



10 FLATS DINING

AN INVITATION TO CREATE YOUR RESTAURANT

Discover the Opportunity : South Bethlehem, PA



THE OPPORTUNITY

If you are an experienced restaurateur or have a passion to create businesses, this is your invitation to work with us. Together we will create your vision.

In the heart of South Bethlehem you'll find the iconic Wind Creek Casino, the Bethlehem Steel Stacks event venue, Lehigh University as-well-as hundreds of new residences. With the charm and vibrancy of a river city and a location that's just minutes off of I-78, Bethlehem is a destination. In the center of it all is an emerging dining experience that seamlessly blends innovation, taste, cultures and community spirit.

Thanks to the visionary City Revitalization and Improvement Zone (CRIZ) designation, new restaurants and retail businesses can be created, nurtured and financed by channeling locally generated tax dollars back into our community. This means that, for your restaurant, the CRIZ program allows very generous tenant fit-out allowances.

By merging the landlord's financial, legal, architectural and construction expertise with your creative vision and the CRIZ designation, your new restaurant won't be just a place to eat; it'll be a canvas where your culinary and business visions come to life. We also have a Pennsylvania Restaurant Liquor License available for you (should you need one).

Come see the space for yourself... you will leave inspired and excited by the possibilities available for your next restaurant.

BY THE NUMBERS

12,000+
NEARBY EMPLOYEES

11,000+
NEARBY STUDENTS

30,000+
DAILY TRAFFIC COUNT

10.5 Million
AREA VISITORS ANNUALLY

THE TEAM

Our innovative revitalization projects have helped transition Bethlehem from rust to renewal. Since we'll be working together, we'd like to introduce ourselves and tell you a little about who we are.

Established in 1975, Peron Development is a premier developer with experience in New Jersey and Pennsylvania. Peron has been named a municipal-designated redeveloper of South Amboy, Phillipsburg, Burlington and Jersey City.

Peron is best known for its innovative BethWorks development, a project which converted the rusting remains of Bethlehem Steel into an entertainment resort that attracts 10+ million visitors a year while preserving the history and character of the site.

Peron's \$230 million portfolio includes a variety of projects from new construction apartments to adaptive reuse restaurants. Peron's most recent projects total over \$90 million.



TEAM LEADERSHIP



MIKE PERRUCCI is co-founder and partner of Florio Perrucci Steinhardt & Fader. He is the owner of Peron Development, Inc., as well as a board member at ArtsQuest Foundation and Minsi Trail Boy Scouts. Perrucci spent 35 years as a litigator on federal and state cases involving corporate, commercial, and personal injury cases that range into the millions of dollars.

Because of his interest in real estate development, Mike has also developed an expertise in real estate related matters such as land use, zoning, municipal, environmental, contracts and banking law.



JOHN CALLAHAN is Director of Business Development for Peron Development. He served as mayor of Bethlehem, Pa. for 10 years where he ushered in more than \$2.2 billion in economic development which led to the creation and retention of more than 5,500 jobs.

John has been a leading advocate for smart growth, sustainability, and innovation. He was awarded the 2009 Governor's Award for Local Government Excellence, in part for his efforts as the longest serving president of the Pennsylvania League of Cities and Municipalities.



THE RENEWAL

Bethlehem's Southside has long been a hub of cultural and historical significance. This dynamic restaurant experience seamlessly weaves itself into the city's narrative.

Bethlehem continues to receive national recognition as one of America's great mid-size cities.

Up until 1995, Bethlehem Steel Corp. was the country's second largest steel producer. They built a ship a day during World War II and provided steel for Alcatraz Island, the Golden Gate Bridge as-well-as most of the New York City skyline.

Fast forward to today, where the scrappy neighborhood that birthed Bethlehem Steel has been re-imagined as a dynamic, urban district of entertainment, education, culture, and entrepreneurship. South Bethlehem is now re-emerging as a hub of new growth fueled by the information era.

As the revitalization and re-imagination of Bethlehem continue to unfold, being a part of this dining and retail endeavor means you'll be a part of the broader story of transformation and growth.

South Bethlehem presents an extraordinary opportunity for those seeking to be part of the renaissance of one of America's most prolific cities. Together we will create a dynamic and vibrant dining destination

15%
POPULATION GROWTH
OVER PAST DECADE

6,000+
NEW JOBS CREATED
OVER PAST DECADE

83,188
2030 POPULATION
(PROJECTED)

12,000+
LOCAL EMPLOYEES

THE ATTRACTION

Visitors are increasingly drawn to Bethlehem's evolving Southside, where vibrant culture and innovative developments are transforming the cityscape.



STEELSTACKS & ARTSQUEST CENTER: This arts and cultural campus features the towering blast furnaces of the former Bethlehem Steel plant, which have been repurposed into a stunning backdrop for events, concerts, and festivals.



WIND CREEK CASINO: An ever-expanding one-stop getaway and entertainment destination that recently had a \$160 million expansion that added a meeting and convention space, new hotel rooms, a pool, deck area and state-of-the-art spa.



THE NATIONAL MUSEUM OF INDUSTRIAL HISTORY: Situated in the former Bethlehem Steel electrical repair shop, this museum showcases the history of industrial innovation in America.



SOUTH BETHLEHEM GREENWAY: This scenic walking and biking trail runs through the Southside, providing a peaceful escape for outdoor enthusiasts.



EDUCATION: Your restaurant will be just a short walk from Lehigh University, The Charter School for the Performing Arts, Northampton Community College and The Temple/St. Luke's School of Medicine.



RESTAURANTS, BARS & SHOPPING: From fine dining to casual eateries and craft breweries, you'll find plenty of options for dining and nightlife. The Southside has a mix of boutique shops and stores where you can find unique gifts, clothing, and more. There is also a new 750+ space indoor parking lot and new projects are in the works.





YOUR RESTAURANT

Inside, you'll find a world of possibilities waiting the stroke of your imagination.

Your vision for the perfect dining experience will find its home here. With the 10,000+ square feet of brand new state-of-the-art restaurant and dining space awaiting transformation, the possibilities are boundless. Below you'll see an architectural rendering of what we can create. If you can dream it we can build it.



THE SPACE

Crafting culinary dreams into reality, one custom space at a time.

Welcome to your state-of-the-art custom restaurant, kitchen, and dining space, where new construction meets modernity and complete customization. Our cutting-edge facility offers a blank canvas, ready to be tailored to your vision. From the kitchen layout and design to the dining ambiance, every detail is at your creative fingertips. We invite you to explore the possibilities within these walls.

DISCOVER WHAT IS NOW



IMAGINE WHAT WILL BE





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Learn More and Schedule Your Tour

10FlatsDining.com