

# STEELSTACKS ARTS + CULTURAL CAMPUS



# SteelStacks Campus:

## The Transformation of the Bethlehem Steel Site into an Arts and Cultural Campus

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Founding Principal, SITIO architecture + urbanism

John Callahan

Former Mayor, City of Bethlehem

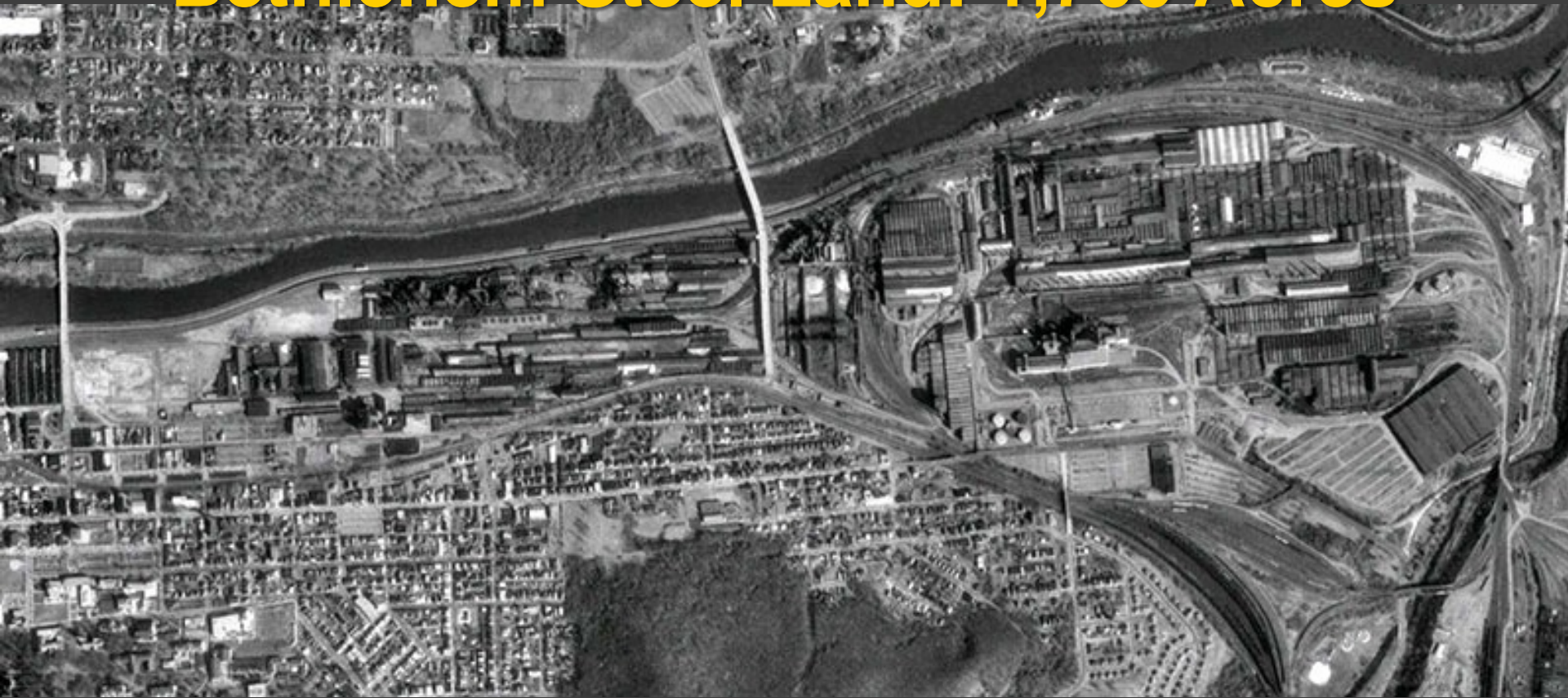
Director of Business Development, Florio Perrucci Steinhardt & Fader



A-F-76

AERIAL EXPLORATIONS, INC., N. Y.

# Bethlehem Steel Land: 1,760 Acres





LVI Airport

Route 22

Proposed Route 33

Lehigh River

Route 378

160 ac

1600 ac

Bethlehem Works

To NYC NJ

Route 412  
Bethlehem / Hellertown  
Interchange

Bethlehem  
Commerce  
Center

**20% of the City, 50% of South Bethlehem**

To Harrisburg

# Lehigh Valley Industrial Park



Legend

[Pink Box]	[Yellow Box]	[Light Blue Box]
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# SteelStacks Art + Cultural Campus : 2009



# SteelStacks Art + Cultural Campus : Today

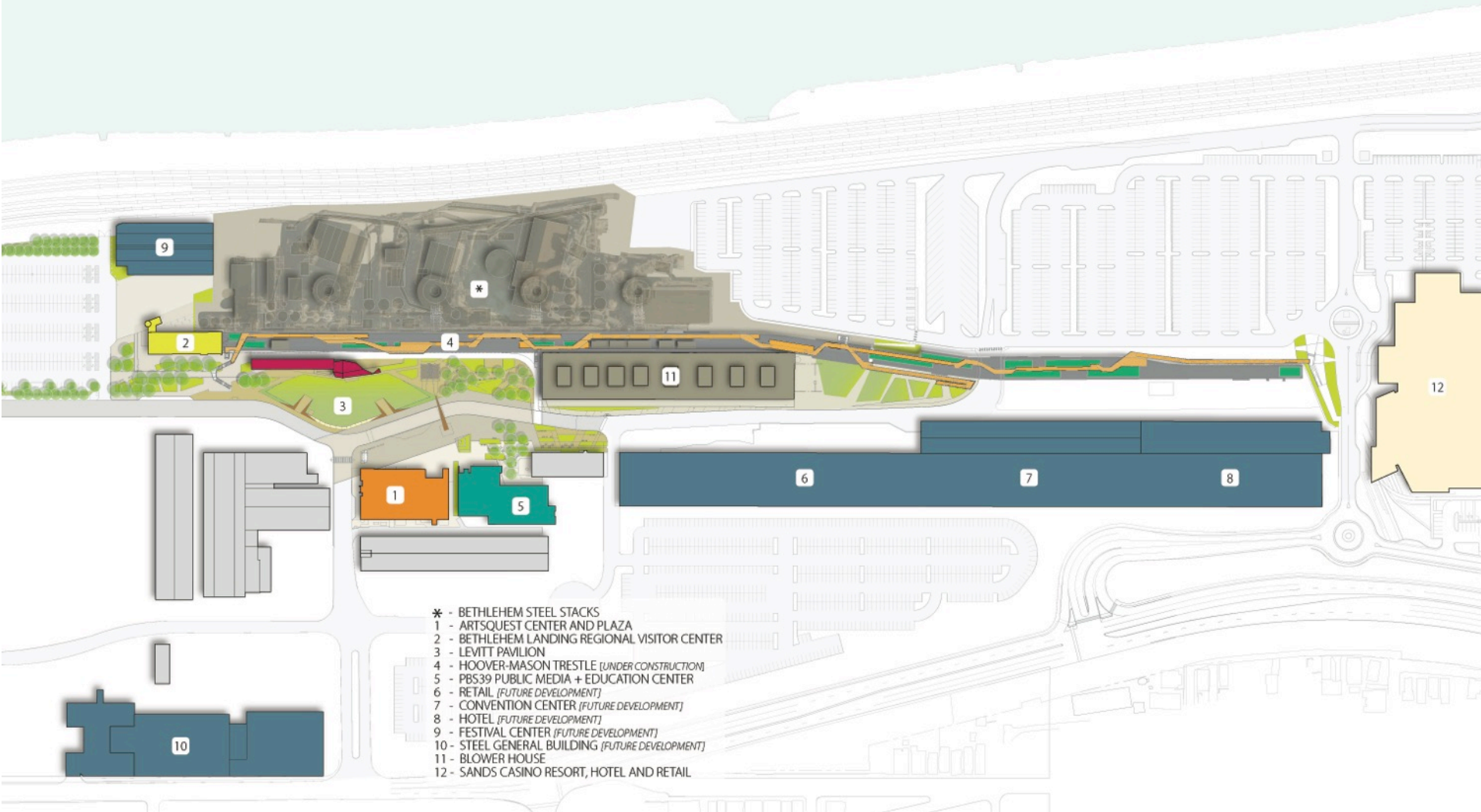






**Bethlehem Sands Casino**

# STEELSTACKS ARTS + CULTURAL CAMPUS



- \* - BETHLEHEM STEEL STACKS
- 1 - ARTSQUEST CENTER AND PLAZA
- 2 - BETHLEHEM LANDING REGIONAL VISITOR CENTER
- 3 - LEVITT PAVILION
- 4 - HOOVER-MASON TRESTLE (UNDER CONSTRUCTION)
- 5 - PBS39 PUBLIC MEDIA + EDUCATION CENTER
- 6 - RETAIL (FUTURE DEVELOPMENT)
- 7 - CONVENTION CENTER (FUTURE DEVELOPMENT)
- 8 - HOTEL (FUTURE DEVELOPMENT)
- 9 - FESTIVAL CENTER (FUTURE DEVELOPMENT)
- 10 - STEEL GENERAL BUILDING (FUTURE DEVELOPMENT)
- 11 - BLOWER HOUSE
- 12 - SANDS CASINO RESORT, HOTEL AND RETAIL

# Arts Quest Center



# PBS 39 Building



# Levitt Pavilion



# Bethlehem Visitor Center



# Hoover-Mason Trestle

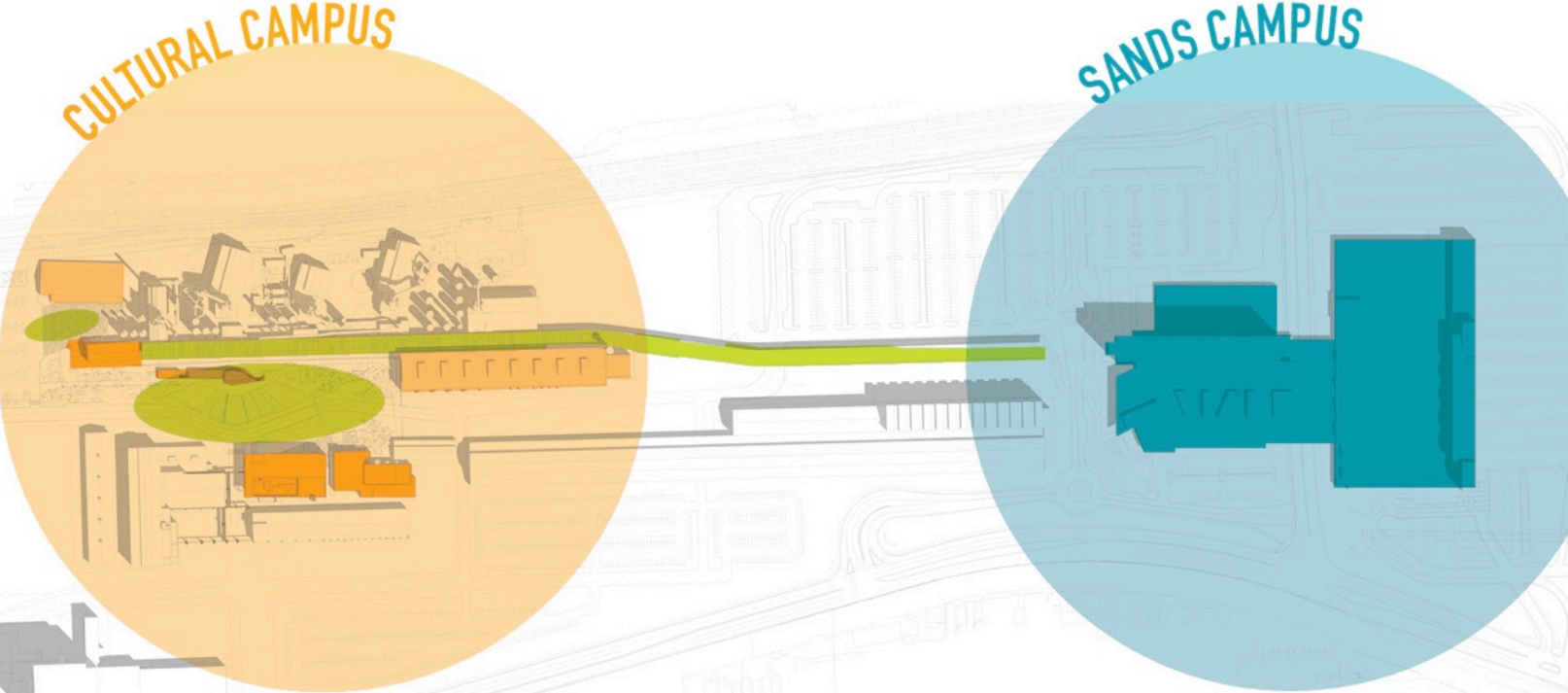


# SteelStacks Arts + Cultural Campus



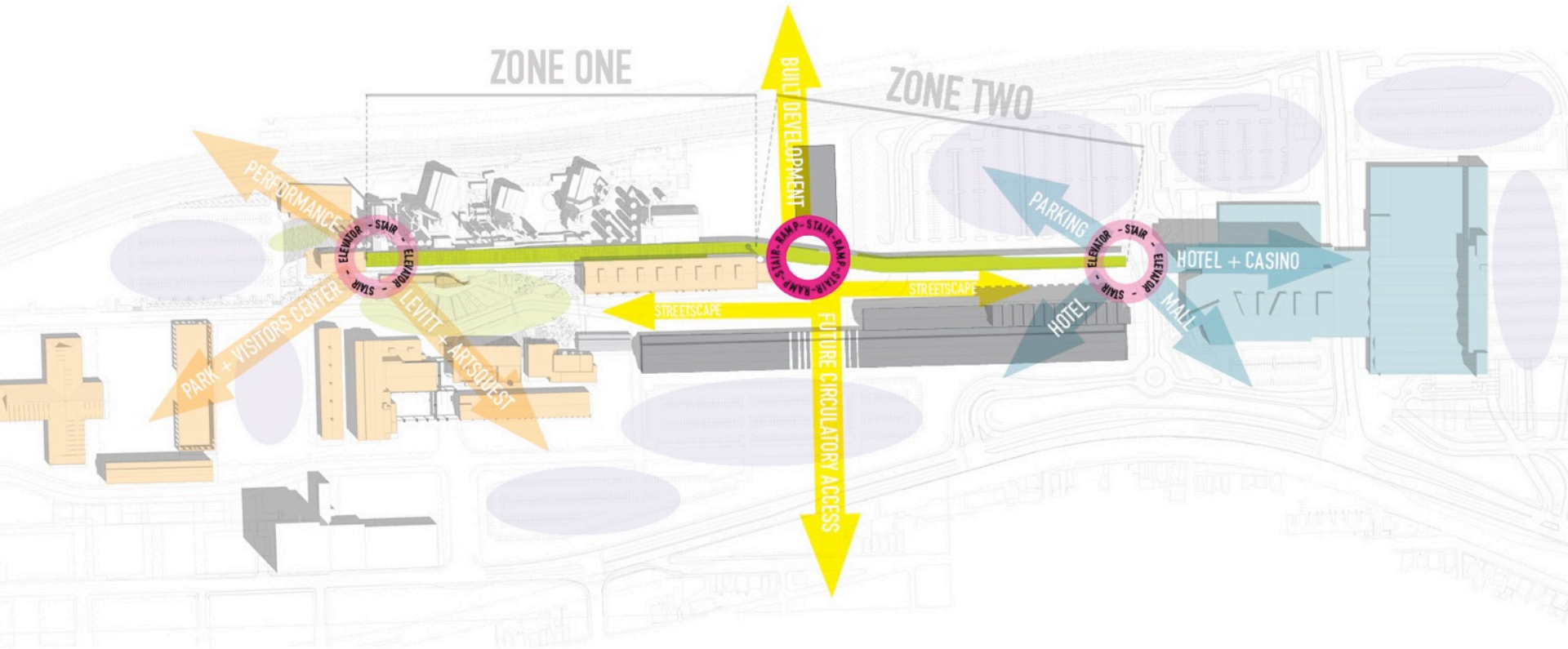


# Site Development Strategy



**HOOVER-MASON TRESTLE, CONNECTIVITY**

# Site Development Strategy



**HOOPER-MASON TRESTLE, FUTURE AXIS OF DEVELOPMENT**





HMT















A LEGACY OF STEEL



















# SteelStacks Arts and Cultural Campus Investments

Streets, utilities parking and related infrastructure	\$ 8.0 M
Open space (plazas, parks, amphitheater lawn, etc.)	\$ 7.0 M
Bethlehem Visitor Center	\$ 6.5 M
Levitt Pavilion SteelStacks	\$ 7.5 M
<u>Hoover-Mason Trestle – Includes Blast Furnace Lighting</u>	<u>\$16.0 M</u>
<b>Total Redevelopment Authority (RACB) investment to date:</b>	<b>\$45.0 M</b>
Arts Quest Investment	\$34.5 M
<u>PBS 39 Investment</u>	<u>\$14.0 M</u>
<b>Total Institutional Investment</b>	<b>\$48.5 M</b>
<b>Total Projected Cost of Comprehensive Development:</b>	<b>\$93.5 M</b>

**STEELSTACKS** received a total of **\$14 M** in Pennsylvania Revitalization Capital Assistance Project Grant Funds towards the **\$48.5 M** Capital Improvements by ArtsQuest and PBS 39 and the **\$45 M** in improvements and public spaces and buildings through TIF funds by the Redevelopment Authority. This **\$93.5 M** investment also includes the Visitor Center, Levitt Pavilion and Hoover-Mason Trestle as well as public plazas, roads and other related infrastructure.



# Development Costs and Financing

- This redevelopment entails three new buildings, one restored building, a restored viaduct, and acres of landscaped open space (one more historic building will be restored to complete the comprehensive project). None of the space is income generating in the sense that rental residential and commercial space is typically income producing. All the campus tenants and activities are nonprofit.
- Except for the ArtsQuest Center and PBS39 Building, the redevelopment was funded almost exclusively with TIF revenues from the Sands casino complex.
- The nonprofits that built and use the ArtsQuest and PBS buildings paid for the construction of their facilities with private donations, foundation support, public support, and conventional financing.
- All the land for the campus was donated to the city by the Bethlehem Works partners except for the footprints of the ArtsQuest and PBS buildings, which were donated to the respective nonprofits by the Bethlehem Works partners.

