

# COMMUNITY SNAPSHOT

INSTANTÁNEA DE LA  
COMUNIDAD



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# NEIGHBORHOOD

# VECINDARIO

## PEMBROKE NEIGHBORHOOD

### DEVELOPMENT HISTORY

### PLANNING AREA

### NEIGHBORHOOD ASSETS

- OPEN SPACES
- EDUCATION
- GOVERNMENT SERVICES
- RELIGIOUS ORGANIZATIONS
- COMMUNITY AMENITIES
- MANUFACTURING SERVICES
- HEALTH-RELATED SERVICES

### NEIGHBORHOOD FORM & CHARACTER

- ZONING
- FLOODPLAINS

### TRANSPORTATION

- TRANSIT NETWORK

## VECINDARIO DE PEMBROKE

### HISTORIA DEL DESARROLLO

### ÁREA DE PLANIFICACIÓN

### ACTIVOS DEL VECINDARIO

- ESPACIOS ABIERTOS
- EDUCACIÓN
- SERVICIOS GUBERNAMENTALES
- ORGANIZACIONES RELIGIOSAS
- SERVICIOS COMUNITARIOS
- SERVICIOS DE FABRICACIÓN
- SERVICIOS RELACIONADOS CON LA SALUD

### FORMA Y CARÁCTER DEL VECINDARIO

- ZONIFICACIÓN
- LLANURAS DE INUNDACIÓN

### TRANSPORTE

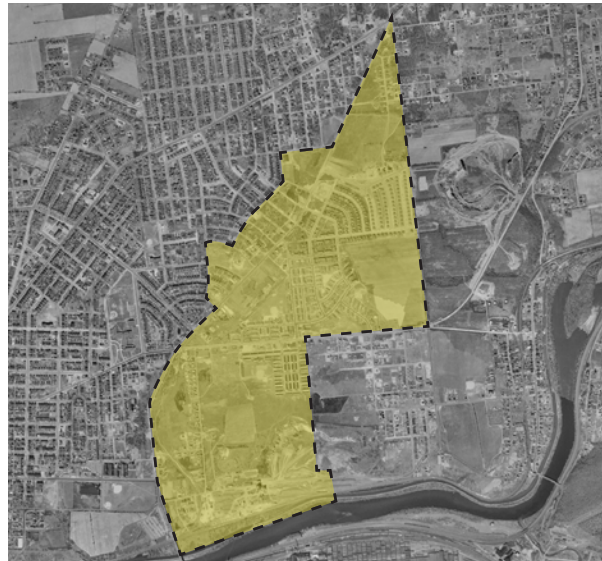
- RED DE TRÁNSITO



# DEVELOPMENT HISTORY

## HISTORIA DEL DESARROLLO

Development in the neighborhood spread outwards from the BHA properties. North of Fairmount Street, housing, including single family homes, duplexes and apartments, were developed along with commercial along Stefko Boulevard. The development of Marvine School and Townhomes were created east of the BHA properties in the 70s. South of Pembroke Road, industrial development began slowly and the majority of the property was occupied by the early 2000s, along with the development of Freemansburg.



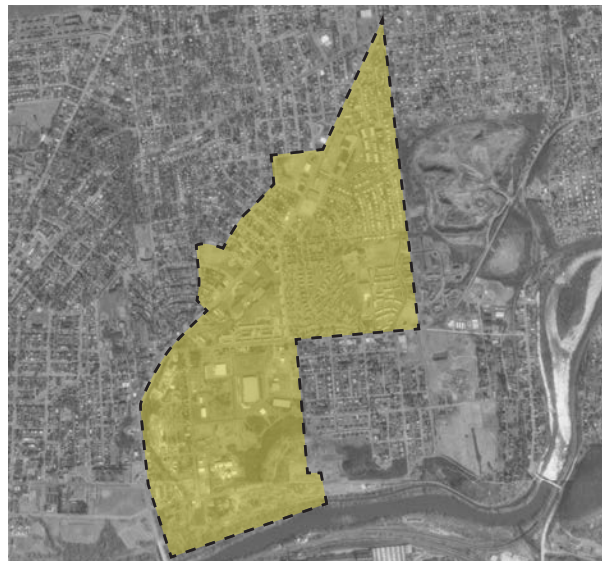
1955



1962



1972



1993



2022

# PLANNING AREA






## ÁREA DE PLANIFICACIÓN

The Pembroke Choice Neighborhood planning area is 0.7 square miles in size, and is defined by the following geographic boundaries:

- North: Stefko Boulevard
- East: Borough of Freemansburg
- South: Lehigh River and Pembroke Road
- West: Englewood Street and Stefko Boulevard

The planning area has an estimated population of 4,217 residents. It is home to Pembroke Village, the target housing sites for this plan.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  Park
-  School





### NORTHERN BOUNDARY

This edge follows Stefko Boulevard. Stefko Boulevard is a high-traffic road with commercial activity. The intersection of Stefko Boulevard and Eastern Avenue is the northernmost point of the Choice Neighborhood.



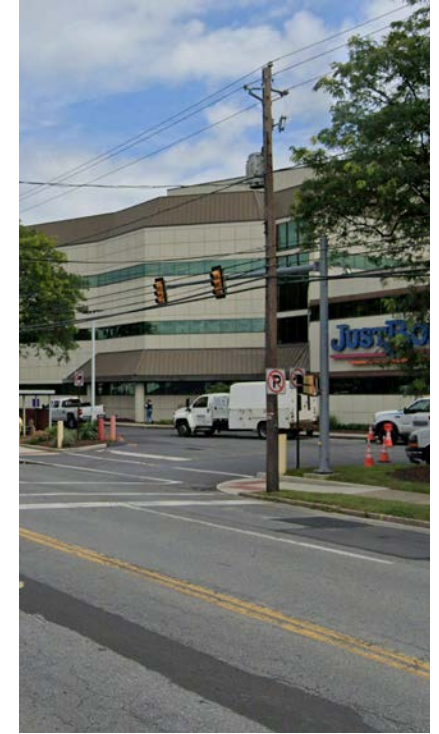
### EASTERN BOUNDARY

This edge follows the Borough of Freemansburg. The eastern edge has quiet residential streets.



### SOUTHERN BOUNDARY

This edge follows the Lehigh River and Pembroke Road. The southern edge of the planning area includes a portion of the D&L Trail. The D&L Trail is over 140-miles and runs from the hills just outside of Wilkes-Barre, Luzerne County to the canal town of Bristol, Bucks County. The trail follows old rail beds and canal towpaths on alternating sides of the Lehigh and Delaware Rivers.



### WESTERN BOUNDARY

This edge follows Stefko Boulevard and Englewood Street. This portion of Stefko Boulevard is a high traffic arterial with significant commercial and industrial activity. Englewood Street is quiet and residential.

# NEIGHBORHOOD ASSETS






## ACTIVOS DEL VECINDARIO

The neighborhood includes schools, numerous religious organizations and other community-oriented service providers.

The Pembroke neighborhood features a mixture of residential, commercial and light manufacturing uses, including the Just Born Quality Confections world headquarters. The neighborhood includes a portion of the D & L Trail along the Lehigh River.

Other community institutions and amenities are scattered throughout the neighborhood.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  School
-  Religious Organization
-  Government Service
-  Health-Related Service
-  Community Amenity
-  Open Space
-  Manufacturing Services



















# OPEN SPACES

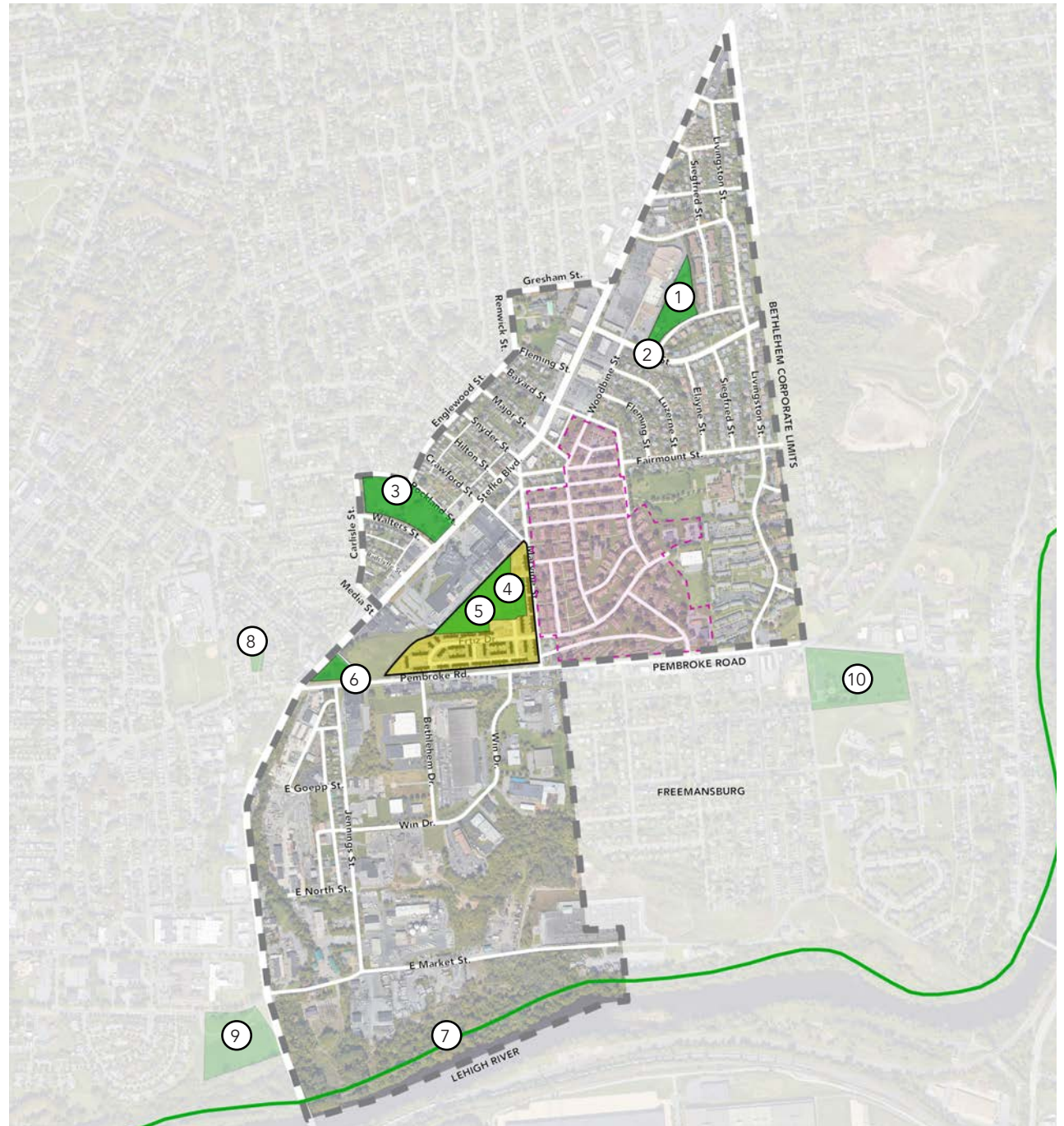
## ESPACIOS ABIERTOS

The neighborhood has a few open spaces, including the following:

- Pembroke Park includes a basketball court and playground, located in the development.
- Stefko Basketball Court located next to Bayard Park, a large open space.
- D&L Trail, a 141-mile recreational trail that connects Wilkes-Barre to the Philadelphia region.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  Open Space
-  1 Bayard Park
-  2 Stefko Basketball Court
-  3 Rockland Park
-  4 P.B.C. Basketball Court
-  5 Pembroke Park
-  6 Nick Dutko Monument Park
-  7 D&L Trail - Lehigh Canal
-  8 Bryan Street Park
-  9 Glasser Field
-  10 Freemansburg Municipal Park





1. Bayard Park



2. Stefko Basketball Court



3. Rockland Park



4. Pembroke Park



5. Nick Dutko Monument Park













6. D&L Trail - Lehigh Canal

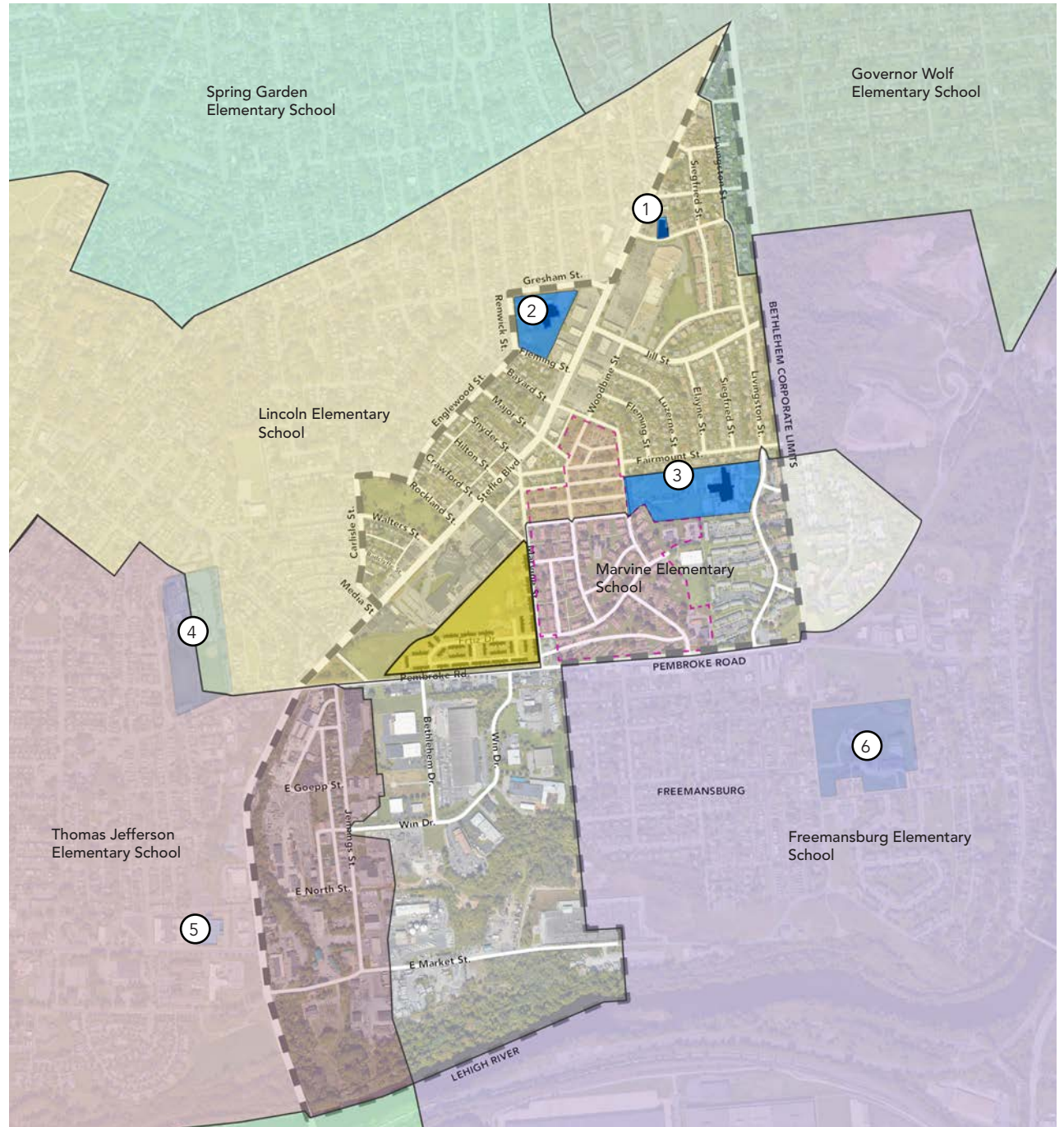
# EDUCATION

## EDUCACIÓN

The Pembroke Neighborhood includes one public elementary school and a barber school. There are four schools located just outside the neighborhood boundary. The Bethlehem Area School District divides the neighborhood with school boundaries, which designates students to a particular school. The map shows the elementary schools and boundaries, four schools within the Choice boundary. Students from Pembroke Village attend Lincoln Elementary, which is west of Stefko Boulevard. The entire target neighborhood is assigned to Northeast Middle School and Liberty High School (excluding a small area east of Livingston St.).

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  School
-  ① Lehigh Valley Barber School
-  ② Lincoln Elementary School
-  ③ Marvine Elementary School
-  ④ Northeast Middle School
-  ⑤ Lehigh Valley Dual Language Charter School
-  ⑥ Freemansburg Elementary School





1. Lehigh Valley Barber School



2. Lincoln Elementary School











2. Marvine Elementary School

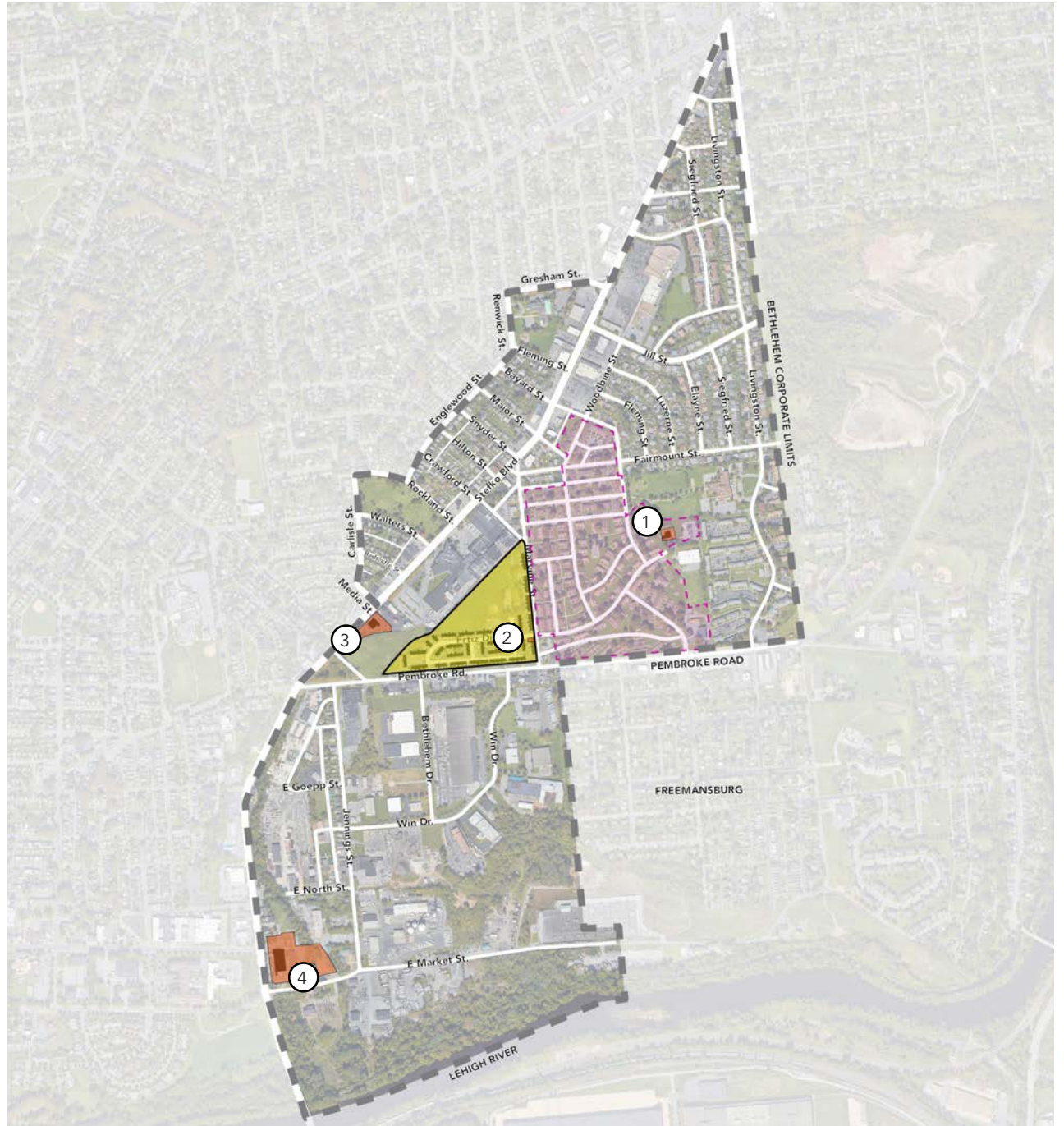
# GOVERNMENT SERVICES

## SERVICIOS GUBERNAMENTALES

The Pembroke Neighborhood includes several local, state, and federal government services. Some of these services include the Bethlehem Housing Authority Office, a police department substation located on Pembroke Village property, and the water meter repairs office.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  Government Service
-  Bethlehem Housing Authority: Northeast Office
-  Bethlehem Police Department Northeast Sub Station
-  Northampton County Magisterial District Judge
-  City of Bethlehem Municipal Services Center





1. Bethlehem Housing Authority: Northeast Office



2. Bethlehem Police Department Northeast Sub Station



3. Northampton County Magisterial District Judge











4. City of Bethlehem Municipal Services Center

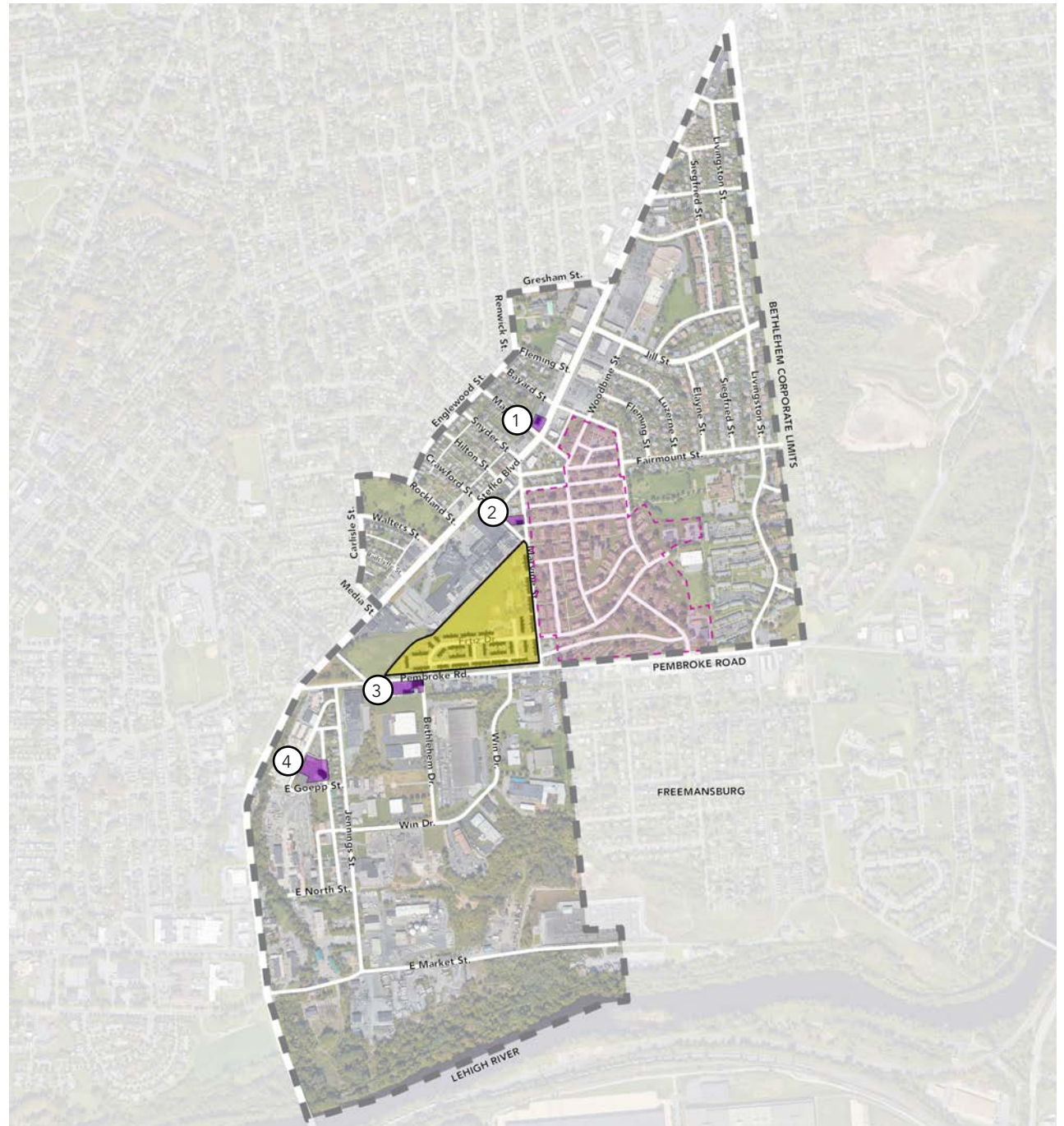
# RELIGIOUS ORGANIZATIONS

## ORGANIZACIONES RELIGIOSAS

The Pembroke Neighborhood is home to three religious organizations that represent different denominations. Some of the churches also offer space for non-profits and food distribution services.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  Religious Organizations
-  Bethlehem Masonic Center
-  East Gate
-  Iglesia Pentecostal de Bethlehem CLA
-  St. Paul Baptist Church





1. East Gate



2. Iglesia Pentecostal de Bethlehem CLA



3. St. Paul Baptist Church




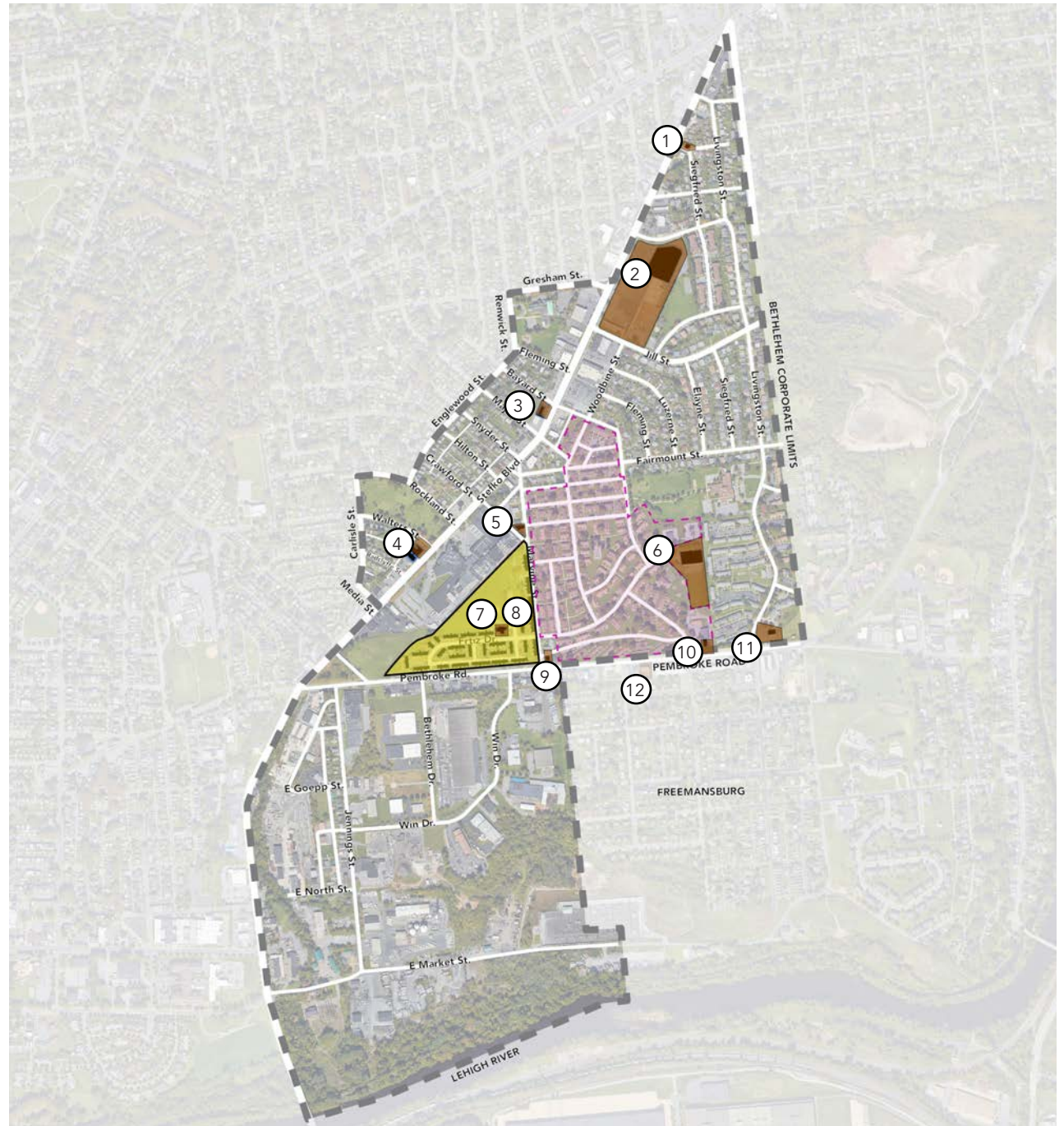
# COMMUNITY AMENITIES

## SERVICIOS COMUNITARIOS

The Pembroke Neighborhood includes several non-profits, cultural organizations, and other staple amenities that provide indispensable resources for the community.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  Community Amenity
-  Kids Club Child Care Center
-  Valley Farm Market
-  Lighthouse Washbasket & Dry Cleaners
-  LifePath Laundry
-  In Arms Reach Childcare Services
-  Boys and Girls Club of Bethlehem
-  Food Distribution Northeast Center
-  Northeast Community Center
-  Figueroa's Market
-  Hogar Crea Women's Center
-  Friendly Food Mart
-  Chandi Supermarket





1. Kids Club Child Care Center



2. Valley Farm Market



6. Boys and Girls Club of Bethlehem



8. Northeast Community Center



9. Figueroa's Market












10. Hogar Crea Women's Center

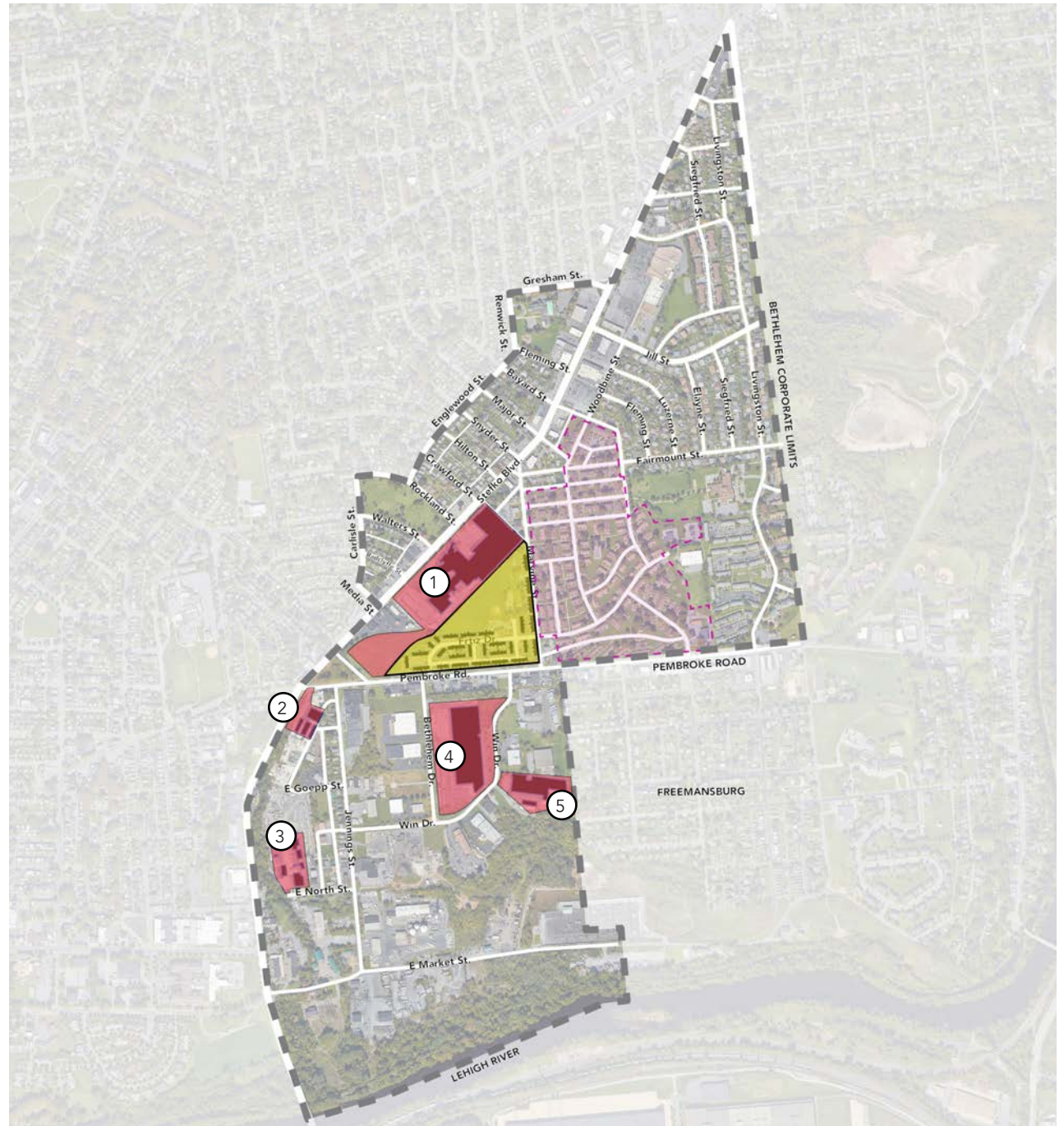
# MANUFACTURING SERVICES

## SERVICIOS DE FABRICACIÓN

Bethlehem has a rich colonial and industrial history. Since the 1850s, industries have been coming to Bethlehem, including the forerunner of the Bethlehem Steel Corporation, located directly across the Lehigh River from the Pembroke neighborhood. The City's economic growth and prosperity opens the door for potential future job training / hiring partners, including the manufacturing industries located in the CN.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  Manufacturing Services
-  1 Just Born Quality Confections
-  2 Brother's Granite & Marble
-  3 Bethlehem Precast
-  4 Phoenix Tube
-  5 National Magnetics Group





1. Just Born Quality Confections



2. Brother's Granite & Marble



3. Bethlehem Precast



4. Phoenix Tube



5. National Magnetics Group

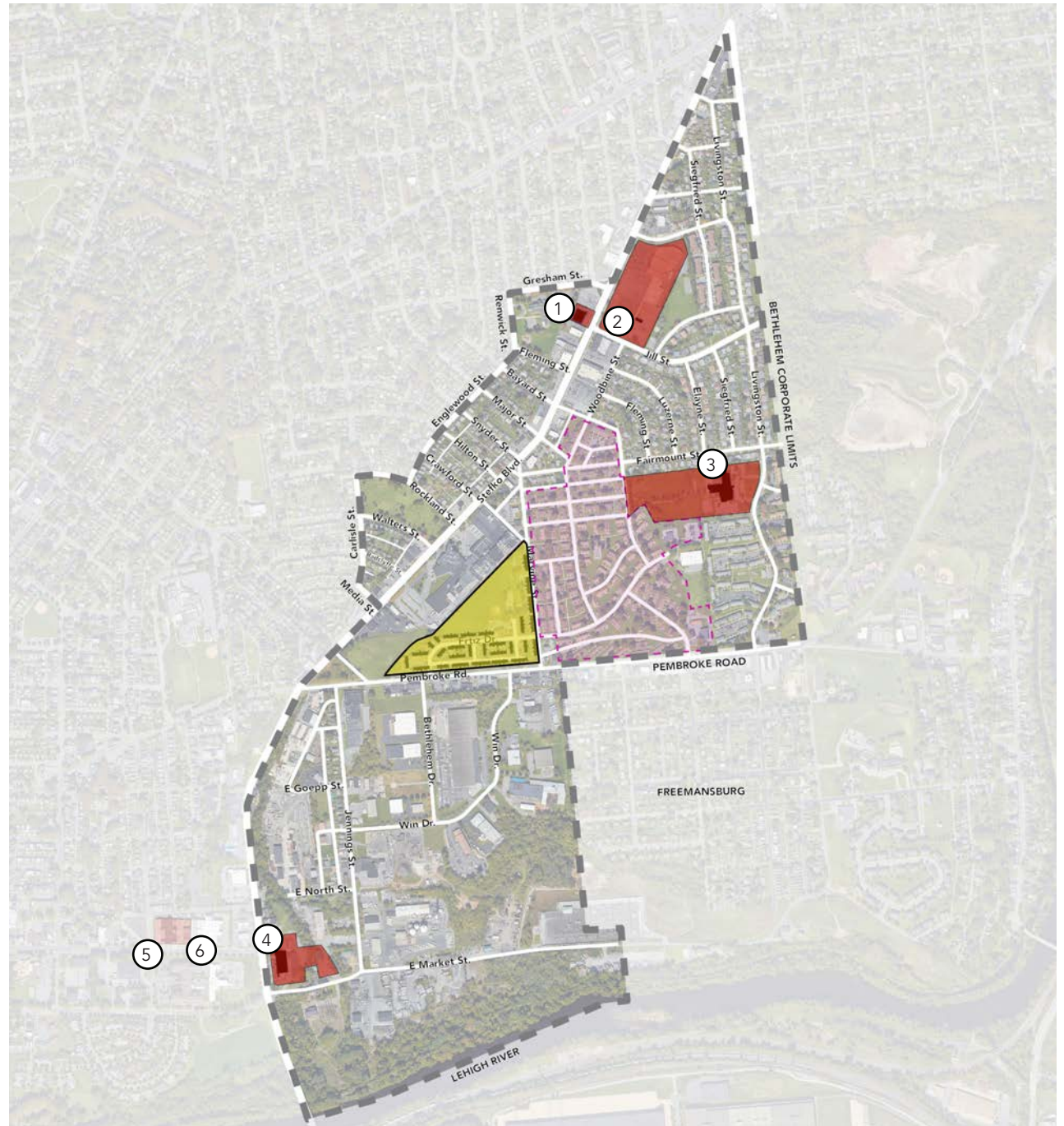
# HEALTH-RELATED SERVICES

## SERVICIOS RELACIONADOS CON LA SALUD

The neighborhood includes an emergency medical center off of Stefko Boulevard. There are no other health clinics in the area. A small pharmacy is located within the neighborhood, with a few more located just outside of the boundary.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Neighboring BHA Properties
-  Pembroke Village - Target Housing Site
-  Health-Related Service
-  ① Rite-Aid Pharmacy
-  ② Stefko Pharmacy
-  ③ St. Luke's Mobile Clinic at Marvine Elementary
-  ④ City of Bethlehem Emergency Medical Services
-  ⑤ Lehigh Valley Assertive Community Treatment
-  ⑥ Neighborhood Health Center





1. Rite Aid Pharmacy



2. Stefko Pharmacy



3. St. Luke's Mobile Clinic at Marvine Elementary








4. City of Bethlehem Emergency Medical Services

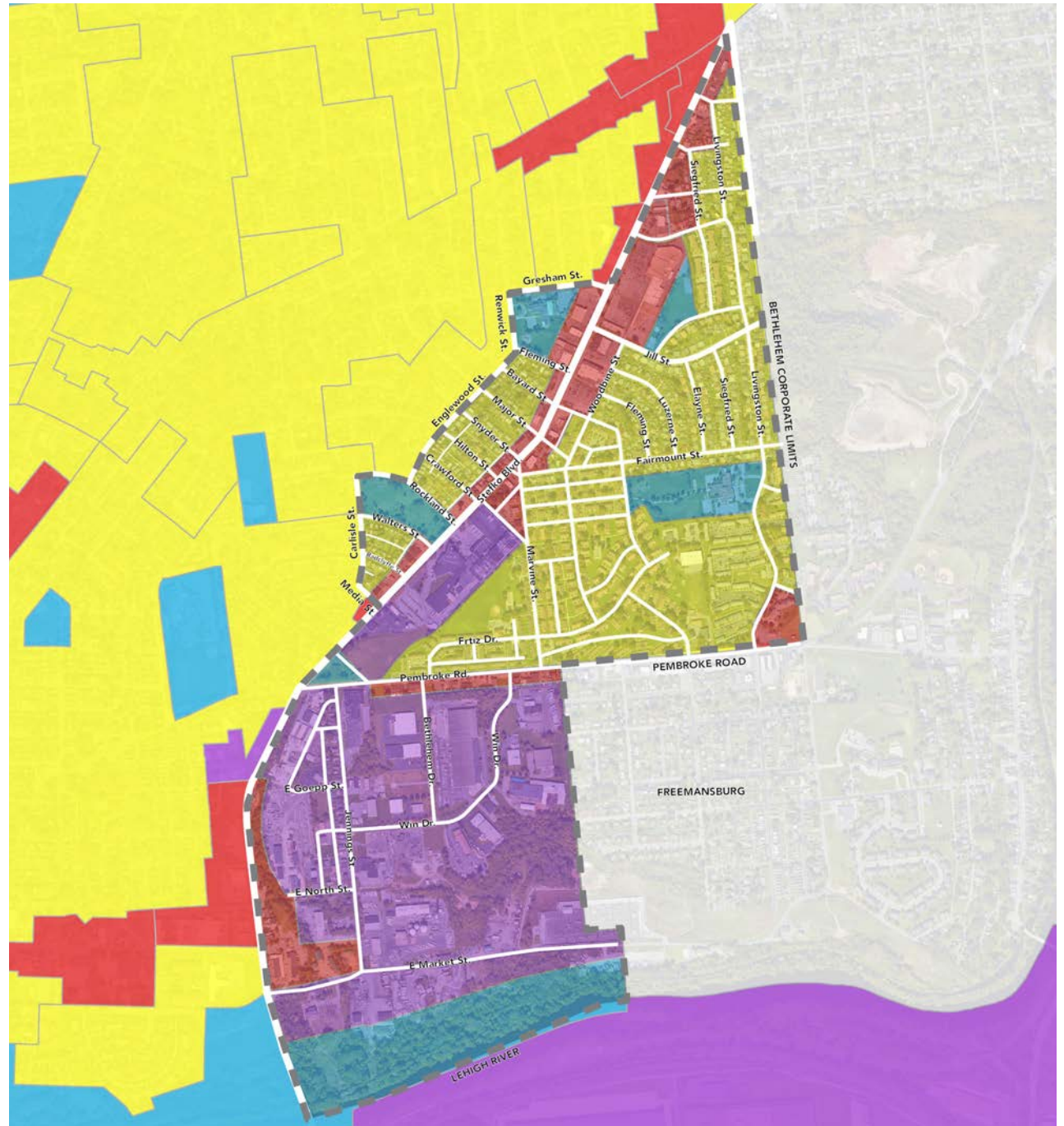
# ZONING

## ZONIFICACIÓN

The Pembroke Neighborhood has a variety of uses including residential, commercial, industrial, and institutional. Most commercial properties are located along Stefko Boulevard and a few along Pembroke Road, just below the target housing site. Industrial use is concentrated on the southern portion of the neighborhood and residential is on the northern side, including four BHA properties. Institutional is scattered throughout the neighborhood.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Commercial General (CG)
-  Industrial (IND)
-  Institutional (INS)
-  Residential Med-Density (RM)





Zoning Classification: Commercial General (CG)



Zoning Classification: Industrial (IND)



Zoning Classification: Institutional (INS)



Zoning Classification: Residential Med-Density (RM)






# FLOODPLAINS

## LLANURAS DE INUNDACIÓN

The map to the right delineates the areas of the neighborhood that are within the floodplain, running along the Lehigh River.



### LEGEND | LEYENDA







-  Choice Neighborhood Boundary
-  100 Year Floodplain
-  500 Year Floodplain

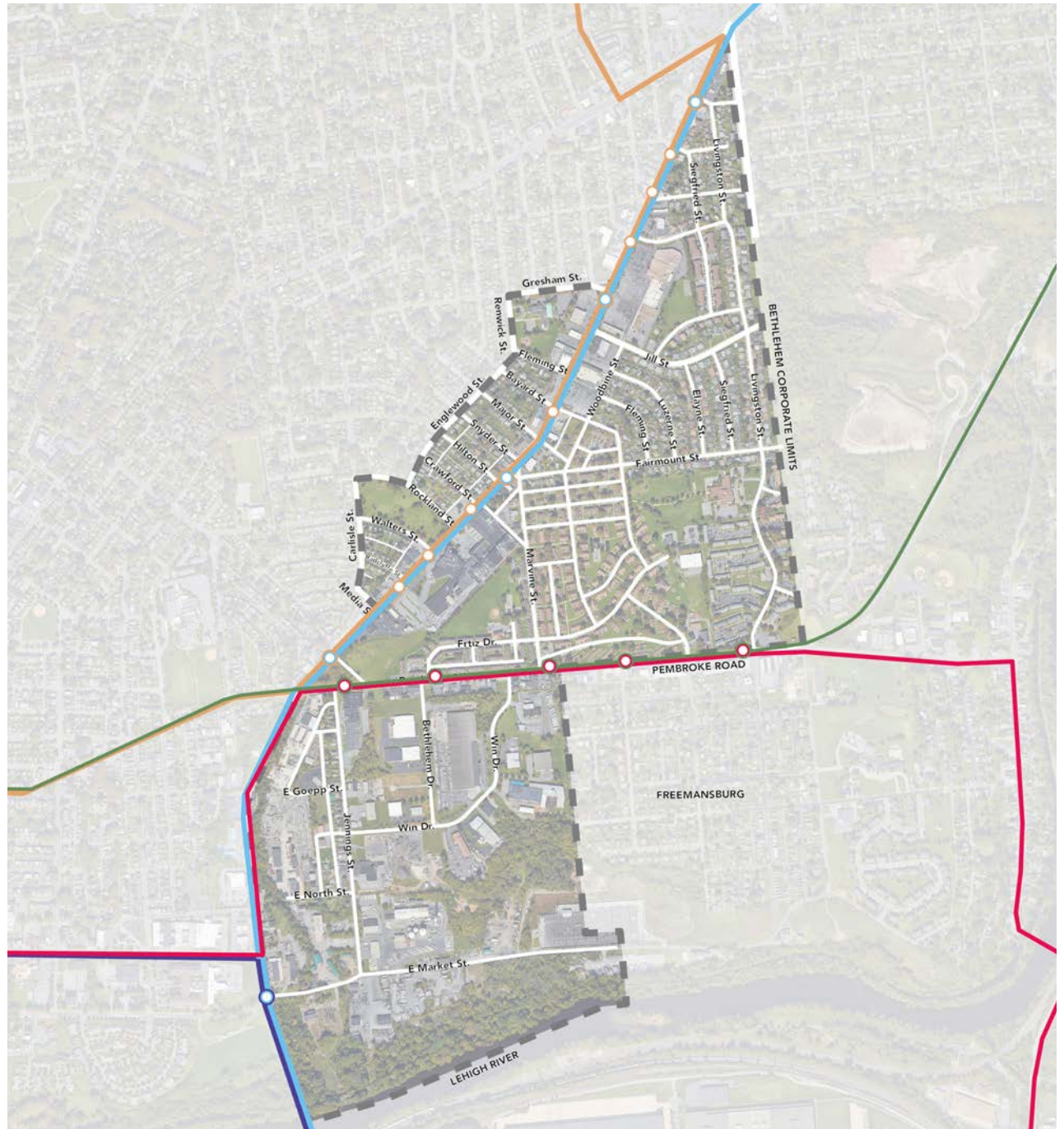
# TRANSIT NETWORK

## RED DE TRÁNSITO

Lehigh and Northampton Transportation Authority (LANTA) operates a public transportation system for use in the Lehigh and Northampton counties' metropolitan area. LANTA operates a bus system comprised of 23 fixed bus routes and 10 special routes throughout the Lehigh Valley, providing daily, late evening, and weekend services. Five routes run through the Pembroke Neighborhood.

### LEGEND | LEYENDA

-  Choice Neighborhood Boundary
-  Blue Line
-  102 - Union Blvd Local
-  108 - Fountain Hill - East Hills
-  312 - Bethlehem - NCC - Nazareth
-  605 - Bethlehem Circulator



# HOUSING

# VIVIENDA

## BHA HOUSING SITE

### ACCESS & CIRCULATION

### PEDESTRIAN PATHWAYS

### PUBLIC TRANSPORTATION

### PARKING

### BUILDING TYPES

### OPEN SPACE

### PEMBROKE VILLAGE

DEMOGRAPHICS

ECONOMY

## SITIO DE VIVIENDA BHA

### ACCESO Y CIRCULACIÓN

### VÍAS PEATONALES

### TRANSPORTE PÚBLICO

### ESTACIONAMIENTO

### TIPOS DE EDIFICIOS

### ESPACIOS ABIERTOS

### PEMBROKE VILLAGE

DEMOGRAFÍA

ECONOMÍA

# BHA HOUSING SITE

## SITIO DE VIVIENDA BHA

The target housing site for the Pembroke Choice Neighborhood Plan is Pembroke Village. Pembroke Village, constructed in 1941, includes 196 units and is home to 456 individuals.



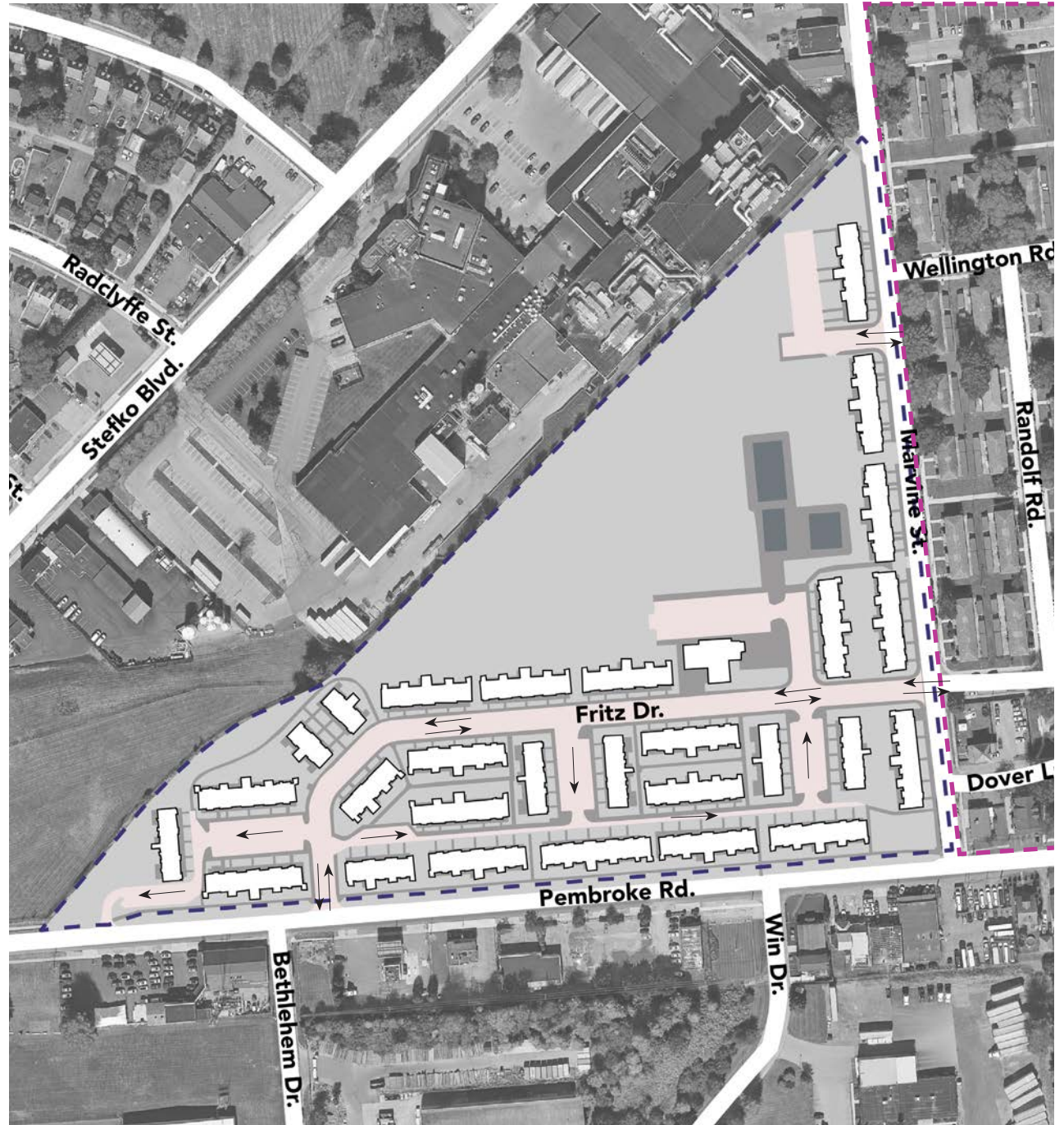
### LEGEND | LEYENDA

- Pembroke Village
- Neighboring BHA Properties






# ACCESS & CIRCULATION

## ACCESO Y CIRCULACIÓN

Pembroke Village can be accessed from Pembroke Road and Marvine Street. Fritz Drive and Dover Lane give access through the middle of the property. Each unit has its own entrance off the main sidewalks on the property. The Community Center building is located in the middle of the property.



### LEGEND | LEYENDA




-  Pembroke Village
-  Neighboring BHA Properties
-  Vehicle Access Point
-  Sidewalk
-  Street

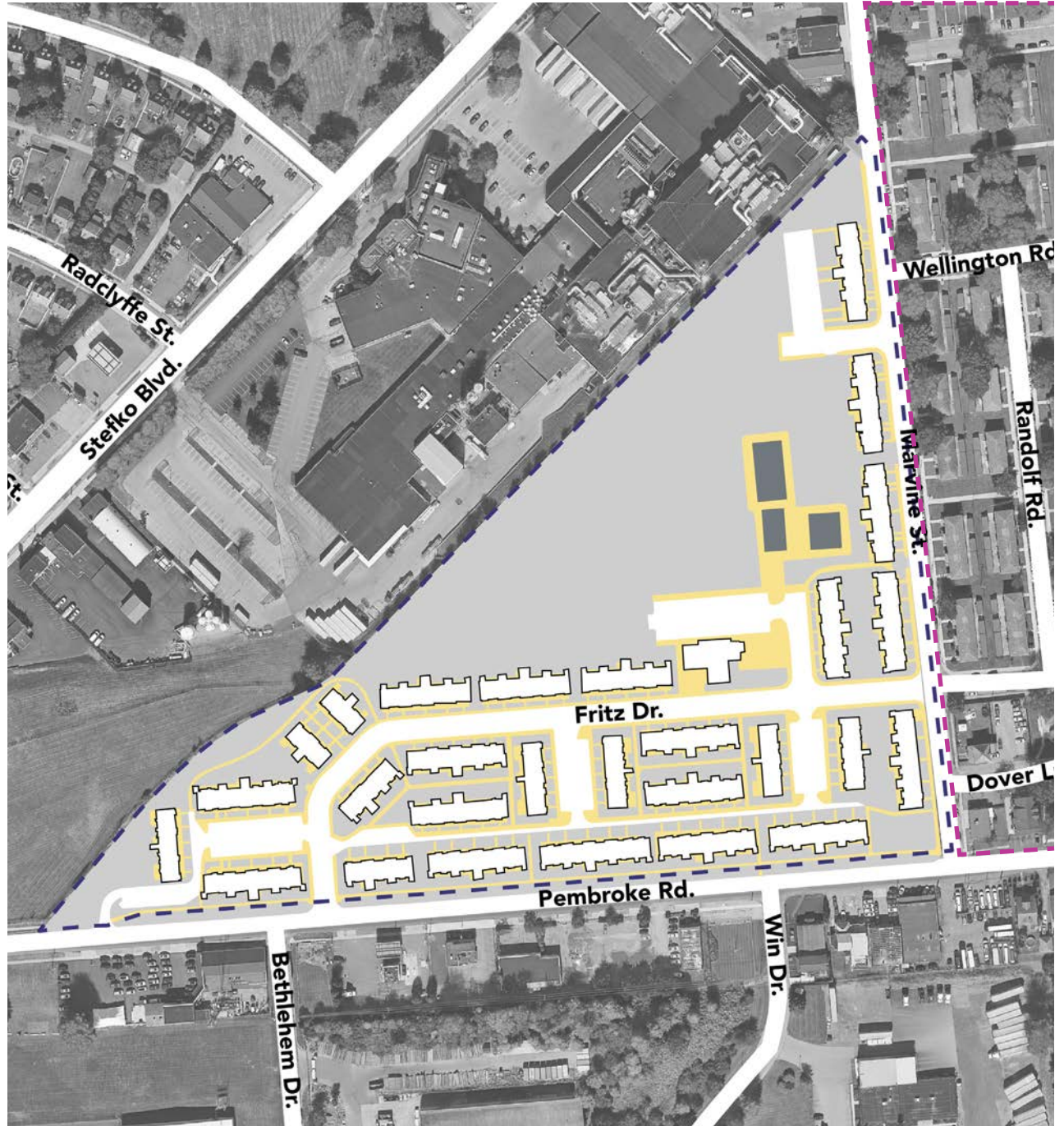
# PEDESTRIAN PATHWAYS

## VÍAS PEATONALES

Sidewalks connect parking lots, open spaces, entries, and transit stops at Pembroke Village.

### LEGEND | LEYENDA

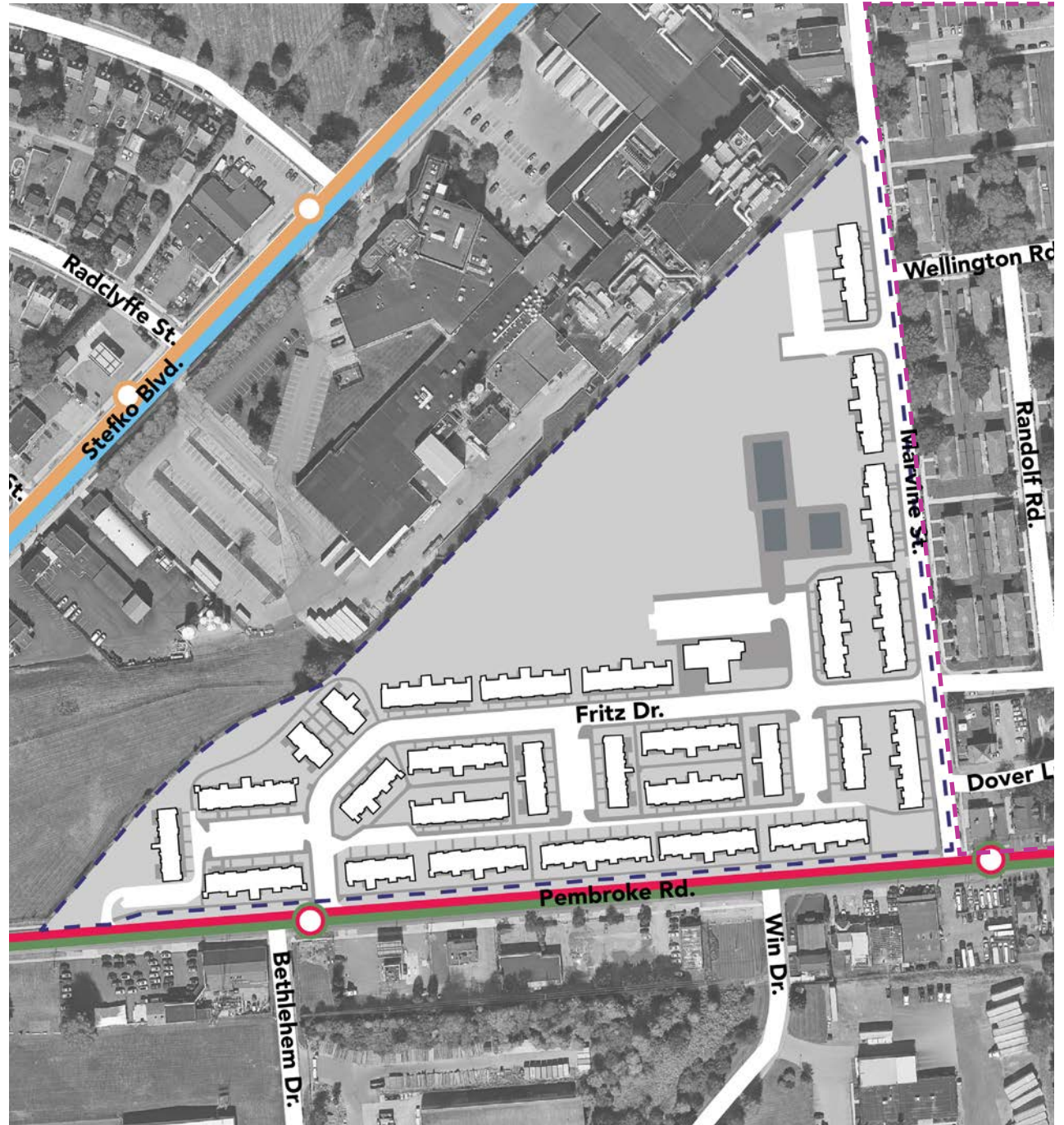
-  Pembroke Village Property Line
-  Neighboring BHA Properties
-  Sidewalk



# PUBLIC TRANSPORTATION

## TRANSPORTE PÚBLICO

Pembroke Village is connected to the LANTA network by two routes that run at the end of the site. Routes 312 and 605 run on Pembroke Road, with one bus stop located on Fritz Drive.



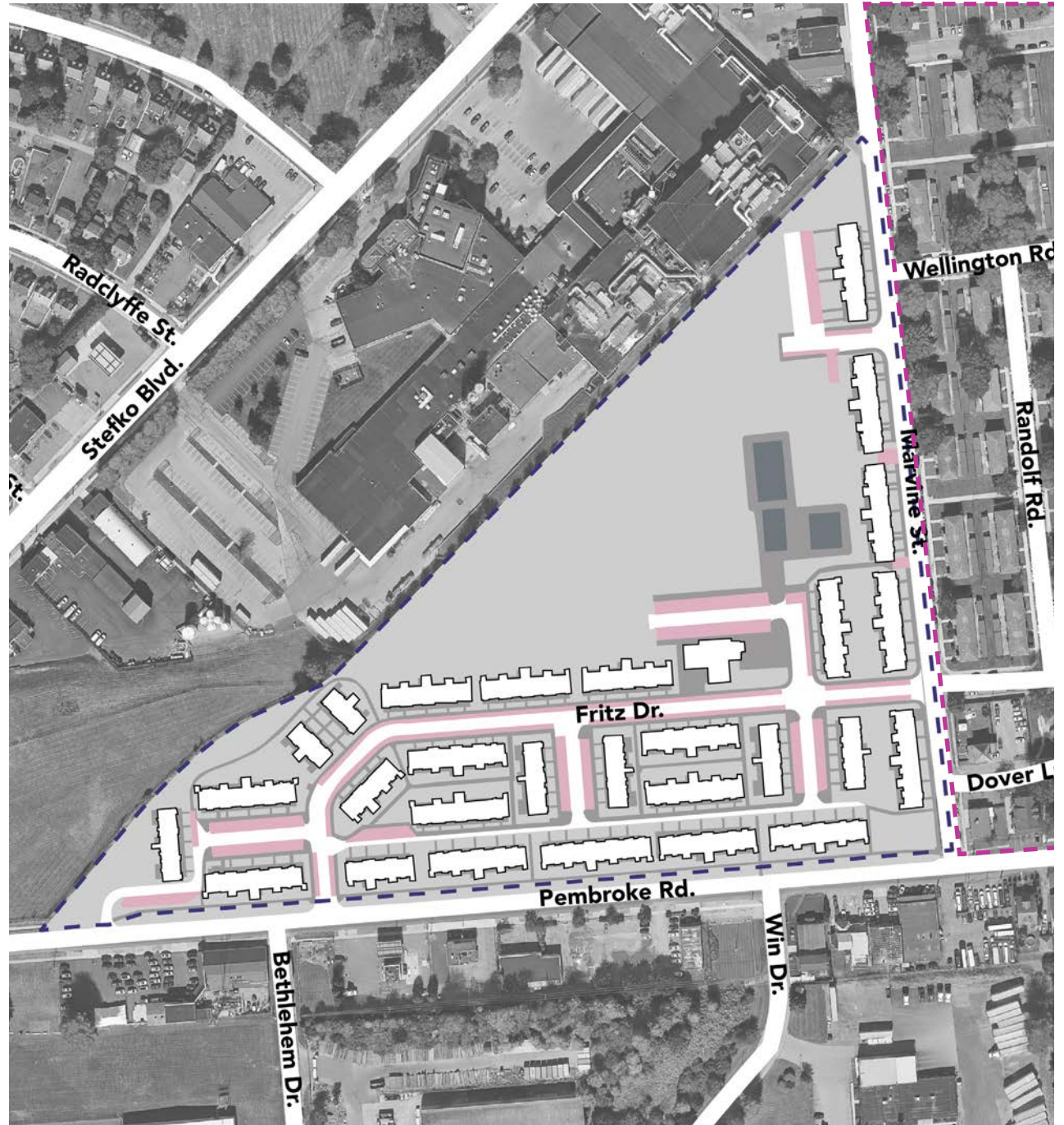
### LEGEND | LEYENDA

- Pembroke Village
- Neighboring BHA Properties
- Blue Line
- 108 - Fountain Hill - East Hills
- 312 - Bethlehem - NCC - Nazareth
- 605 - Bethlehem Circulator

# PARKING

## ESTACIONAMIENTO

Pembroke Village has 5 parking lots throughout the site, including: Hewitt Court, Flower Drive, Merriman Court, Mansfield Court, and Essex Court. Off-street parking is located along Fritz Drive. There are approximately 250 parking spaces available within Pembroke Village.



### LEGEND | LEYENDA

- Pembroke Village
- Neighboring BHA Properties
- Parking Space
- Sidewalk



# BUILDING TYPES

## TIPOS DE EDIFICIOS

Pembroke Village includes two story townhomes constructed in 1941. The apartments include 1-bedroom to 4-bedroom units, 2-bedroom being the majority. The Community Center, located in the center, is one story.



### LEGEND | LEYENDA

- Pembroke Village
- Neighboring BHA Properties
- Constructed in 1941
- Community Facilities
- Sidewalk

# OPEN SPACE

## ESPACIOS ABIERTOS

Pembroke Village includes a large open space at the back of the property. A basketball court sits behind the Community Center, along with two playgrounds and a baseball field.



### LEGEND | LEYENDA

- Pembroke Village
- Neighboring BHA Properties
- BHA Open Space
- Playgrounds
- Sidewalk

# PEMBROKE VILLAGE: DEMOGRAPHICS

## PEMBROKE VILLAGE: DEMOGRAFÍA

### TOTAL NUMBER OF HOUSEHOLD MEMBERS

NÚMERO TOTAL DE MIEMBROS DEL HOGAR

464

### TOTAL NUMBER OF HOUSEHOLDS

NÚMERO TOTAL DE HOGARES

180

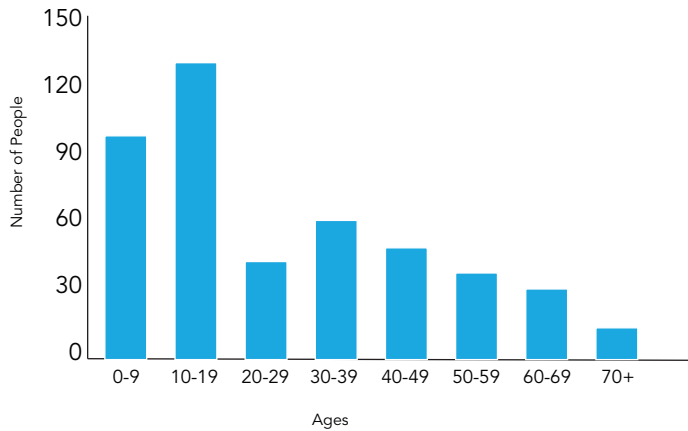
### RACE / ETHNICITY

RAZA / ETNICIDAD

- 11% African American
- 6% Caucasian
- 1% Asian/Other
- 82% Hispanic/Latino

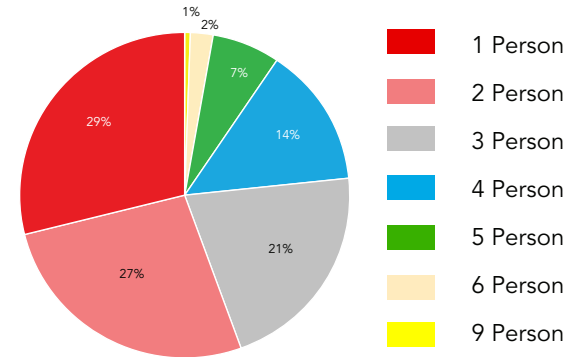
### DISTRIBUTION BY HOUSEHOLD MEMBER'S AGE

DISTRIBUCIÓN POR EDAD DE LOS MIEMBROS DEL HOGAR



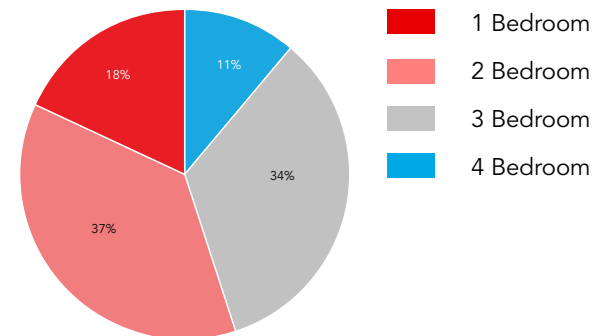
### DISTRIBUTION OF HOUSEHOLD SIZE

DISTRIBUCIÓN DEL TAMAÑO DEL HOGAR



### DISTRIBUTION OF NUMBER OF BEDROOMS

DISTRIBUCIÓN DEL NÚMERO DE DORMITORIOS



# PEMBROKE VILLAGE: ECONOMY

## PEMBROKE VILLAGE: ECONOMÍA

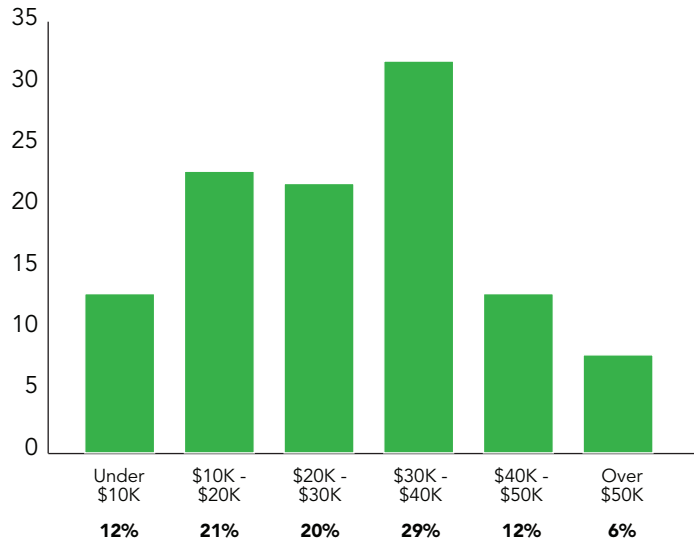
### AVERAGE ANNUAL INCOME PER HOUSEHOLD

INGRESO ANUAL PROMEDIO POR HOGAR

\$28,597

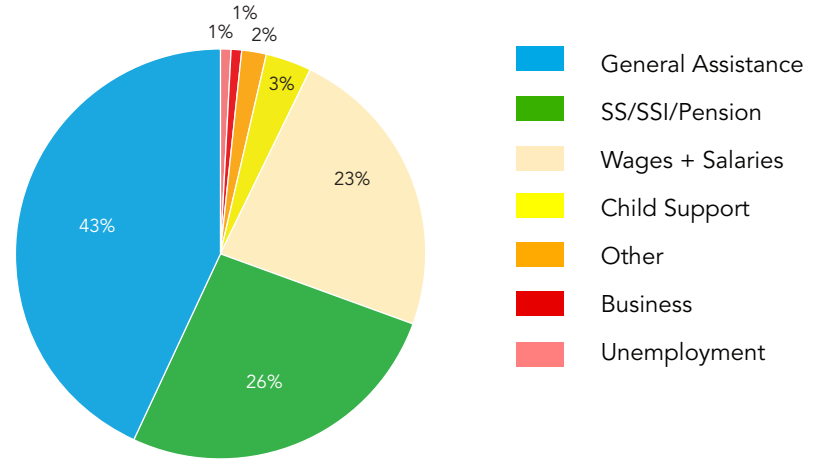
### HOUSEHOLD INCOME (WAGES + SALARY)

INGRESO FAMILIAR (SUELDOS Y SALARIO)



### DISTRIBUTION OF HOUSEHOLD MEMBER INCOME BY TYPE

DISTRIBUCIÓN DEL INGRESO DE LOS MIEMBROS DEL HOGAR POR TIPO



# PEOPLE

# PERSONAS

CENSUS TRACTS

DEMOGRAPHICS

EDUCATION

HEALTH

ECONOMY

OTHER

SECTORES DEL CENSUS

DEMOGRAFÍA

EDUCACIÓN

SALUD

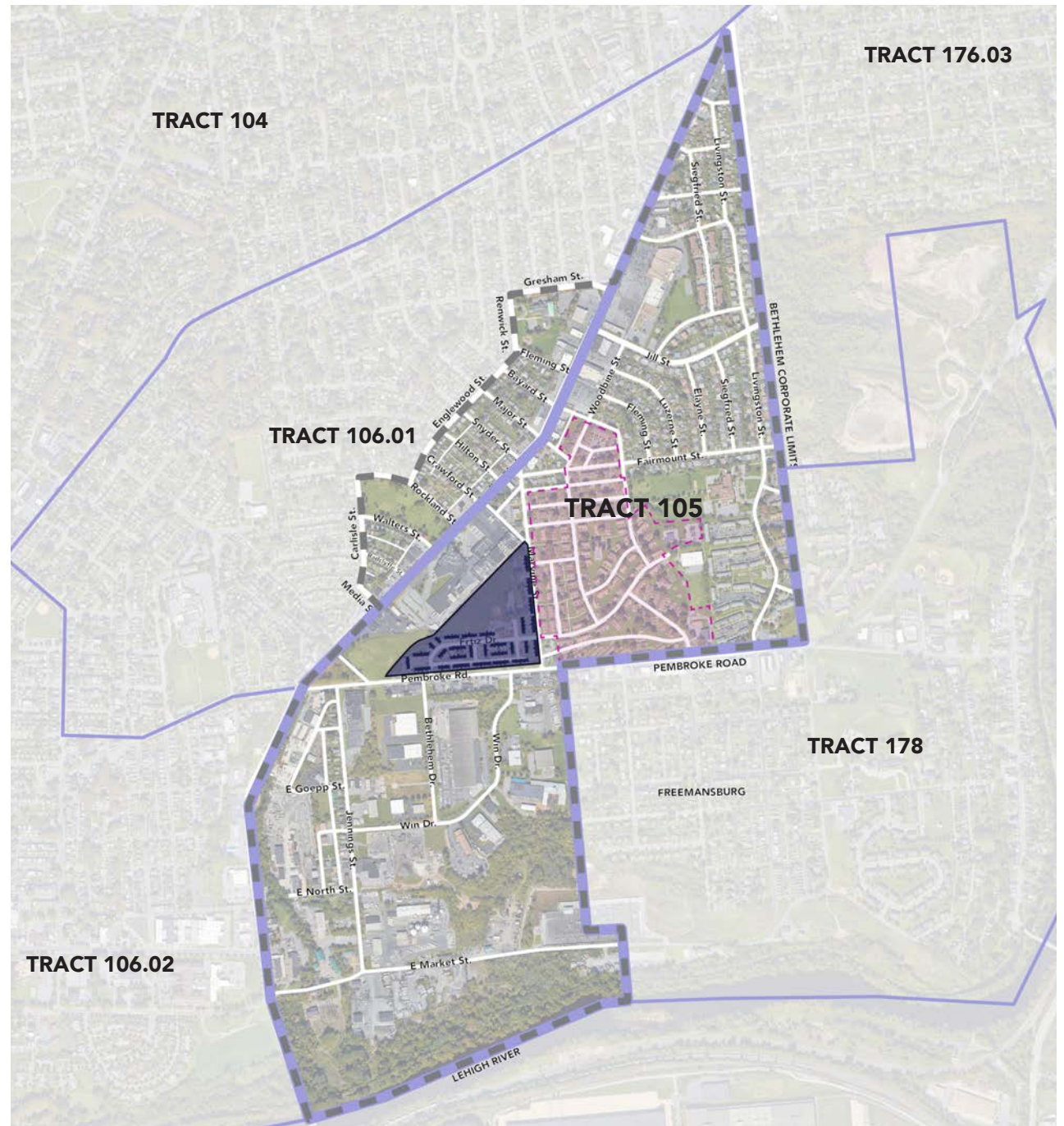
ECONOMÍA

OTRO

# CENSUS TRACTS

## SECTORES DEL CENSUS

The Choice Neighborhood Boundary lies within Census Tract 105, Northampton, PA. Census data is collected from the ACS 2021. 43% of the total population in Census Tract 105 is made up from BHA residents, including Pembroke, Marvine, Fairmount, Bayard and Pfeifle developments.



### LEGEND | LEYENDA

- Choice Neighborhood Boundary
- BHA Housing Properties
- Pembroke Village
- Census Tracts

# DEMOGRAPHICS

## DEMOGRAFÍA

### BETHLEHEM TOTAL POPULATION

POBLACIÓN TOTAL DE BETHLEHEM

78,854

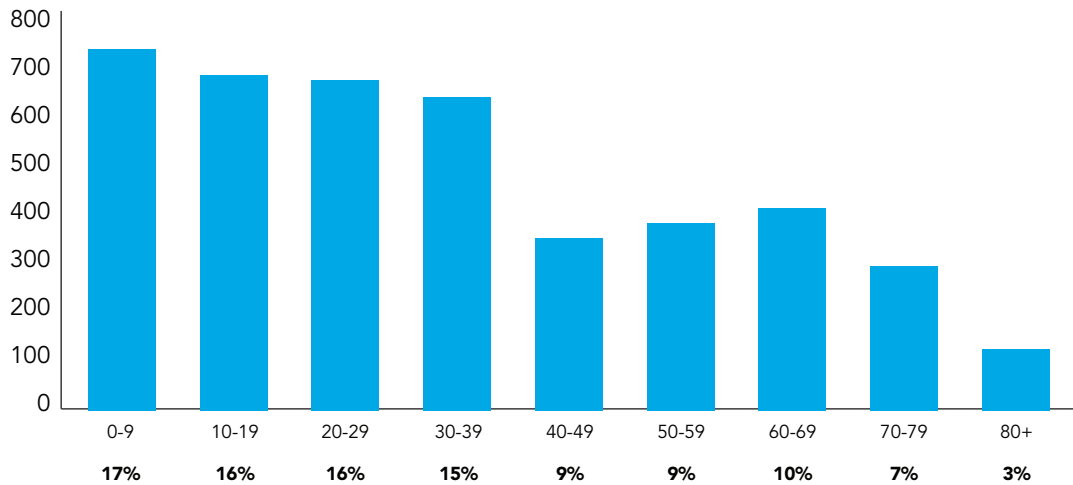
### CENSUS TRACT 105 POPULATION

POBLACIÓN DE LA ZONA CENSAL 105

4,273

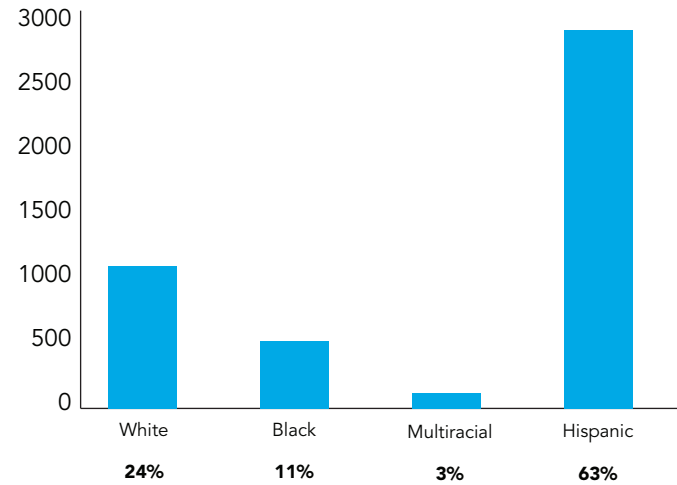
### POPULATION BY AGE

POBLACIÓN POR EDAD



### POPULATION BY RACE/ETHNICITY

POBLACIÓN POR RAZA/ETNICIDAD

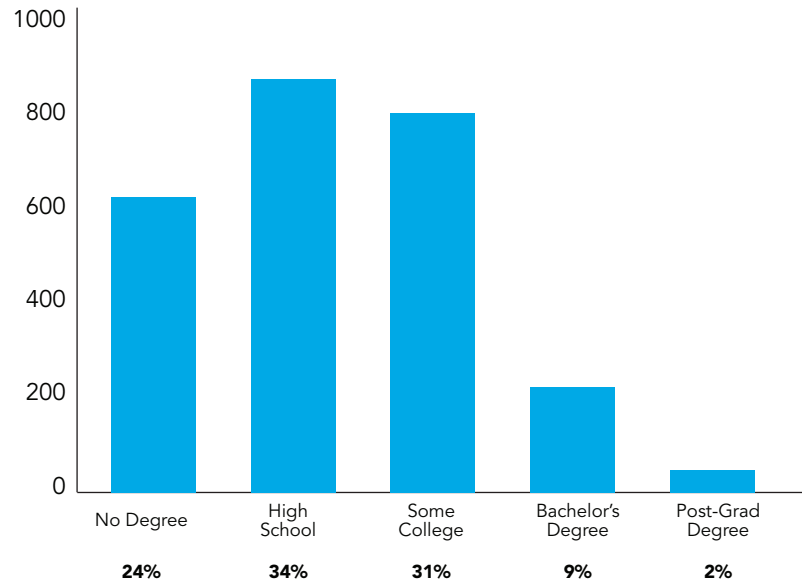


# EDUCATION

## EDUCACIÓN

### EDUCATIONAL ATTAINMENT

#### LOGRO EDUCATIVO

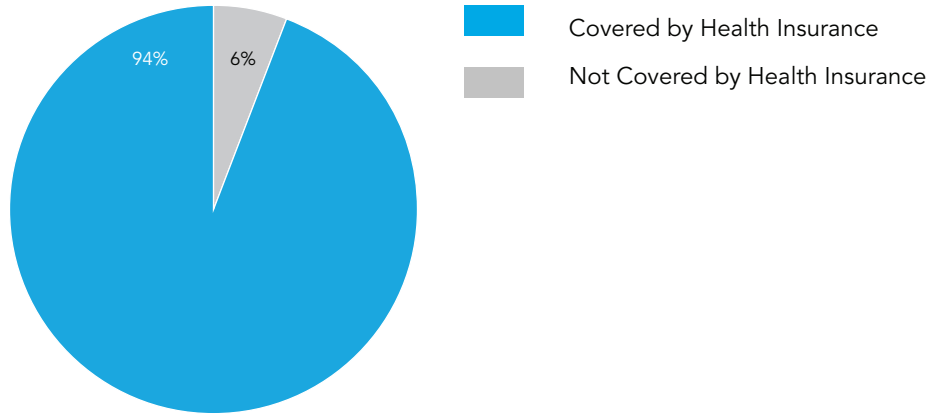




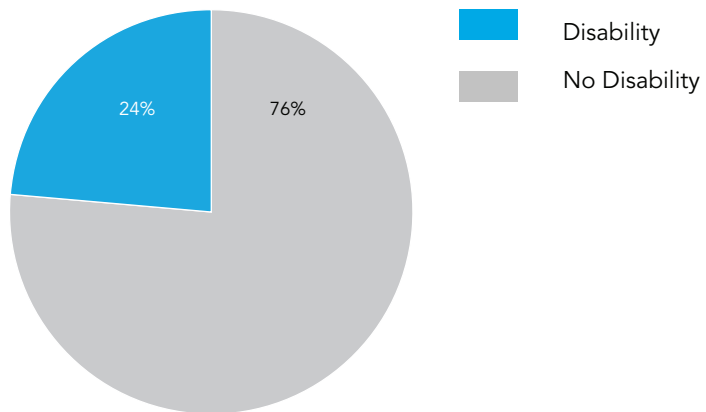
# HEALTH

## SALUD

### HEALTH INSURANCE COVERAGE COBERTURA DE SEGURO MÉDICO



### DISABILITY STATUS ESTADO DE DISCAPACIDAD



# ECONOMY

## ECONOMÍA

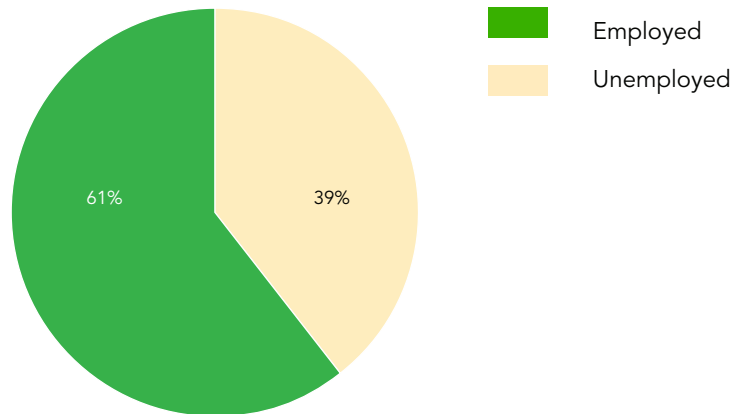
### MEDIAN HOUSEHOLD INCOME

INGRESO FAMILIAR MEDIO

\$30,923

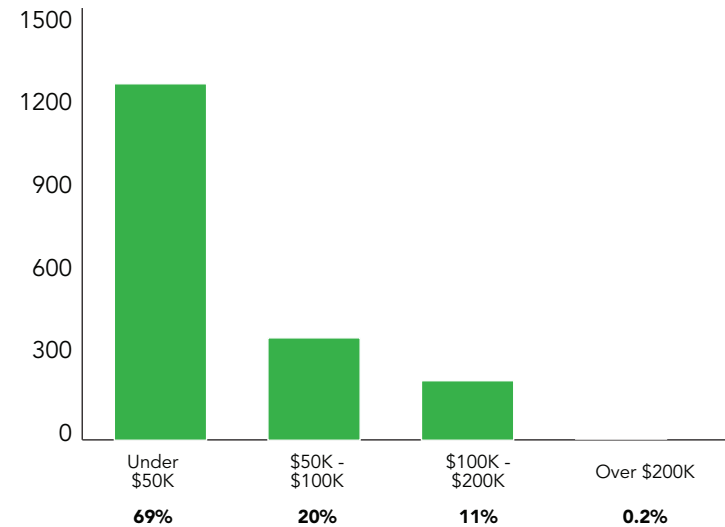
### EMPLOYMENT RATE

ÍNDICE DE EMPLEO



### HOUSEHOLD INCOME

INGRESO FAMILIAR



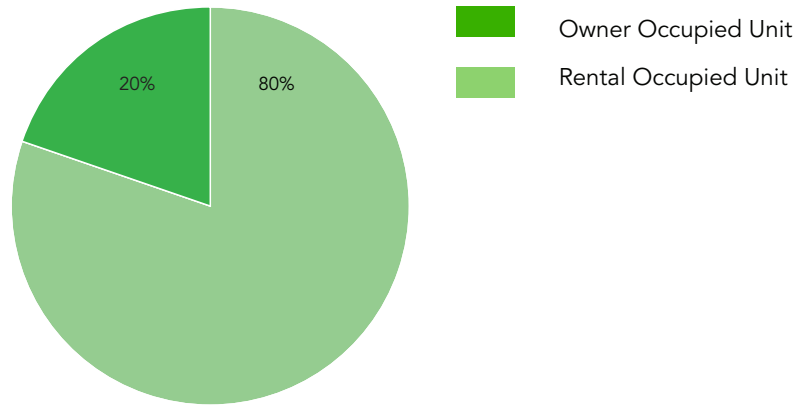
# ECONOMY

## ECONOMÍA

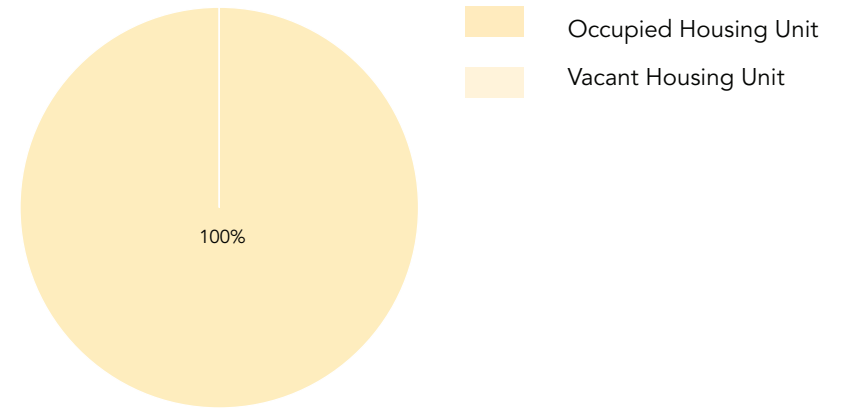
### NUMBER OF HOUSING UNITS NÚMERO DE UNIDADES DE VIVIENDA

1,792

### HOME OWNERSHIP RATES TASAS DE PROPIEDAD DE VIVIENDA



### VACANCY STATUS ESTADO DE VACANTE



# ACCESS

## ACCESO

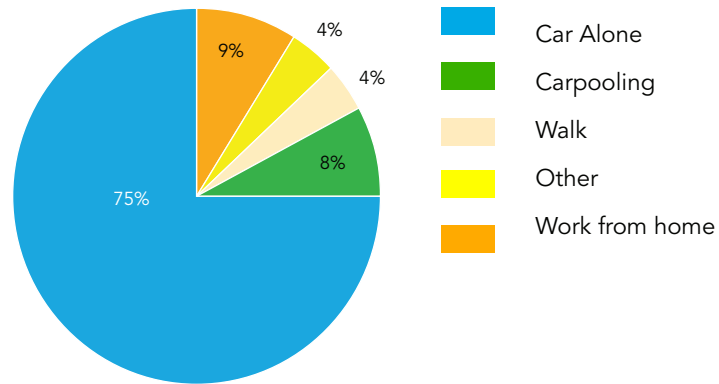
### MEAN TRAVEL TIME TO WORK

TIEMPO MEDIO DE VIAJE AL TRABAJO

30.1 Minutes

### MODE OF TRANSPORTATION TO WORK

MODO DE TRANSPORTE AL TRABAJO



### INTERNET ACCESS

ACCESO A INTERNET

