

# Shaping the future of the Lehigh Valley



**idealtower**

With a shimmering all-glass exterior, historical accents, and integration of open air spaces throughout, Ideal Tower will be the new keystone building of the Lehigh Valley.

Designed by Gensler, a world leader in architecture, the tower is a true masterpiece. It will provide an elevated work environment while fostering a sense of connection. Standing 326 feet tall, Ideal Tower will serve as a beacon leading the region into the future.



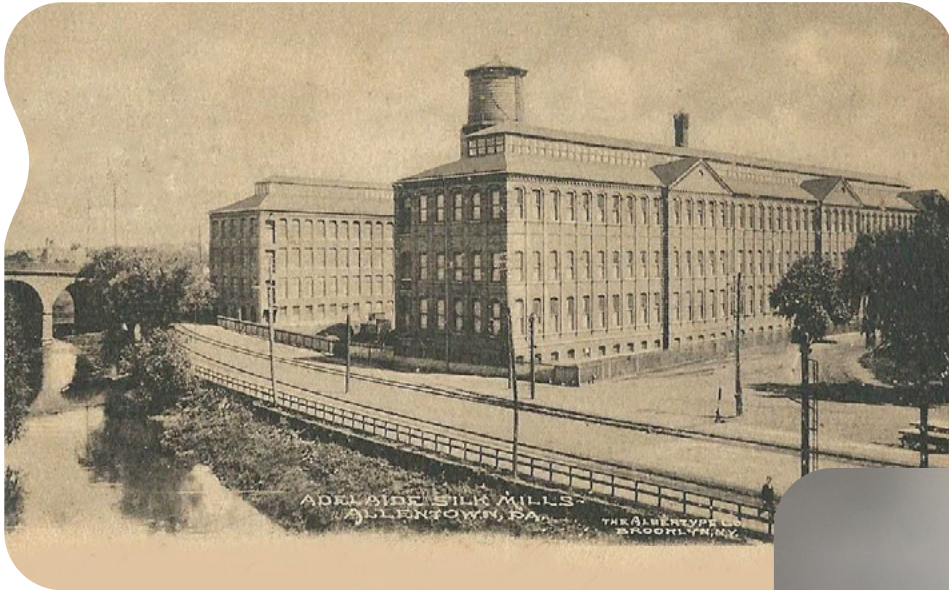


# Vision

Everything you've been looking for

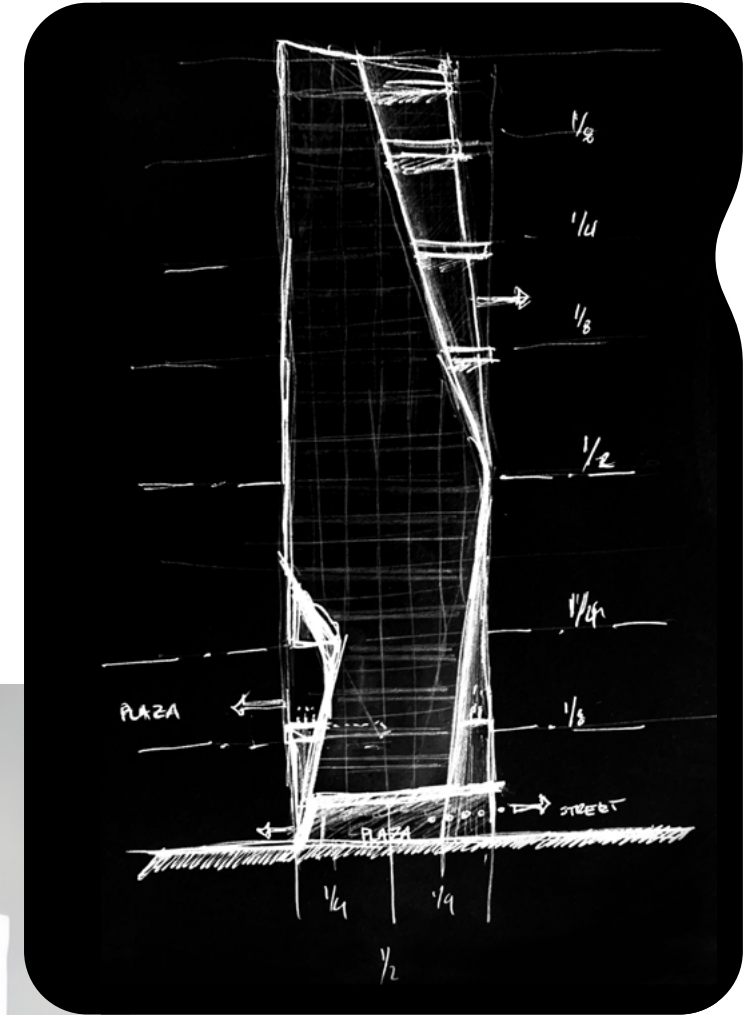


# The concept



We considered the history of Allentown as the largest silk producer in the country.

We then focused on a roll of silk as inspiration for the design.



We evolved that silk roll into an office tower concept with a corresponding silhouette.



The end result is a glimmering glass tower that redefines the center of Allentown.





# Open air spaces



Unleash the power of a fresh perspective to your business environment by bringing the outside in.

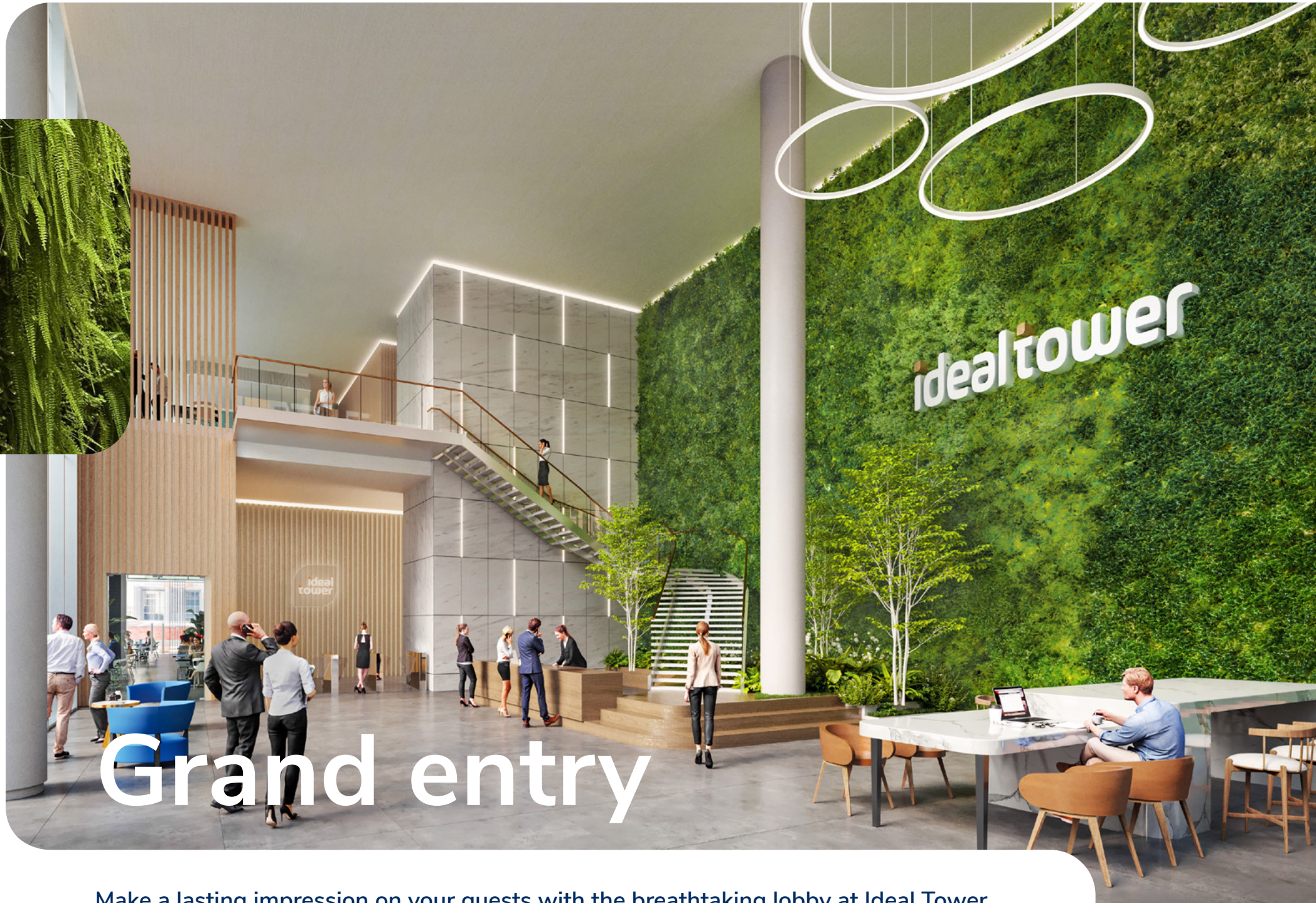
The ground floor restaurant provides a seamless integration of the indoor and outdoor dining experiences.







From your first step into the lobby, our green wall and live trees will make you feel grounded.



# Grand entry

Make a lasting impression on your guests with the breathtaking lobby at Ideal Tower.





# Amenities

As the premier office building in the Lehigh Valley, we offer an array of exceptional amenities to enhance your experience and provide you a workplace that goes beyond expectations.



# In & outdoor dining

Entertain your clients with dinner while enjoying the luxury of the indoor/outdoor restaurant, allowing you to savor delicious meals amidst a delightful atmosphere.





# 3rd floor terrace and market

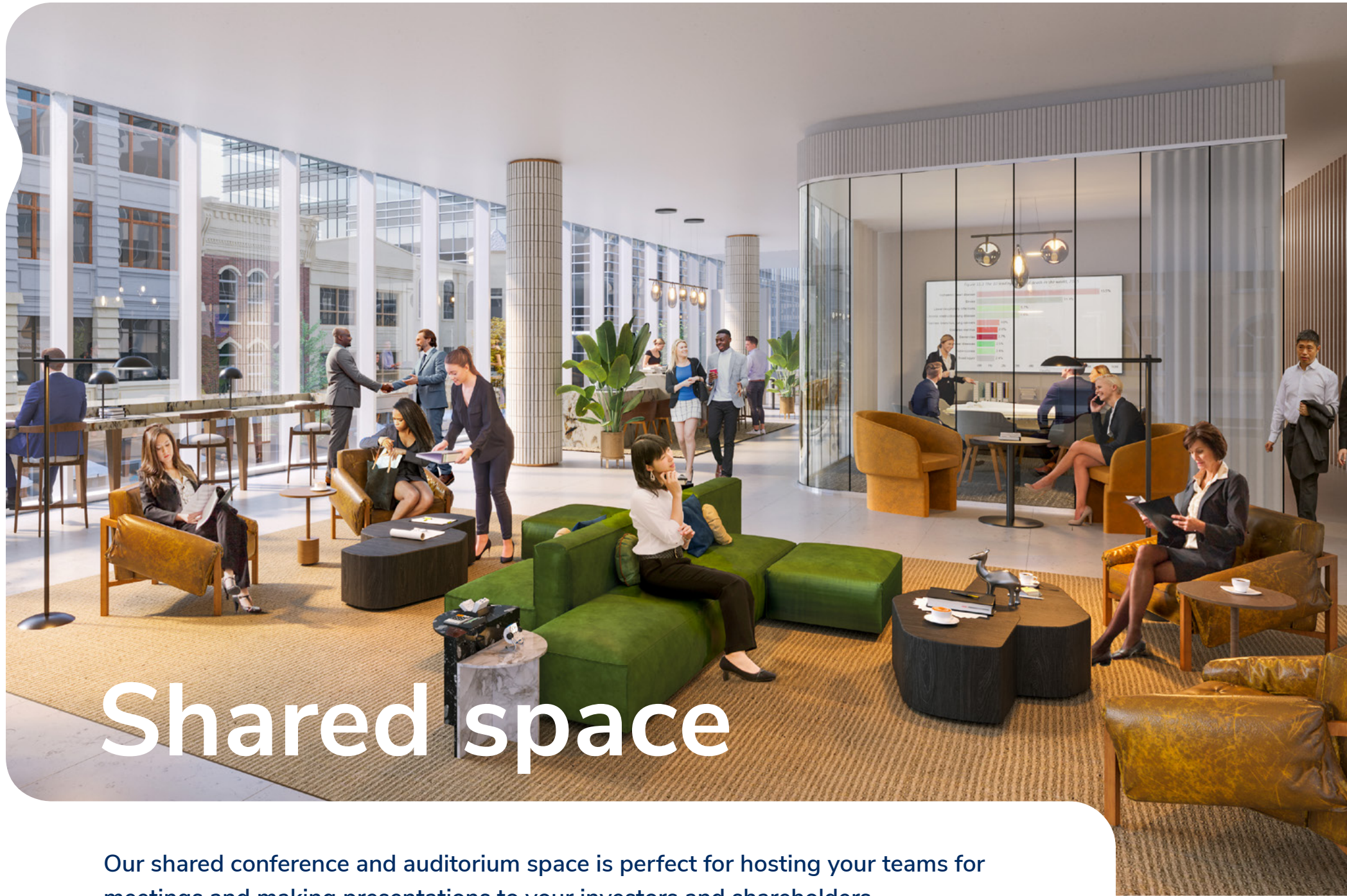
Grab your morning coffee on the way into work or take a seat for a fresh air lunch.



3rd floor terrace

Invite your team out for drinks after work – all on our 3rd floor terrace and market.





Our shared conference and auditorium space is perfect for hosting your teams for meetings and making presentations to your investors and shareholders.



A modern office interior with large windows, greenery, and people working. The space is bright and airy, featuring a mix of open-plan workstations and private meeting areas. People are seen sitting at desks, talking, and relaxing on a sofa. The ceiling is decorated with hanging plants, and the overall atmosphere is professional and collaborative.

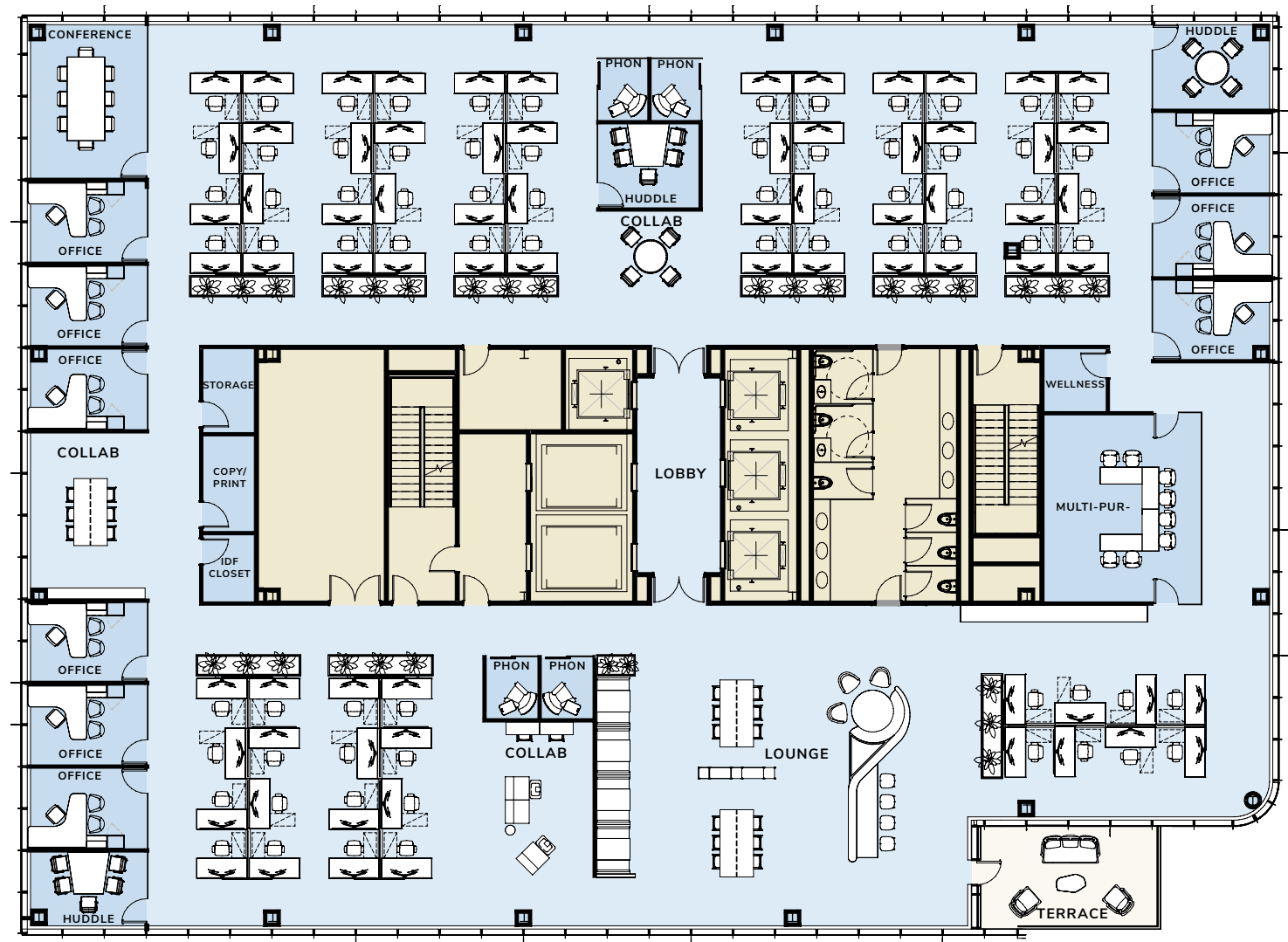
# Office interiors

Everything you've been looking for



# Typical office

Whether you require open-plan workspaces, private offices, or collaborative areas, our adaptable floor plans can accommodate your unique requirements.

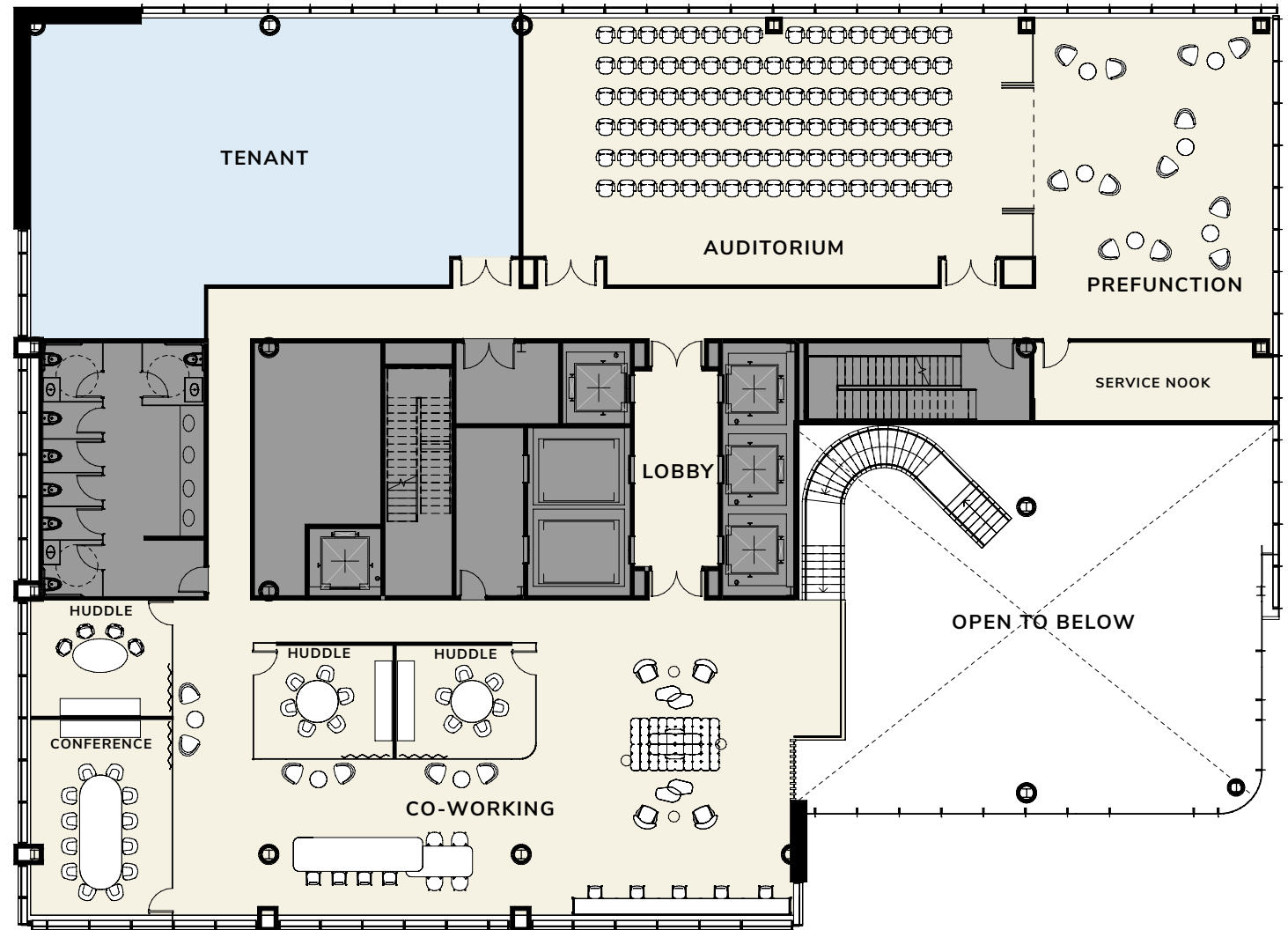


You can find all available floorplans at [www.idealtower.com/floorplans](http://www.idealtower.com/floorplans)



# 2nd floor amenity

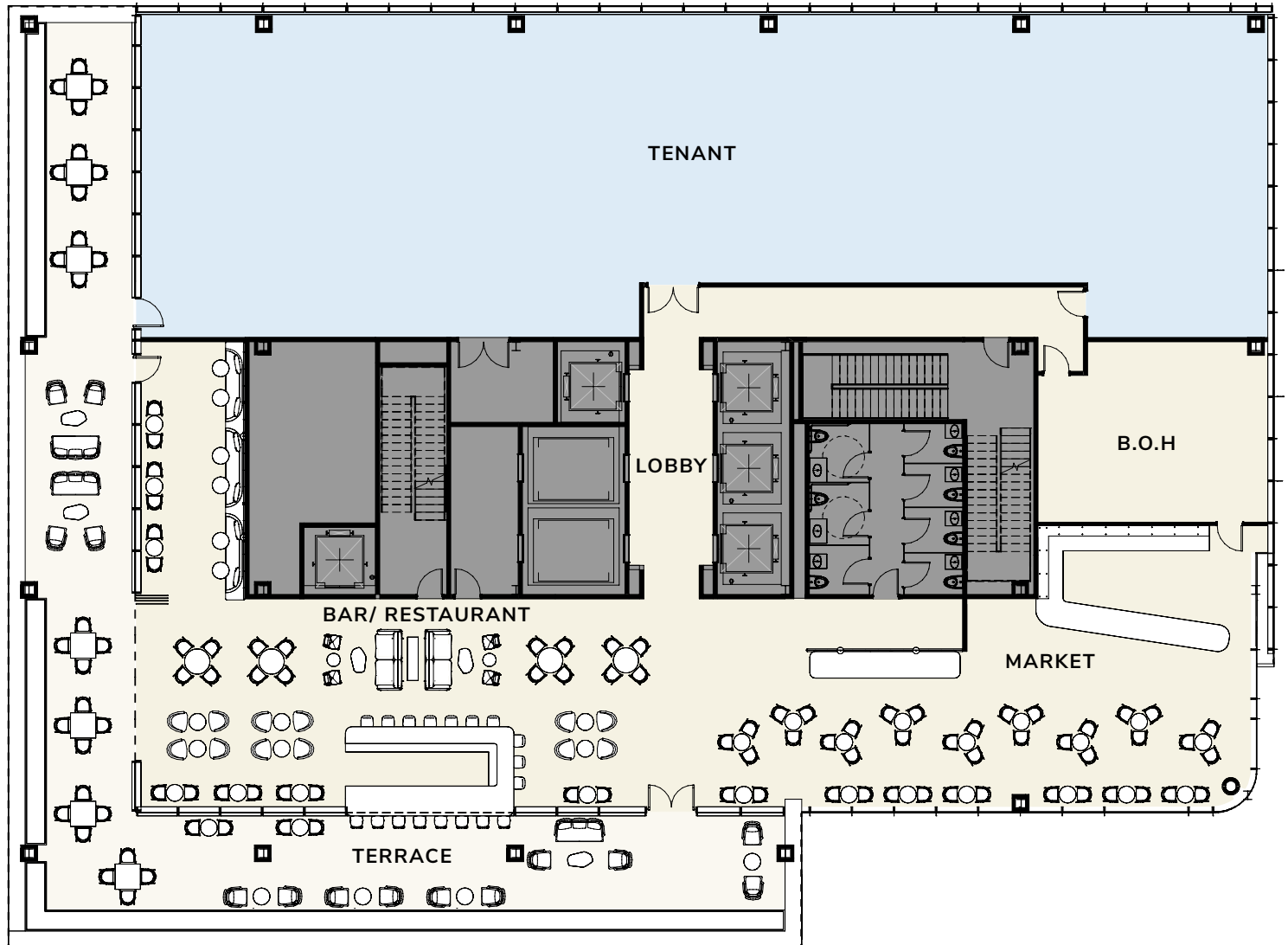
Our shared auditorium and conference center is perfect for hosting your teams for meetings and making presentations to your investors and shareholders.





# 3rd floor amenity

Our 3rd Floor Terrace provides a vibrant space for relaxation and networking, while our adjacent market provides your team with daily necessities including coffee, light breakfast, and lunch fare.





# Building facts

Key insights and building information that make Ideal Tower a prime choice for your business.



Open floor plan

**21**

floors



Over

**326**

ft tall



Floor plates

**15,490**

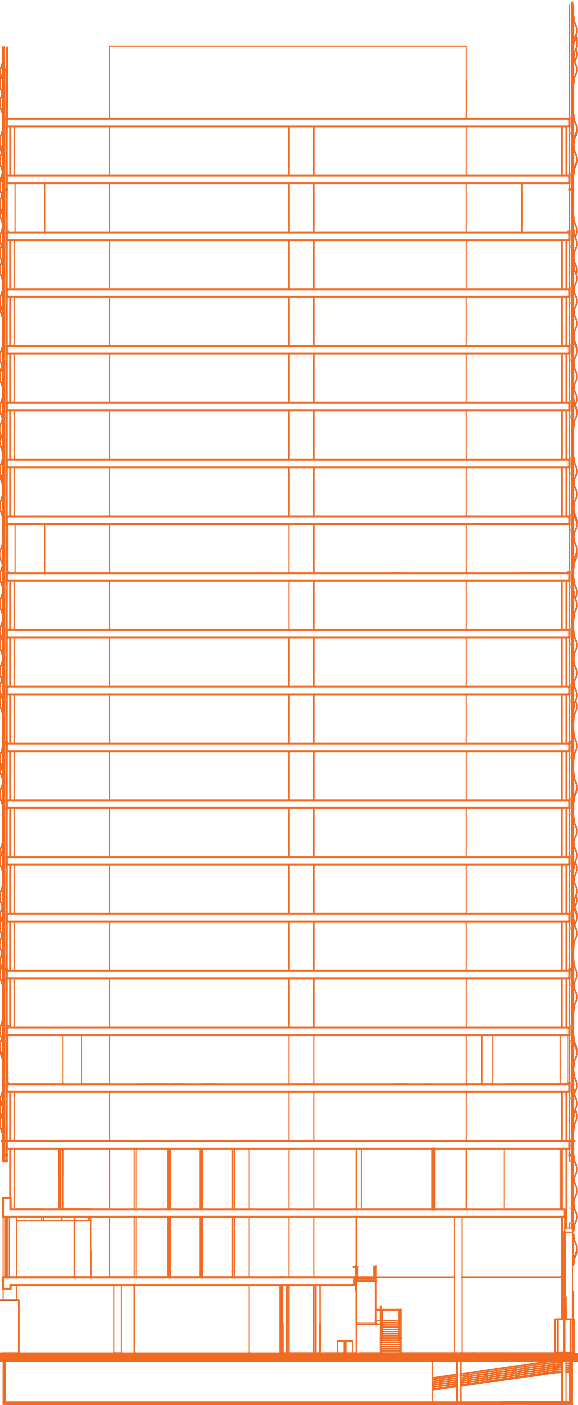
square feet



Total mass

**330k**

square feet





Height – 326'

Footprint – 15,490 SF

Shaped LED accents within the vertical fin system that create a sense of movement.

Flexible core restroom layouts to accommodate tenant preference/program.

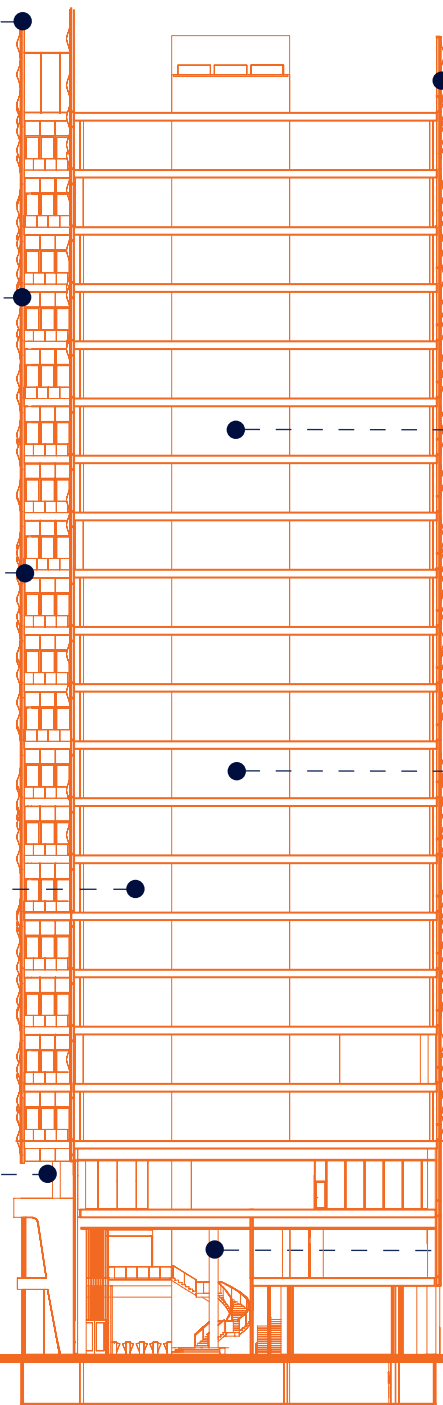
Terraces distributed throughout the floor levels offering tenant access to outdoor space from their workplaces.

Destination Dispatch elevator system, with secure turnstile access.

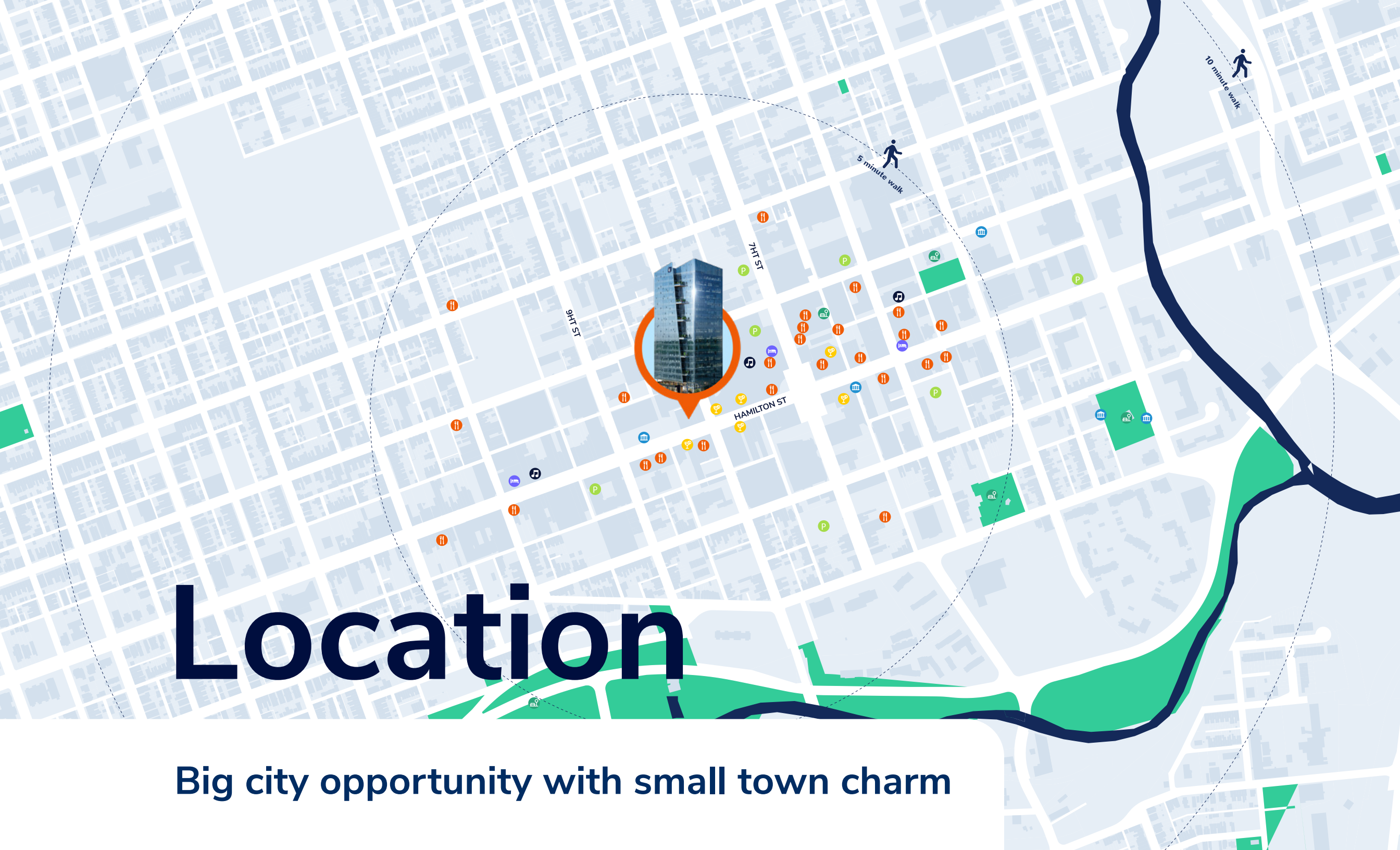
High-performance, insulated, low-e glass curtainwall system.

3rd level bar and café/market spaces with outdoor terrace overlooking Hamilton Street and the Plaza.

2-story lobby with monumental stair connection to 2nd level co-working and conferencing spaces.







# Location

Big city opportunity with small town charm



# Top 100 “Best Places to Live” in 2019

Named by US News and World Report, beating out Philadelphia, Chicago, and Los Angeles.

Welcome to the Lehigh Valley, a thriving region nestled among the majestic Appalachian hills in eastern Pennsylvania. With three historic cities - Allentown, Bethlehem, and Easton - this area is a true treasure waiting to be discovered. Allentown’s downtown has undergone a renaissance in recent years, attracting new businesses and development to the area.

## The city



Founded by William Allen — a former Philadelphia mayor — in 1762, Allentown has swelled from a rural Pennsylvania Dutch farming community to the largest city in the Lehigh Valley. The city grew tremendously since the launch of a 2009 state program encouraging development and revitalization in the downtown.

The only program of its kind in the state, Allentown’s Neighborhood Improvement Zone (NIZ) has spurred more than a billion dollars in new and planned development and generated a record \$86 million in state and local tax revenue in 2019 alone.



# Key metrics



Population

**850k**

People



Office Space Cost

**40%**

Lower Than Major Cities



Labor Cost

**15%**

Lower Than Major Cities



Unemployment rate

**3.4 %**

In 2022



College Grads

**10K**

per year



Home Cost

**\$174k**

Median



Family Income

**\$68k**

Median



GDP

**4.4%**

Growth Rate





# Education

When it comes to education, the Lehigh Valley has a lot to offer. Whether you are looking for great schools for your team, or recruiting college graduates to fill your ranks, you'll find what you need at the Lehigh Valley's prestigious schools.



More than

**30**

Private & Public High Schools



Graduation rate

**93%**

Public High Schools



Average of

**10k**

LV College Grads Annually

# Healthcare

Attracting and retaining top talent is essential to the success of any business, and having exceptional healthcare in the region is a key factor in achieving that goal. That's why the Lehigh Valley is quickly becoming a top destination for employers who prioritize their employees' well-being.



**3.5k**

Physicians



**32k**

Employees



**19**

Hospitals





# Activities & attractions

1 hour drive away from  
New York & Philadelphia



**Lehigh Valley**

With New York City to the east and Philadelphia to the south, the Lehigh Valley is the hidden gem of eastern Pennsylvania. The Lehigh Valley International Airport has 15 non-stop destinations around the country, and Newark Liberty International Airport and Philadelphia International Airport are an easy 1.5-hour drive away.



**New York**

The Lehigh Valley has access to three major interstates—I-78, I-80, and the Northeast Extension—and Lehigh and Northampton Public Transportation Authority (LANTA) make it easy to get around the Valley, or to Philly or NYC.



**Philadelphia**

**idealtower**



## CONTACT US

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