



THE ARTSWALK AT CITY CENTER AND THE SHOPS AT CITY CENTER WELCOMED WITH RIBBON-CUTTING CEREMONY

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Allentown, PA, September 8, 2015 – City Center Lehigh Valley, a major mixed-use development in downtown Allentown, the Allentown Chamber of Commerce and the Allentown arts community officially welcomed The ArtsWalk at City Center and The Shops at City Center with a ribbon-cutting ceremony Tuesday.

Since launching in July 2014 with the openings of LVHN Fitness and The Hamilton Kitchen & Bar, The Shops at City Center has rapidly expanded to include a total of 10 retailers, 11 restaurants and three retail spaces under agreement with yet-to-be-announced tenants. At this time, The Shops at City Center has only two remaining retail spaces available for lease.

Several of the shops and restaurants are located on City Center's newly opened extension of the Allentown ArtsWalk. The pedestrian-only walkway links PPL Center and the Renaissance Allentown Hotel on Seventh Street to the existing ArtsWalk, which connects Miller Symphony Hall on Sixth Street to the Arts Park and to the Allentown Art Museum and the Baum School of Art on Fifth Street. The remainder of the shops and restaurants are spread among the new buildings One, Two, Three and Four City Center and several renovated historic buildings along Hamilton Street.

The Shops at City Center includes Sage, Aquarius, 7th & Sole, Shula's Steak House and Greenmouth Juice Bar & Café on the ArtsWalk as well as Moravian Book Shop, Sorrelli, Ruby's Floral Factory, LVHN Fitness, Minuteman Press, The Hamilton Kitchen & Bar, The Dime, ROAR Social House, Tony Luke's, nosh at NANA's, Center Ice and grain along Seventh and Hamilton streets. Additional shops and restaurants opening this fall include Popmart on the Artswalk, American Hairlines and RE:Find on Seventh Street and Centro on Hamilton Street. A large majority of the merchants participate in the Park & Shop program, which gives customers free parking in the Arena Deck with a purchase.

"The Shops at City Center is a vibrant, premier, walkable shopping destination that truly offers something for everyone, whether it's a spa treatment or a great workout, a handmade gelato or a craft cocktail, or furniture, art, accessories, clothes, shoes, books or gifts," said City Center President J.B. Reilly. "We're excited for the Lehigh Valley community to love shopping in downtown Allentown again."



The ArtsWalk at City Center runs between Four City Center and its annex building, which both have retail on the first floor and STRATA Flats on the upper floors, and expands into a new pocket park. According to City Center’s Vice President of Corporate Branding and Building Design Jane Heft, “The ArtsWalk’s mixed storefronts are designed to make people feel like they are walking through an old, cozy historic town on a whimsically patterned path reminiscent of Van Gogh’s painting The Starry Night.”

The ArtsWalk at City Center features 16 “art posts” throughout the walkway and park. The art posts are freestanding industrial I-beams covered in artwork, including reproductions of works by master painter Cezanne, inspirational messages, and works by local cartoon illustrator Zach Heffelfinger, local painter Ann Schlegel, local photographer Peter Gourniak and City Center’s in-house design team.

“Our intention is to allow local artists and Baum School of Art students to design them in the future. We just kicked it off,” Heft explained.

The ArtsWalk at City Center also features free public Wi-Fi, piped music and wall space for two future murals. A community festival and pocket park dedication are being planned at The ArtsWalk and The Shops at City Center for this fall. Details will be announced soon.

For information about leasing space at The Shops at City Center, contact Leasing Manager Jarrett Laubach at jarrett@citycenterlehighvalley.com.

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, Strata Luxury Flats and The Shops at City Center as well as upscale restaurant space, loft-style office space and a coworking space called Velocity. City Center’s total investment in downtown Allentown is \$400 million.

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