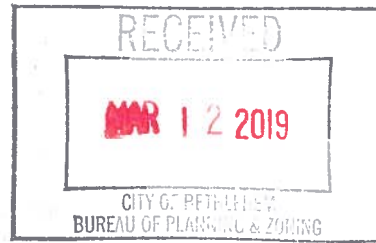


HRP Management, LLC

190 Brodhead Road • Suite #110 • Bethlehem, PA 18017

March 12, 2019

City of Bethlehem
Planning Department
Attn: Darlene Heller
10 E. Church Street
Bethlehem, PA 18018



RE: Martin Tower Master Plan Submission

We are pleased to submit for the City of Bethlehem Planning Commission's review the enclosed Master Plan for the former Martin Tower complex on Eighth Avenue. The Master Plan is consistent with the requirements defined in Section 1314.03 of the City of Bethlehem's Zoning Ordinance.

Below are bullet points outlining several of the design components of the Master Plan:

- **LAND USES:**

The Master Plan comprises a mix of uses including residential (74%), office (14%), commercial/retail (12%). A chart defining use locations, the ratio and square foot areas of these uses is included on the Plan. All of the proposed uses are within the required ratios set forth in Section 1314.03(a) of the Zoning Ordinance.

- **NEIGHBORHOOD INTEGRATION:**

The Master Plan incorporates uses that are compatible with and expand upon the existing uses surrounding and proximate to the site including: Medical/Professional Office Buildings, Retail Stores, Gas Station / Convenience Store, Hotel, Restaurants and Apartments. These uses are all consistent with the extensive commercial growth the Eighth Avenue corridor has experienced over the past several years. In addition, the planned apartments will be similar in scale and market orientation to the newer, upscale communities recently developed in the Lehigh Valley. The planned uses will serve the residents within the development as well as the surrounding areas by providing retail shopping, medical office services and dining options.

- **WALKABILITY/PUBLIC TRANSPORTATION:**

The Master Plan provides for pedestrian access through the site, as well as connections to the City's park and recreation trails. The Plan also provides the ability for neighboring residents to walk to the businesses, residences and walking paths surround the property. Residents of the development will also be able to access public transportation via LANTA's bus route along 8th Avenue.

- **TRAFFIC:**

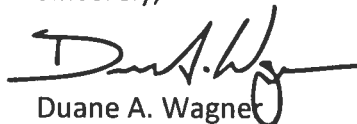
The Master Plan utilizes the existing access points to the property including the two major signalized entrances located on Eighth Avenue and at the intersection of Schoenersville Road and Eaton Avenue. In addition, a new mid-block, signalized entrance, mirrored across from the CVS entrance, is planned to serve the office buildings. These multiple ingress/egress points and the proximity to the Route 378 interchange and Schoenersville Road corridor provide several alternatives for residents of both the development and the greater Bethlehem area to easily access the businesses and residences.

- **OPEN SPACE & RECREATION:**

The Master Plan incorporates a walking trail surrounding the site that connects the sidewalks within the development to Eighth Avenue, Eaton Avenue, Schoenersville Road, the City and County Parks and walking trails along the Monocacy Creek. It also includes over 8 acres of open space providing passive recreational opportunities for residents, employees and visitors to walk along the mature, treelined hillside on the eastern edge of the property that is home to abundant flora and fauna and to access the County Park and planned greenway on the railroad at the southern border of the property. In addition to the publicly accessible open space, the residential portion of the Plan includes further open space and recreational amenities.

We look forward to review of this Master Plan with the City's Planning and Zoning Staff and the City Planning Commission.

Sincerely,



Duane A. Wagner
HRP Management, LLC