

ARTSQUEST™

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July 2, 2010



Mr. Robert Donchez, President
City Council
10 W. Church Street
Bethlehem, PA 18018

Dear Mr. Donchez,

As you know, ArtsQuest, with the consent of Sands BethWorks LLC, recently submitted a request to City Council to change the name of Founders Way to SteelStacks Blvd. The main reason for this request was to support the public and private investment of over \$70 million in the SteelStacks campus for the revitalization of the former Bethlehem Steel Plant into an active arts, cultural and educational campus. Our reason for wanting to change the street name was due to the fact that the remaining former Bethlehem Steel buildings on the site visually blocks (Daly Av./Third St.) the SteelStacks campus from PA Route 412. Visitors literally can't see the ArtsQuest Center or the SteelStacks campus and we believed that renaming the street SteelStacks Boulevard would be an efficient way to direct visitors to the site.

Upon further reconsideration and discussion with the City and the Sands, we have come to an agreement to erect a sign at the northeast corner of Third Street and Founders Way which will offer more complete information to visitors with regard to the SteelStacks campus and the various destinations at the campus. Based upon this solution which accomplishes our original goal of helping visitors find their way to the SteelStacks campus, we hereby withdraw our request for changing the name of Founders Way to SteelStacks Boulevard.

We believe this solution is a true compromise for all parties involved. We hope this process didn't cause any inconvenience for Council and thank you for your consideration and continued support for the SteelStacks project.

Very truly yours,

A handwritten signature in cursive script that reads "Jeff Parks".

Jeffrey A. Parks
President

JP/lg

cc: Mayor Callahan
Robert DeSalvio
Tim Fallon
Members of Council
C. Spadoni