

ANIZDA Board Meeting Minutes
August 1, 2018
America On Wheels
1st Floor Conference Room/Theater
5 North Front Street, Allentown, PA

Attendees: Seymour Traub, Esq., Oldrich Foucek III, Esq., David Mickenberg, Pedro Torres, John Williams, Esq.

Board Staff: Jerome Frank (Solicitor), Steve Bamford (Executive Director), and Michelle Reid (Executive Assistant)

Presenters: Ben Carlson (Goody Clancy), Kathleen Onufer (Goody Clancy), Precious Petty (Lehigh Career & Technology Institute), Dr. Tim Rushton (Lehigh Career & Technology Institute)

Members of the media and public were present.

1. Call to Order

The meeting was called to order by Sy Traub, Chairperson, at 5:00 p.m. A quorum was met and the meeting proceeded accordingly. S. Traub announced that copies of resolutions to be discussed at the board meeting are available to the public in attendance.

2. Approval of July 11, 2018 Meeting Minutes

A motion to amend and approve the July 11th meeting minutes to reflect public comments regarding the Guidelines and Procedures for Transfer and Replacement of Parcels was made by O. Foucek, seconded by D. Mickenberg and unanimously approved.

3. Public Comment on all Matters to be Acted Upon—Members of the public were present but comments were deferred until matters were to be acted upon. Members of the media were present.

4. Process Guidelines for Public Improvement Projects – Resolution R2018-160.

- a. Ben Carlson and Kathleen Onufer of Goody Clancy presented a draft of the Process Guidelines for Public Improvement Investments. The Process Guidelines define the process for ANIZDA to finance construction of Authority-approved public improvements located within the NIZ. The guidelines explain the intent of the program; role of the different parties involved; criteria for project selection; and the process for project application, approval and implementation.
- b. After opportunities for comment from the public present, a motion to approve Resolution R2018-160 was made by J. Williams, seconded by P. Torres and was unanimously approved.

5. Request by Lehigh Career and Technical Institute Request for utilization of a Community Event at PPL Center – Resolution R2018-161.

- a. Precious Petty and Dr. Tim Rushton presented the impact of this year's annual Senior Recognition Night event at PPL Center and a request to utilize a Community Event day at PPL Center for Thursday, May 30, 2019 was made.
- b. A motion to approve Resolution R2018-161 granting LCTI's request to hold Senior Recognition Night on Thursday, May 30, 2019, as a Community Event Day was made by J. Williams, seconded by D. Mickenberg and was unanimously approved.

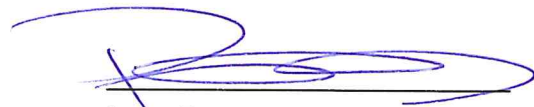
6. Executive Directors Report

- a. S. Bamford reported that the approved minutes along with the approved corresponding resolutions are now posted on ANZIDA's website.
- b. S. Bamford announced that the PPL Center is listed among the world's top venues in Pollstar's 2018 Mid-Year Rankings for the Top 200 Arenas. PPL Center ranked third in Pennsylvania in terms of tickets sold, #55 in the United States and #104 worldwide. The press release will be posted on ANZIDA's website.

A motion to adjourn the meeting was made, seconded and approved.

Next ANIZDA Board Meeting: Wednesday, September 5, 2018 at 5:00 PM in the First Floor Conference Room/Theater at America on Wheels, 5 N. Front Street, Allentown.

Respectfully Submitted,



Pedro Torres

Secretary

ALLENTOWN NEIGHBORHOOD IMPROVEMENT
ZONE DEVELOPMENT AUTHORITY

RESOLUTION R2018-160

BE IT RESOLVED that the Allentown Neighborhood Improvement Zone Development Authority (the "Authority") hereby adopts the Process Guidelines for Public Improvement Investments in the City of Allentown Neighborhood Improvement Zone attached hereto as Exhibit "A", effective immediately, and from this date forth to amend, restate to the extent set forth in Exhibit A and replace the Project Plan for Public Improvement Investments approved November 1, 2017 by Resolution R2017-130.

END OF RESOLUTION

CERTIFICATION

I, Pedro L Torres, Jr., Secretary of the Allentown Neighborhood Improvement Zone Development Authority, do hereby certify that the foregoing is a true and correct copy of the Resolution R-2018-160 of the Board of Directors of the Authority passed at a duly convened meeting of said Board on the 1st day of August, 2018. Authority members present and voting were as follows:

<u>Vote</u>	<u>Yes</u>	<u>No</u>	<u>Abstain</u>
Seymour Traub, Esq.	✓		
Nelson A. Diaz	<i>absent</i>		
Gregory N. Dudkin	<i>absent</i>		
Oldrich Foucek, III, Esq.	✓		
David Mickenberg	✓		
Tiffany Polek	<i>absent</i>		
John Stanley, Esq.	<i>absent</i>		
Pedro L. Torres, Jr.	✓		
John Williams, Jr., Esq.	✓		

IN WITNESS WHEREOF, I hereunto set my hand and seal on this 1st day of August, 2018.



Secretary

Process Guidelines for Public Improvement Investments

**Allentown Neighborhood
Improvement Zone**

Draft 07.25.18



ALLENTOWN NEIGHBORHOOD
IMPROVEMENT ZONE
DEVELOPMENT AUTHORITY

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Process Guidelines for Public Improvement Investments

1. Program Intent

The **Allentown Neighborhood Improvement Zone Development Authority** (ANIZDA or the Authority) is tasked with facilitating financing for improvements and developments within the Neighborhood Improvement Zone (the NIZ) pursuant to the NIZ Act.

The provisions of Act 50 of 2009 of the Pennsylvania General Assembly, enacted on October 9, 2009, as amended and supplemented (the NIZ Act) authorize, among other things, the establishment of the NIZ in the City of Allentown and the transfer to the Authority of revenues derived from the taxes enumerated in the NIZ Act collected from Qualified Businesses located in the NIZ. These revenues are to be used for the payment of debt service on Authority bonds or notes issued to finance Authority-approved improvements and developments within the NIZ.

ANIZDA, by Resolution R 2017-130 on November 1, 2017, has established the Project Plan for Public Improvement Investments in order to finance construction of Authority-approved public improvements located within the NIZ. The Process Guidelines set forth herein amend, restate, and replace the criteria established in Resolution R 2017-130 so that going forward any proposed public improvement in the NIZ seeking funding through ANIZDA shall be processed and dealt with solely as set forth herein. ANIZDA has entered into a \$10 million revolving credit facility that will utilize a limited portion of the surplus NIZ revenues in excess of the funds required for existing Authority indebtedness and the initial annual excess NIZ revenue payable under the agreement between the Authority and the Commonwealth of Pennsylvania.

This guide explains the intent of the program; roles of the different parties involved; criteria for project selection; and process for project application, approval, and implementation.

ANIZDA's sole liability and responsibility under the Process Guidelines is only to provide the funds, to the extent available, for the cost of construction as an accommodation to the Project Sponsor and Public Property Owner. ANIZDA assumes and has no responsibility to complete the work involved or maintain the improvements. ANIZDA does not intend to provide funding for operations or programming of public improvements. These guidelines are intended for informational purposes only. They are not meant to constitute any contractual offer or promise of ANIZDA. These guidelines shall not be construed to limit in any way the discretion of ANIZDA. The Authority reserves the right to waive or modify provisions of these guidelines. To the extent of any inconsistency between these guidelines and the provision of the NIZ Act as it may be amended or interpreted, the provisions of the NIZ Act shall control.

2. Participating Parties & Roles

Funder



ANIZDA serves as a source of funds for public improvement projects and can fund capital construction of public improvements as well as related design and construction costs. ANIZDA cannot fund maintenance, programming, or ongoing operational costs. ANIZDA funding may be combined with other sources and uses of support to fund public improvements. ANIZDA serves only as a funder and does not serve any of the roles of the Project Sponsor or Public Property Owner.

Public Property Owner



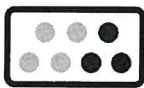
Public improvement projects must take place on public property owned by the City of Allentown, Lehigh County, State of Pennsylvania, or other public entity. As part of approving a public improvement project, the Public Property Owner agrees to accept the completed project as public property.

Project Sponsor



A Project Sponsor who proposes a public improvement project shall be responsible for developing the project concept, completing the application to ANIZDA for funding, executing a project agreement with ANIZDA and the Public Property Owner(s), obtaining all permits and approvals required for a public improvement project, and delivering the project through construction and initial maintenance period to the Public Property Owner as complete so that the Public Property Owner shall accept the complete project as public property. ANIZDA shall not fulfill any of the roles of Project Sponsor in completing, maintaining, or operating a public improvement project. In some cases, the Project Sponsor and Public Property Owner may be one and the same.

Public Improvement Committee



The Public Improvement Committee conducts initial review of project proposals and recommends their approval, rejection, modification, or other action to the ANIZDA Board of Directors. Any action of the Public Improvement Committee is not binding on the ANIZDA Board of Directors. The Committee consists of at least three (3) selected members of the ANIZDA Board of Directors, the

City of Allentown's Director of Planning & Zoning or their designee, and a representative of the Credit Facility Guarantor. Public Improvement Committee members shall be designated by the ANIZDA Board of Directors.



Credit Facility Guarantor

The Credit Facility Guarantor provides a limited, conditional guarantee of the annual principal repayment pursuant to the terms of the revolving credit facility established by ANIZDA to finance public improvement projects in the event excess NIZ revenues are insufficient.



City of Allentown and other permitting agencies

Typically, Project Sponsors must secure any appropriate project permits from the City of Allentown. Other permitting agencies may also be involved in certain projects – for instance, projects affecting Sixth or Seventh Streets, which are state highways in the NIZ, may require approval from the Pennsylvania Department of Transportation. The City of Allentown also has a role in reviewing project applications and in undertaking broader planning efforts that help guide public policy and funding priorities in and around the NIZ areas.



ANIZDA Board of Directors

Makes decisions regarding approval or rejection of Public Improvement proposals in a public meeting, taking into account the input of the Public Improvement Committee. Approvals take the form of a formal board resolution.



ANIZDA Staff

Administers the Process Guidelines for Public Improvement Investments on behalf of the ANIZDA Board of Directors. Potential Project Sponsors should consult with ANIZDA Staff to determine the current pipeline of projects and funding available as part of the Process Guidelines for Public Improvement Investments.

3. Project Approval Criteria

The ANIZDA Board hereby adopts and reaffirms criteria to guide evaluation and selection of all public improvement projects. These criteria provide a framework for evaluating proposals that meet a key criteria goal against one another for the greatest level of impact. They are intended to promote project consistency with relevant established plans that apply to the NIZ regardless of the scale of the project and the subsequent method of funding and administering the project.

Four categories of criteria apply:

- A. Project Sponsor Capacity**
- B. Public Purpose Prerequisite**
- C. Project Impact**
- D. Project Design Concept**

Details for each category are provided below.

A. Project Sponsor Capacity

Demonstrated capacity to manage project implementation, including securing of permits as needed, and management of construction.

B. Public Purpose Prerequisite

To meet the public purpose prerequisite, ANIZDA funded public improvement projects will be:

- i. For the primary benefit of the public.
- ii. Accessible to the public, with sensible access restrictions for safety.
- iii. On public property.
- iv. Meeting all criteria of the Americans with Disabilities Act (ADA).

C. Project Impact

The project must significantly advance one or more of the goals below. Many investments may not be able to address all of the project impact criteria simultaneously. ANIZDA may choose to focus on a specific impact goal in different rounds of funding or at different times.

i. Leveraging other ANIZDA investments

A key goal for ANIZDA is to ensure their investments help seed an overall revitalization of the NIZ, contributing to its success and building a whole neighborhood that has its own sustained economic momentum. Investments will provide better public access and a better public realm near other already-existing or underway ANIZDA projects.

ii. Attracting more investment to the NIZ area

By contributing to the momentum of revitalization in the NIZ and improving the public realm, the investments will help attract more investment, including development and redevelopment, to the NIZ area.

iii. Physical Connectivity & Transportation

Investments will increase physical connectivity, beautify streetscapes, and provide more complete streets. Investments should be universally-accessible, meeting applicable ADA-criteria, and help provide attractive, safe, easy connections for movement throughout the NIZ as well as to the larger community.

iv. The Arts as Economic & Community Development

Investments will help support the arts as an important driver of economic and community development for the NIZ area and Allentown as a whole.

D. Project Design Concept

The project must demonstrate consistency with established plans and community priorities, as well as feasibility, through its:

i. Consistency with stakeholder goals

Public improvements that have the support and collaboration of key stakeholders, including the City of Allentown, the Chamber of Commerce, major employers, and arts organizations, will be prioritized. Also considered will be the priorities of the Downtown Allentown Development and Urban Design Plan, the Lehigh Riverfront Master Plan, the Comprehensive Plan of the City of Allentown, and/or other relevant plans adopted by public agencies affecting the NIZ.

ii. Appropriate cost range

While ANIZDA may choose to pursue projects of very different scales and overall cost, a weighing of estimated cost and benefits will be part of the evaluation of public improvement projects.

iii. Excellent quality of design

Projects will meet an excellent quality of design and undergo a design review process.

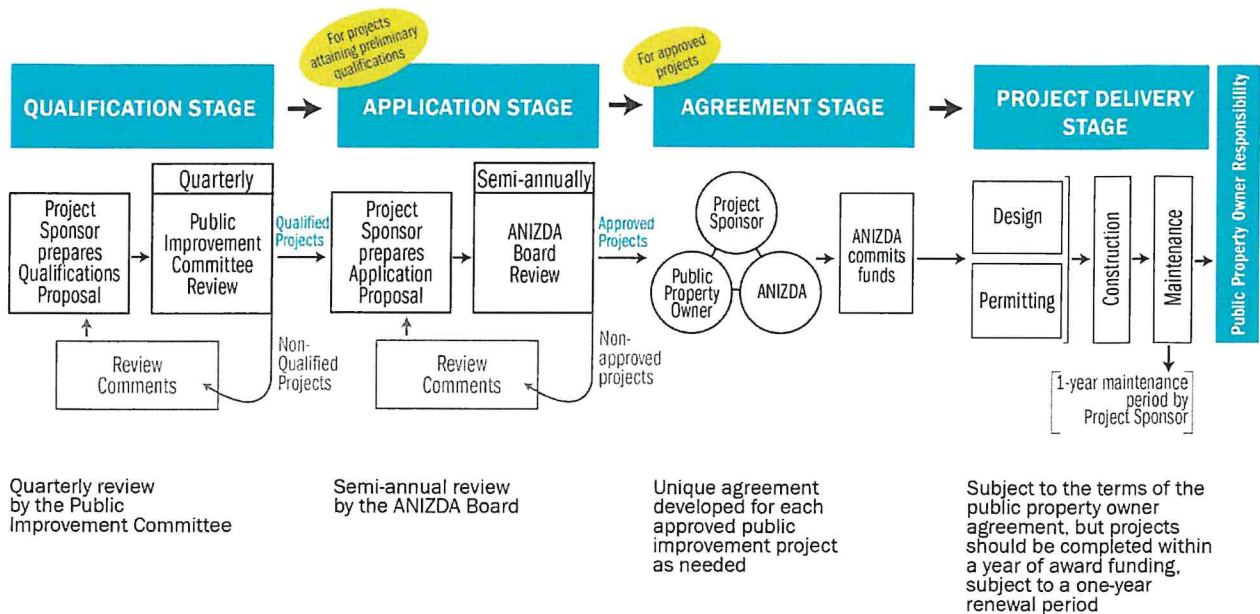
*Examples of appropriate project types are available in **Section 5** of this document.*

Table 1. Public Improvement Project Criteria Worksheet for Board Review

As part of the Public Improvement Committee review during the Qualification Stage and the ANIZDA Board review during the Application Stage, members will utilize worksheets for each Project Proposal.

ANIZDA Public Improvement Project Criteria	Evaluation of Project Proposal
Does the Project Sponsor have the capacity to manage project implementation, including securing of permits as needed and management of construction, OR have they secured a partner with this capacity?	
Does the project meet the public prerequisite criteria – for the primary benefit of the public, accessible to the public, on public property, and meeting criteria of the Americans with Disabilities Act?	
How does the project fulfill the project impact criteria, including leveraging other ANIZDA investments, attracting more investment to the NIZ area, improving physical connectivity and transportation, and supporting the arts as economic and community development?	
How does the project fulfill the project design concept criteria, including consistency with stakeholder goals, appropriate cost, and excellent quality of design?	

4. Project Review Process



Evaluation and awarding of funding for public improvement projects occurs through a multi-stage process. The first step, the Qualification Stage, occurs every quarter to allow for conceptual review of public improvement projects. The Qualification Stage also allows ANIZDA to develop a public improvement pipeline and to suggest strategic partnerships that may make an application more successful.

The Application Stage, when ANIZDA reviews public improvement applications, occurs semi-annually. ANIZDA may convene an Application Stage as needed but shall notify all applicants to the previous Qualification Stage. The Development Agreement stage allows for the development of a two party (in the case where the Project Sponsor and Public Property Owner are one and the same) or multi-party agreement with the Project Sponsor, City of Allentown or other Public Property Owner, and ANIZDA for the full extent and execution of a public improvement project. The Public Improvement Project Delivery stage allows for construction, funding, and completion of the project, including acceptance of a complete project by the Public Property Owner.

A Note on Public Input

Throughout this process, there are multiple opportunities for public input, including:

- *Application requirements for letters of support and evidence of public involvement to be used*
- *Advertised public meetings for both the Public Improvement Committee and ANIZDA Board when considering public improvement applications*

A. Qualification Stage

The Qualification Stage for public improvement projects occurs every quarter on a regular schedule. Potential projects are reviewed by the Public Improvement Committee to determine if the project meets the public improvement project criteria as previously adopted, to provide preliminary design review, and to ensure that applicants meet the requirements to receive NIZ financing.

Applications for the qualification stage of public improvement projects must be received one month in advance of the quarterly Public Improvement Committee review meeting and must include the items indicated in the Qualification Stage column in **Table 2** on page 13. The submission will be reviewed by ANIZDA staff, The City of Allentown's Director of Planning and Zoning, and a planning and design consultant under contract to ANIZDA. (The cost of the consultant review will be billed to the Project Sponsor and if approved may be included as a construction cost.)

The goal of this stage is to establish an initial, non-binding confirmation of interest by the Public Improvement Committee to a Project Sponsor. ANIZDA may suggest that Project Sponsors modify project design, partner with other project applicants, or otherwise adjust their application to result in a more successful project and/or better eligibility for funding. The Qualification Stage also allows ANIZDA to establish a sense of the potential pipeline for public improvement projects. If the Project Sponsor is not the Public Project Owner, then evidence that the Public Property Owner will accept the complete Project must be included with the Application.

Public improvement projects will be evaluated for compliance with ANIZDA's Project Approval Criteria above, the City of Allentown's "Downtown Allentown Development and Urban Design Plan," the "Lehigh Riverfront Master Plan," the Comprehensive Plan for the City of Allentown, and/or other relevant plans adopted by public agencies affecting the NIZ.

The Public Improvement Committee is defined in Section 2 above. Only after the Public Improvement Committee provides a non-binding confirmation of interest to the Project Sponsor may the project proceed to the Application Stage.

B. Application Stage

The Application Stage involves a full review of the public improvement application materials by the ANIZDA Board. In making their approval decision, the Board will be guided by the recommendation of the Public Improvement Committee review, if available, as well as further design review and the recommendation of the City of Allentown Director of Planning or their designee. Application materials should address how the project does or does not respond to any ANIZDA and/or public comments received during the Qualification Stage or previous unsuccessful Application Stage submissions.

The items to be submitted are indicated in the Application Stage column in Table 2 on page 13.

While ANIZDA cannot provide funding for maintenance, operations, or programming of public improvements, applications which include matching funds that can be used for maintenance, operations, or programming of a public improvement will be prioritized.

The application must include a statement or letter of support from a reasonable sample of neighboring property owners to the public improvement project. Additional letters of support are a welcome part of applications.

Maintenance Plan

Applicants must demonstrate the ability to meet requirements imposed by the City of Allentown for public improvement projects, including: providing maintenance of their proposed project for 12 months following completion of the project and securing a bond for maintenance costs for 18 months following completion of the project.

Other Requirements

Public improvement projects must pay prevailing wage and should be completed within 12 months of approval by ANIZDA, with a possible 12-month extension awarded on a discretionary basis.

The application is to be approved or denied by the ANIZDA board at the end of the Application Stage at a public meeting.

C. Development Agreement

This stage establishes an agreement between the City of Allentown or other Public Property Owner, ANIZDA, and a public improvement Project Sponsor, if any, for completion of the public improvement. The Development Agreement governs project construction funding, completion, delivery, and acceptance. In cases where the Public Property Owner is the Project Sponsor, this will be a two-party Development Agreement. In other cases, the Development Agreement will have three parties – ANIZDA, the Project Sponsor, and the Public Property Owner (the City of Allentown or other public entity controlling the site). In a two-party Development Agreement, the City of Allentown or other Public Property Owner would deliver the project based on their own public bid

process. In a tri-party Development Agreement, the public improvement Project Sponsor is responsible for delivering the project to the City of Allentown or other Public Property Owner. This includes meeting all permitting and regulatory requirements of the public improvement project delivery. In the case of a tri-party Development Agreement, the terms include the City of Allentown's expectations for maintenance, as well as the Authority's requirements for paying prevailing wages. The City of Allentown may request other commitments dependent on the nature of the project, size, and scope.

Funds will be disbursed by ANIZDA for use in public improvement project delivery according to the terms of the Development Agreement. ANIZDA's role remains that of a funder. ANIZDA's sole liability and responsibility is to only provide the funds for the cost of construction, as an accommodation, and ANIZDA assumes and has no responsibility to complete the work or maintain the improvements.

D. Public Improvement Project Delivery Stage

The Project Sponsor delivers the project to the City of Allentown or public property owner(s) based on the terms of the Development Agreement. The Project Sponsor is responsible for all permitting, construction management, and inspections.

Table 2. Public Improvement Project Submission Checklist

CATEGORY	SUBMISSION REQUIREMENTS	
	Qualification Stage	Application Stage
<p>Project description and purpose addressing these questions:</p> <ul style="list-style-type: none"> • Where is the improvement located? • What is the type and extent of improvement? • How does the design of the improvement demonstrate quality and effectiveness? (cite applicable standards such as the Framework for Urban Design in the Downtown Allentown Development and Urban Design Plan, as relevant) • Who will the improvement serve? (indicate primary and secondary users if applicable) • How does the proposed project help attain goals expressed by the Allentown community? • How does the project meet the public purpose prerequisite to be for the primary benefit of the public, accessible to the public, on public property, and meeting applicable ADA criteria? • How does the project meet the project impact criteria of leveraging other ANIZDA investments, attracting more investment to the NIZ area, providing for physical connectivity and transportation, and/or supporting the arts as 	<ul style="list-style-type: none"> • Narrative of up to 1,000 words addressing questions at left • Project location map • One or more photographs of existing conditions at project location • Site plan or map indicating general extent of the project and general nature of improvements • Conceptual illustration(s) of general project intent (rough sketch or concept diagram acceptable) • Evidence the Public Property Owner will accept the Project upon completion 	<ul style="list-style-type: none"> • Updated narrative, with attention to any concept refinements, modifications, or other changes since Qualification Stage submission. • Project location map • One or more photographs of existing conditions at project location • Scaled project site plan including property lines, all relevant project elements and materials (such as paving, plantings, lighting, public art elements, street furniture, etc.), and annotations or caption clearly identifying project components. Key dimensions, elevations, or other data as applicable. • Illustration(s) of project concept in perspective or other three-dimensional format, preferably with companion existing conditions photo(s) showing conditions before and after the project.

CATEGORY	SUBMISSION REQUIREMENTS	
	Qualification Stage	Application Stage
<p>economic and community development?</p> <ul style="list-style-type: none"> • How does the project meet the project design concept to be consistent with stakeholder goals, within an appropriate cost range, and with an excellent quality of design? • Why does this project merit ANIZDA financial support now? 		
<p>Estimated project cost & funding request</p> <p>The Project Sponsor shall be responsible for any construction cost overruns beyond those estimated and approved for funding by ANIZDA.</p>	<ul style="list-style-type: none"> • Estimated overall project development cost assuming prevailing wage, with breakout of component costs for design/engineering, project management, construction administration, and construction. • Requested amount of funding from ANIZDA • Statement of other anticipated or potential funding sources and uses, if applicable, including potential contributions by the Project Sponsor 	<ul style="list-style-type: none"> • Same submission items as for Qualification Stage, reflecting any updates or refinements related to additional project concept development • If one or more additional entities will be contributing a portion of project funding, include a letter from each entity committing to its funding amount.
<p>Operations & Maintenance Plan</p>	<ul style="list-style-type: none"> • Estimated annual operations and maintenance costs • Anticipated party or parties responsible for long-term operations and maintenance. Include statement from this party (parties) expressing willingness to serve in this role. 	<ul style="list-style-type: none"> • Estimated annual operations and maintenance costs, reflecting any updates or refinements related to additional project concept development • Letter of commitment from party or parties that would conduct ongoing operations and maintenance • Narrative describing type

CATEGORY	SUBMISSION REQUIREMENTS	
	<i>Qualification Stage</i>	<i>Application Stage</i>
		<p>and frequency of operations and maintenance tasks, and management approach.</p> <ul style="list-style-type: none"> Evidence of Project Sponsor's capacity to provide project maintenance for 12 months following completion of the project and to secure a bond for maintenance costs for 18 months following completion of the project
Statements of Support	<ul style="list-style-type: none"> Statements/letters of support from stakeholders, including at least one neighboring property owner Optional documentation of meetings with key stakeholders and/or general community members, and input received 	<ul style="list-style-type: none"> As an option, additional or revised letters of support from stakeholders may be submitted As an option, meetings with stakeholders and/or the general public may be conducted and their input documented for submission
Demonstration of Project Sponsor Capacity	<ul style="list-style-type: none"> At the Qualification Stage, Project Sponsors shall identify any partners assisting with project implementation Project Sponsors must provide evidence of capacity, through letters of reference, examples of comparable completed projects, or other relevant evidence 	<ul style="list-style-type: none"> ANIZDA Board may request additional evidence of implementation capacity
Response to Previous ANIZDA feedback	<ul style="list-style-type: none"> Projects being resubmitted after previous designation by the Public Improvement Committee as Not Qualified must include narrative explain how the new submission amends 	<ul style="list-style-type: none"> If a project concept received comments from ANIZDA when designated Qualified, or when designated Not Approved in a previous Application Stage, its application must include narrative explaining

CATEGORY	SUBMISSION REQUIREMENTS	
	<i>Qualification Stage</i>	<i>Application Stage</i>
	shortcomings in the earlier submission.	how the submission addresses those comments. Response to public comments previously received may also be included.

5. Project Examples

A variety of project types can fulfill ANIZDA's criteria for a public improvement program. Many projects may incorporate elements of the three main project types anticipated:

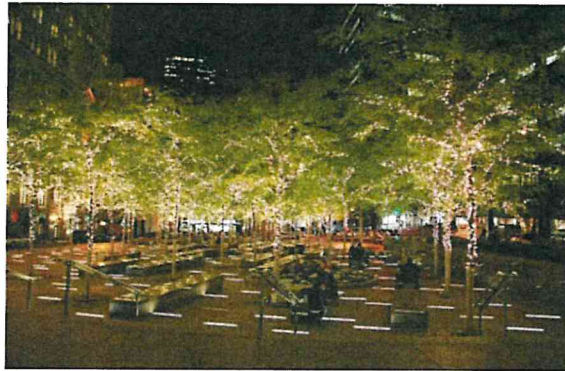
- A. Public Spaces & Parks**
- B. Streetscape Improvements & Complete Streets**
- C. Public Art**

Each project type is discussed in greater detail, with precedent images, below.

A. Public Spaces & Parks

This project type involves the funding of direct improvements to existing public spaces and parks as well as the creation of new public spaces and parks.

Public realm investments can include streetscape elements in a blended project that includes area of both street right of way and dedicated park space, or function as a park.





Parklets, or small public spaces provided seasonally in the space normally occupied by parking spaces, are another option for smaller public space improvements. Similar improvements can also be created in dedicated sidewalk or plaza areas where space allows.

B. Streetscape Improvements & Complete Streets

Investments in this project type would include *streetscape improvements* of various scales, including smaller projects to invest in individual streetscape elements as well as ones to provide a consistent treatment across a block.

Streetscape elements can include:

- **trees & other landscaping**
- **lighting, benches**
- **bike racks**
- **paving improvements**
- **wayfinding**
- **gateway markers**
- **other similar improvements.**

A full streetscape improvement would entail installation of a consistent selection of streetscape elements across continuous public-right-of-way for a length of at least one block.



A rendering from the Downtown Allentown Development & Urban Design Plan shows a proposed improved streetscape including lighting, decorative banners, street trees, ornamental plantings, new sidewalk paving, seating in the form of parklets, and bike parking.



Streetscape improvements beautify the street while increasing walkability, as seen in this image of Hamilton Street in Allentown where recent investments in pedestrian-scaled streetlighting, ornamental plantings, street trees, and sidewalk paving make walking more appealing and safe.

Complete streets are streets that provide safe and convenient multi-modal transportation, including walking, biking, transit, and vehicular travel. The street is an attractive public space and real estate address as well as a transportation route. Complete streets investments could include:

- **improved, visually-attractive crosswalks**
- **ADA-accessible curb ramping**
- **improvements to transit facilities**
- **bike facilities**

C. Public Art

Projects could include funding of public art installations, and/or funding other public improvements that provide opportunities for arts programming. Public art may also be incorporated directly into functional streetscape elements such as gateways, landmarks, or bus shelters.



Public art could include gateways, landmarks, and street trees as well as more figurative works and installations.

Example Project: Center Square

To examine how these criteria would work in practice, consider the redesign and renovation of Center Square as a public space. First, the prerequisite. This is a public landmark and amenity, on public property, that would be redesigned and renovated to be more accessible to the public. Next, the project impact criteria.

1. Leveraging other ANIZDA investments

Located at the center of the downtown, at one of the most prominent intersections in the NIZ district, and with the PPL Center arena and City Center/Strata flats surrounding it, Center Square will improve the image and visibility of major ANIZDA investments. It will also make adjoining public spaces more usable, enhancing the level of amenity available to area properties and tenants.

2. Attracting more investment to the NIZ

An improved Center Square will become a major image of Downtown and the NIZ and draw more visitors to the NIZ from greater Allentown. It can help attract investment in underutilized properties on or near Center Square.

3. Physical connectivity and transportation

Improvements can increase connectivity around the site, expanding pedestrian space while improving vehicular traffic flow and safety.

4. The arts as economic and community development

As a major landmark of Allentown, there are ample opportunities for additional or reinterpreted art as a part of the Center Square redesign. This could include being a place for arts events and other programs to occur.

Project Design Concept Criteria:

1. Consistency with stakeholder goals

Center Square, as the most prominent landmark in the NIZ, is a focus of many stakeholders, including the City of Allentown, NIZ project proponents, and the ANIZDA board itself. A vision of redesigned Center Square is the cover image of the Downtown Allentown Development & Urban Design Plan.

2. Appropriate cost range

While this is likely to be a higher cost project, the impact would be commensurate.

3. Excellent quality of design

As a central gathering point and image of the NIZ and greater Downtown, this project should have excellent quality of design and a detailed design review.



Three views of proposed improvements to Center Square from the Downtown Allentown Development & Urban Design Plan show key elements for a redesign: to accommodate a wide variety of programming at different times; to increase green space, crosswalk and sidewalk improvements; and to include lighting and other features that enhance the visibility of the southeast corner.



ALLENTOWN NEIGHBORHOOD IMPROVEMENT ZONE
DEVELOPMENT AUTHORITY

RESOLUTION NO. R-2018-161

WHEREAS, the Arena Lease between BDH Development and the Allentown Neighborhood Improvement Zone Development Authority (the "Authority"), provides for up to five (5) rent free Community Events to be held in the Arena each Lease Year, and

WHEREAS the Authority has received a request for utilization of a Community Event day in addition to what has been granted under Resolution R2016-112;

NOW, THEREFORE, BE IT RESOLVED by the Authority, as follows that:

1. For the Lease Year commencing September 1, 2018 ending August 31, 2019, the Authority hereby approves as a Community Event by Lehigh Career & Technical Institute ("LCTI") its request to hold the LCTI Senior Recognition Night on May 30, 2019 for its senior completion of career and technical education certificate and awards ceremony.
2. This approval as a Community Event shall be in accordance with and subject to the terms of the Arena Lease, Section 5.4.

END OF RESOLUTION

CERTIFICATION

I, Pedro L Torres, Jr., Secretary of the Allentown Neighborhood Improvement Zone Development Authority, do hereby certify that the foregoing is a true and correct copy of the Resolution R-2018-161 of the Board of Directors of the Authority passed at a duly convened meeting of said Board on the 1st day of August, 2018. Authority members present and voting were as follows:

<u>Vote</u>	<u>Yes</u>	<u>No</u>	<u>Abstain</u>
Seymour Traub, Esq.	✓		
Nelson A. Diaz	<i>absent</i>		
Gregory N. Dudkin	<i>absent</i>		
Oldrich Foucek, III, Esq.	✓		
David Mickenberg	✓		
Tiffany Polek	<i>absent</i>		
John Stanley, Esq.	<i>absent</i>		
Pedro L. Torres, Jr.	✓		
John Williams, Jr., Esq.	✓		

IN WITNESS WHEREOF, I hereunto set my hand and seal on this 1st day of August, 2018.



Secretary