

Lehigh Valley Town Center

361 SCHANTZ ROAD & 4511 CEDARBROOK ROAD
ALLENTOWN, PA



Developed by:



LIVE. WORK. PLAY.

New Mixed-Use Development
±58.86 Acres Available

Retail Leased by:



Office Leased by:

CBRE

PROPOSED CAMPUS OVERVIEW

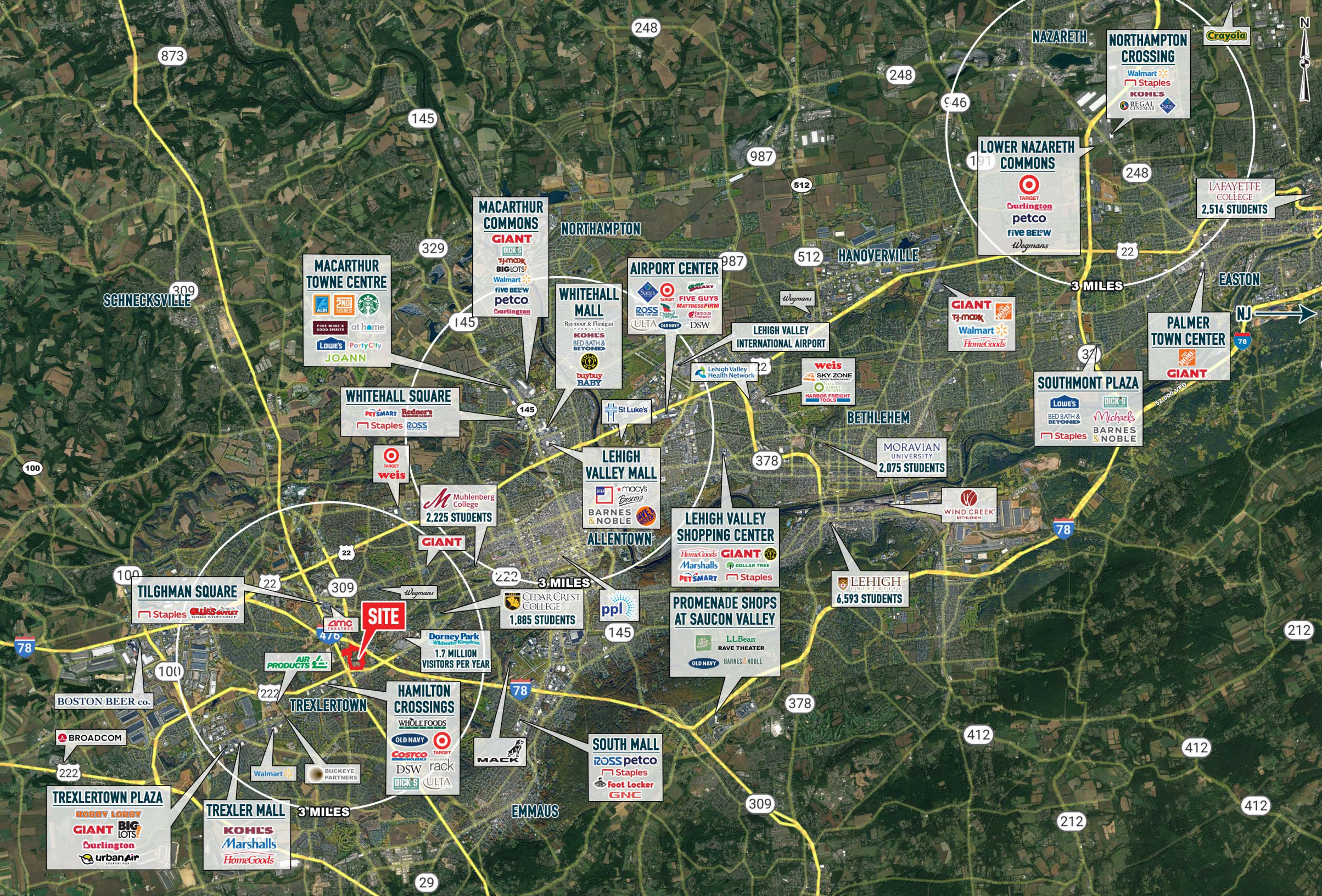
01 RESIDENTIAL
±515 UNITS

02 OFFICE
180,000 SF

03 HOTEL
±180 ROOMS

04 RETAIL
±165,000 SF



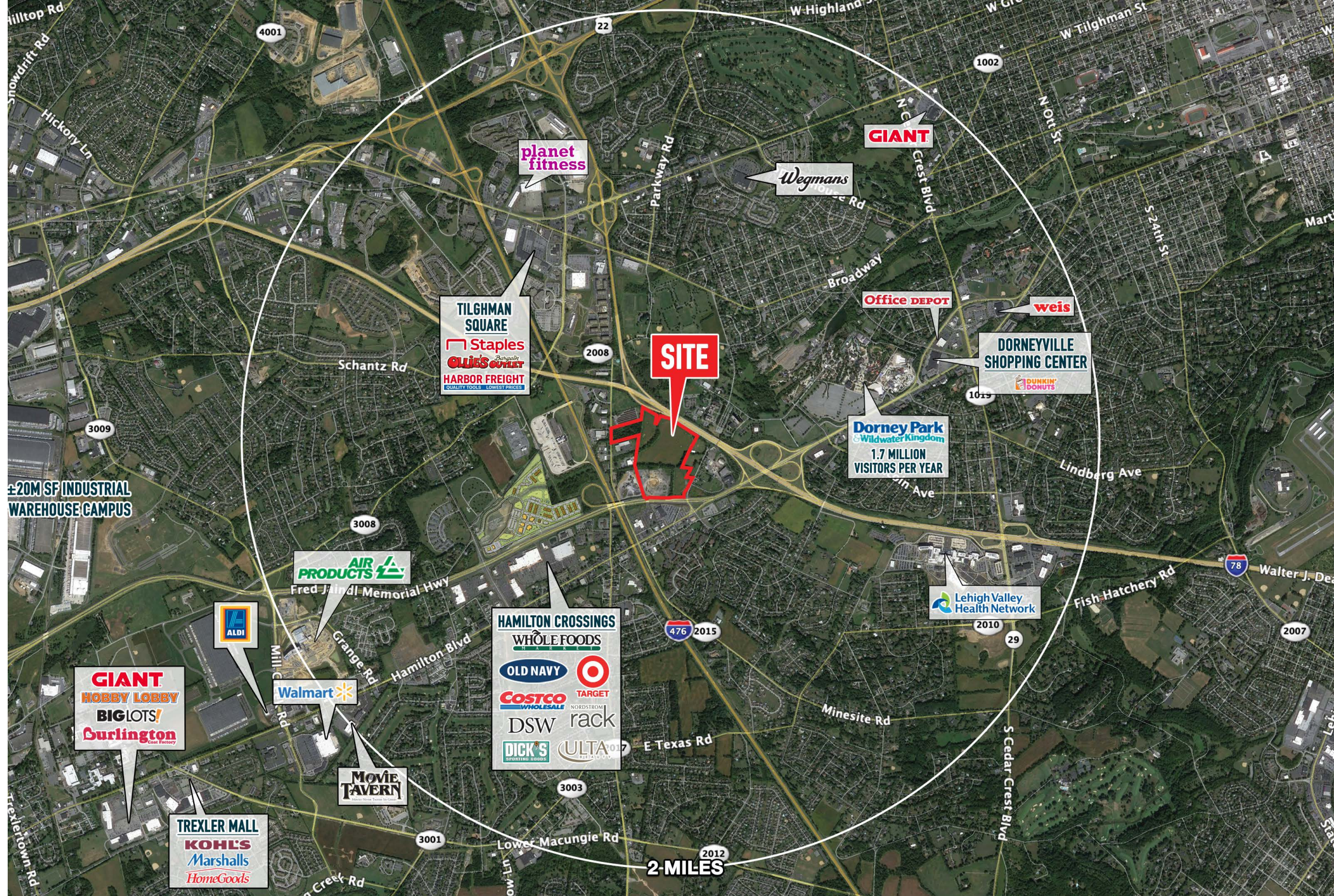


LEHIGH VALLEY MARKET

361 SCHANTZ RD AND 4511 CEDARBROOK RD WILL BE A NEW MIXED-USE DEVELOPMENT IN THE LEHIGH VALLEY THAT WILL DRAW NEW TOURISM TO THE MARKET AS WELL AS PROVIDE A WALKABLE LIVE/WORK/PLAY ASPECT TO EXISTING RESIDENTS. THE ALLENTOWN-BETHLEHEM-EASTON METROPOLITAN AREA, WHICH INCLUDES THE LEHIGH VALLEY, IS CURRENTLY PENNSYLVANIA'S THIRD MOST POPULOUS METROPOLITAN AREA AFTER PHILADELPHIA AND PITTSBURGH, WITH A POPULATION OF 861,889 RESIDENTS AS OF 2020.

IMMEDIATE MARKET

- ±20M SF INDUSTRIAL WAREHOUSE SPACE
- DORNEY PARK: 1.7M VISITORS PER YEAR
- AIR PRODUCTS GLOBAL HEADQUARTERS
- NEARBY RETAILERS INCLUDE: COSTCO, WHOLE FOODS, WEGMANS, TARGET, DICKS, WALMART, GIANTS, NORDSTORM RACK, GIANT, AND ULTA



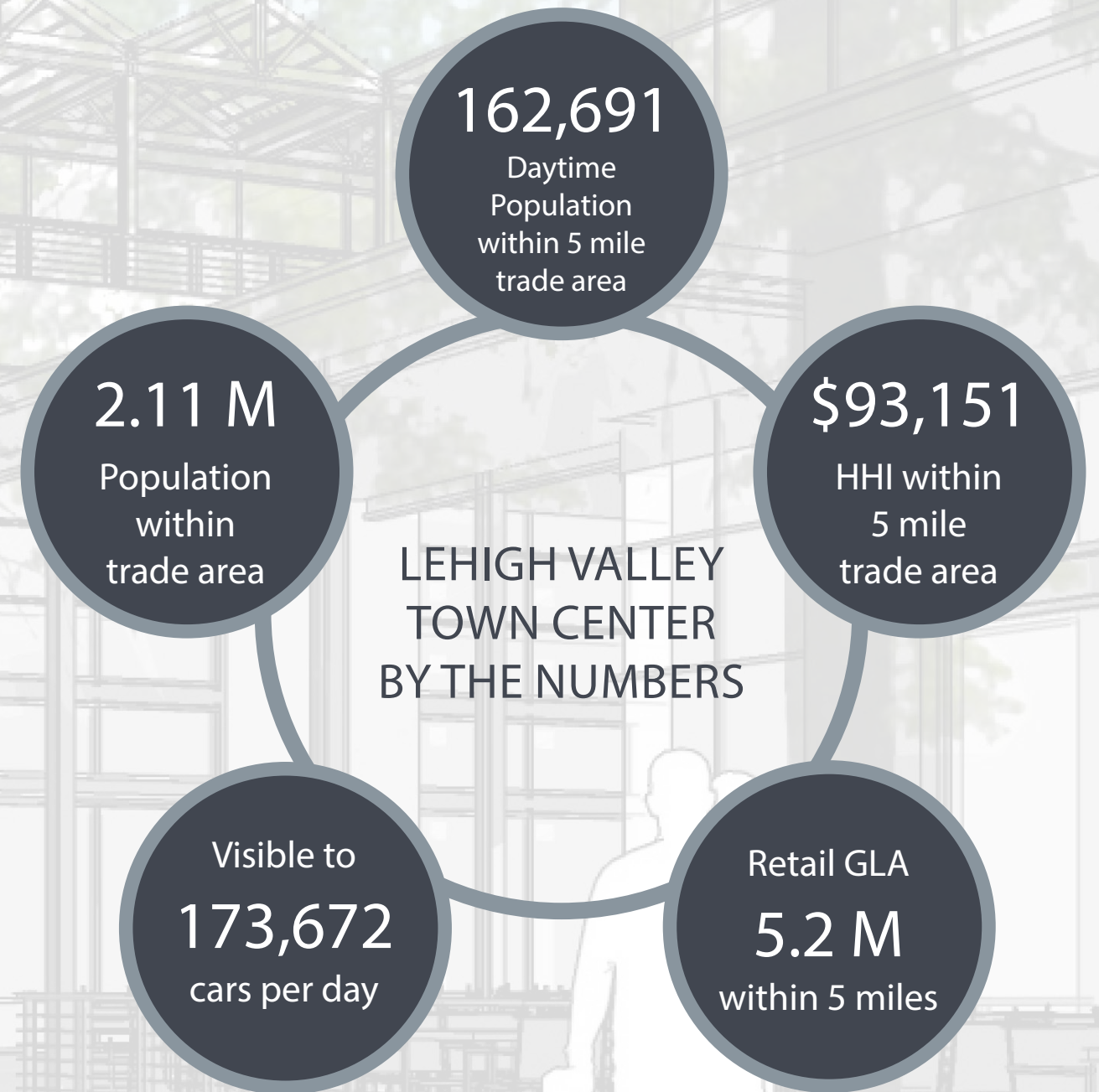


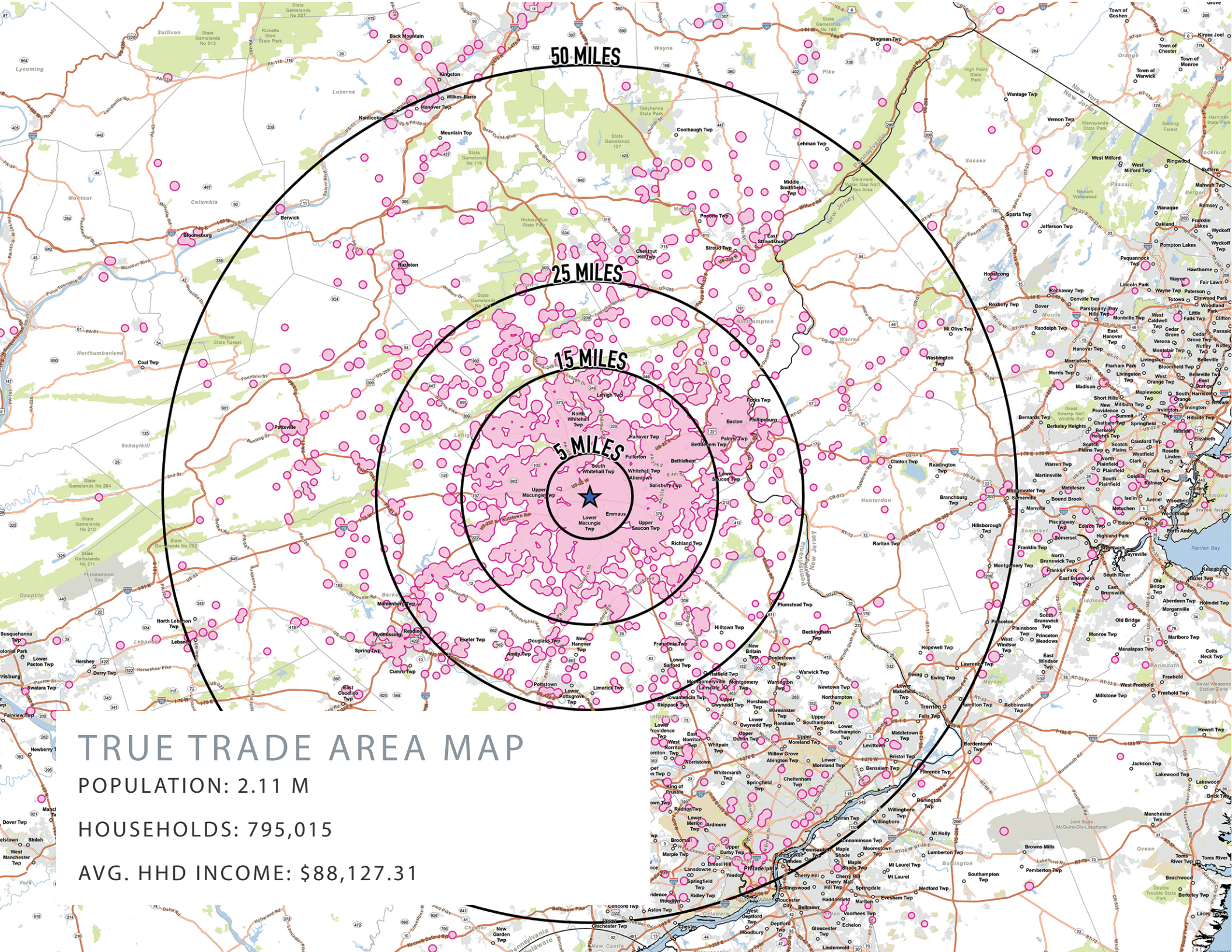
PROPOSED FLOOR LAYOUT

BUILDING	RETAIL SF	USES
1	40,000 SF	ANCHOR RETAIL
2	20,000 SF	1ST FL RETAIL + OFFICE ABOVE
3	20,000 SF	1ST FL RETAIL + OFFICE ABOVE
4	12,500 SF	GROCERY
5	5,000 SF	RESTAURANT
6	18,000 SF	1ST FL RETAIL + OFFICE ABOVE
7	16,000 SF	1ST FL RETAIL + RESIDENTIAL ABOVE
8	5,000 SF	RESTAURANT
9	20,000 SF	1ST FL RETAIL + RESIDENTIAL ABOVE
10	±180 ROOMS	BOUTIQUE HOTEL
11	0 SF	RESIDENTIAL BLOCK
12	N/A	GOLF ENTERTAINMENT
13	50,000 SF	FAMILY ENTERTAINMENT



Trade Area	SITE	Village at Newtown, Newtown, PA	Worthington, Malvern, PA	Lehigh Valley Mall, Allentown, PA	King of Prussia Town Center, King of Prussia, PA	Promenade at Upper Dublin, Dresher, PA	
Total Population	3 Miles	58,957	42,361	32,898	137,319	58,333	83,846
	5 Miles	195,462	103,373	81,295	238,151	167,750	204,642
	7 Miles	276,138	225,855	200,995	352,052	302,982	423,519
Average HHD Income	3 Miles	\$122,196	\$160,889	\$167,532	\$59,524	\$148,969	\$116,344
	5 Miles	\$88,261	\$167,405	\$172,845	\$71,935	\$136,484	\$119,915
	7 Miles	\$85,833	\$142,116	\$148,996	\$80,363	\$140,151	\$117,063
HHD's \$100K+	3 Miles	10,476	10,047	7,038	8,083	12,688	13,800
	5 Miles	21,995	24,372	18,784	20,193	29,680	35,140
	7 Miles	30,408	46,287	43,040	35,162	56,596	70,749
Daytime Population	3 Miles	74,212	43,764	48,913	130,587	81,202	87,925
	5 Miles	205,899	102,771	101,842	239,492	197,578	217,316
	7 Miles	280,406	222,903	236,472	370,519	352,502	434,600
Number of Businesses	3 Miles	2,270	1,632	2,440	4,827	4,235	3,638
	5 Miles	6,849	3,774	4,438	8,132	8,923	9,233
	7 Miles	9,494	8,484	10,902	12,538	15,486	16,406



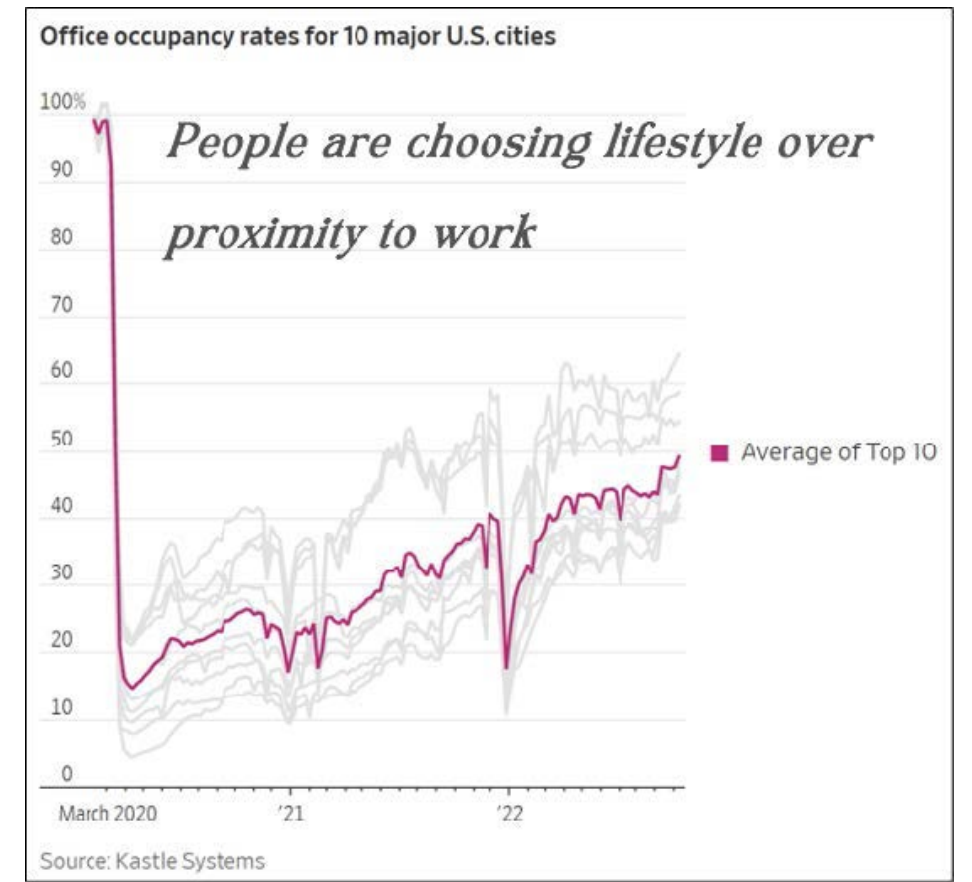


TRUE TRADE AREA MAP
 POPULATION: 2.11 M
 HOUSEHOLDS: 795,015
 AVG. HHD INCOME: \$88,127.31

WHAT IS URBAN BURB? HYBRID & WORK-FROM HOME IS THE NEW NORM

BETWEEN 2019 AND 2021, THE NUMBER OF PEOPLE PRIMARILY WORKING FROM HOME TRIPLED FROM 5.7% (ROUGHLY 9 MILLION PEOPLE) TO 17.9% (27.6 MILLION PEOPLE).
 SOURCE: US CENSUS BUREAU, 15 SEPT 2022

OCCUPANCY AT TOP 10 MAJOR US CITIES REMAINS AT 49%
 SOURCE: WSJ - THE WAR TO DEFINE WHAT WORK LOOKS LIKE - 22 OCT 2022



CASE STUDY

01 AVALON ALPHARETTA, GA

AVALON IS A TWO-PHASED, MIXED-USE DEVELOPMENT LOCATED ON 86 ACRES. THE SOUTHEAST'S FIRST "EXPERIENCE CENTER" IS A WALKABLE COMMUNITY OF HIGH-END RETAILERS, RESTAURANTS, OFFICE SPACES, HOTELS, HOUSING, AND PUBLIC GATHERING SPACES FOR COMMUNITY ACTIVITIES. AVALON'S "LIVE, WORK, PLAY" APPROACH IS SUCH A HUGE SUCCESS. PHASE II OF AVALON INCLUDES OVER 900,000 SF OF SPACE INCLUDING RETAIL, OFFICE SPACE, AND 250 LUXURY RESIDENTIAL UNITS.

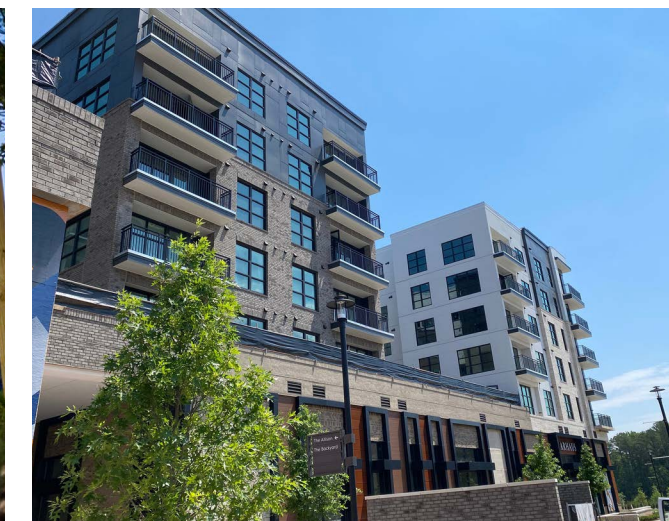




CASE STUDY

02 FENTON CARY, NC

FENTON IS A 96-ACRE MIXED-USE DEVELOPMENT IN CARY, NORTH CAROLINA. THE DEVELOPMENT PROVIDES OFFICE, RESTAURANT, RETAIL, GROCERY, HOSPITALITY, ENTERTAINMENT, RESIDENTIAL, FUNCTIONAL PARKS AND GREEN SPACES ACROSS THE SITE. OUR FIRM HAS BEEN TASKED WITH PROVIDING OVER 780,000 SF OF MULTI-FAMILY RESIDENTIAL LIVING IN THREE DISTINCT APARTMENT ENVIRONMENTS. SURROUNDING THE RESIDENTIAL IS APPROXIMATELY 440,445 SF OF RETAIL, GROCERY AND RESTAURANTS, AS WELL AS APPROXIMATELY 1.5 MILLION SF OF OFFICE SPACE. THE RESULT IS A DESIGN THAT ALLOWS THESE COMPONENTS TO INTERACT DYNAMICALLY WITH THE OVERALL DEVELOPMENT TO HELP PROVIDE A NEW URBAN FABRIC NEIGHBORHOOD IN THE HEART OF CARY.



Lehigh Valley Town Center

Developed by:



Retail Leased by:



Office Leased by:



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