



CITY CENTER SELECTS LEADING GLOBAL DESIGN FIRM GENSLER TO PLAN AND DESIGN FIVE CITY CENTER COMPLEX

World-Class Project Will Include Signature Office Tower, Apartments, Parking, Retail and Park

Allentown, PA, May 1, 2015 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, announced today that it has selected leading global design firm Gensler to plan and design its Five City Center complex. As previously announced, the Five City Center complex will span the entire block of Walnut Street between Seventh and Eighth streets and include a signature office tower, apartments, parking, retail and a park. The project is scheduled for completion in 2018.

Gensler serves more than 2,300 clients in 114 countries, with practice areas ranging from sports arenas to planning and urban design to mixed-use developments. In addition to the Shanghai Tower, the tallest building in China, Gensler clients include the Philadelphia Eagles, the Pennsylvania Horticultural Society, BASF and Comcast. Five Center City will be the first project in the Lehigh Valley designed by Gensler.

“City Center’s appointment of Gensler, the designers of the tallest building in China, to design a signature building in downtown Allentown is a huge coup for the city and the Lehigh Valley,” said Don Cunningham, president and CEO of Lehigh Valley Economic Development Corporation. “Gensler’s expertise and reputation as a world-class designer will certainly get the attention of companies outside of the Lehigh Valley.”

“City Center is thrilled to partner with Gensler on the design of the Five City Center complex,” said City Center President J.B. Reilly. “Gensler is recognized worldwide for innovative design, and I’m confident they will design an iconic office tower like nothing else in the Valley. With offices in Philadelphia, Gensler provides global knowledge with a local presence. They understand the revitalization of downtown Allentown and City Center’s desire to create places that inspire the community and add value to it.”

“We look forward to working with City Center on the design of the Five City Center complex, a rich and vibrant addition to Allentown,” said Michael Resnic, director of Gensler’s Philadelphia office. “At Gensler, we believe that cities, communities and buildings exist for people and



should reflect the surrounding community and its residents. With this mindset and our knowledge of Allentown, Philadelphia and the surrounding area, we look forward to collaborating with City Center and creating a project that provides a distinct sense of place."

About Gensler:

[Gensler](#) is a global design firm grounded in the belief that great design optimizes business performance and human potential. Our 4,800 practitioners networked across 46 offices use global perspective and local presence to innovate at every scale. Whether we are refreshing a retailer's brand, planning a new urban district or designing a super tall building, we strive to make the everyday places people occupy more inspiring, more resilient and more impactful.

About City Center Lehigh Valley:

[City Center Lehigh Valley](#) is a major mixed-use development that is helping transform downtown Allentown, Pennsylvania, into one of America's most vibrant urban communities and a regional center of excellence for business, culture and metropolitan living. With Allentown's new arena, PPL Center, at its core, City Center includes three Class A office towers, the Renaissance Allentown Hotel and The Shops at City Center as well as upscale restaurant space, loft-style office space and a coworking space called Velocity. City Center is constructing Strata Luxury Flats and additional restaurant and retail space by late 2015 – a total investment of \$400 million.

Media Contact:

Jeff Vaughan, Vaughan Communications Group, jv@voncom.com, 610-533-4264