelopment of underused retail properties on Fourth Street could create new mixed use housing and commercial development.

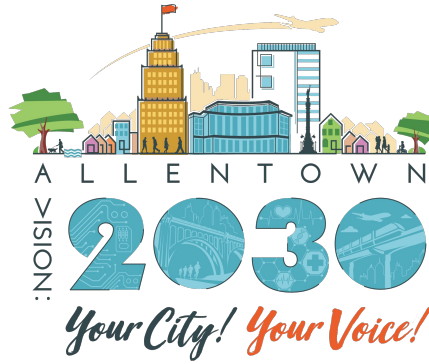


## WEST ALLENTOWN

See Page #

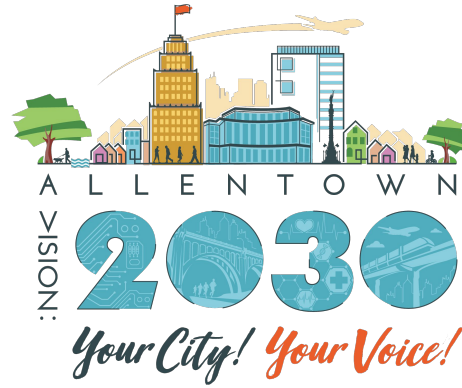
West Allentown's neighborhoods have stable housing and growing cultural areas such as the Theatre District. Future investment in a transit hub, trails, and other infrastructure can connect neighborhoods to jobs, parks, and attractions.





**Next Steps:**  
**Community Collaboration Meeting (9/12)**  
**Draft Plan released: (9/16)**  
**Public Comment Period (9/16 - 10/30)**  
**Plan Adoption (2019)**  
**Implementation**





**Thank You!**