

Lehigh Valley Mall

History

Lehigh Valley Mall was the first enclosed super regional shopping center located within the metropolitan statistical area of Allentown/Bethlehem/Easton. Today, it has no enclosed regional mall competitor within twenty-five miles.

Lehigh Valley Mall boasts excellent access from all directions. The Mall is situated at the intersection of Route 22 and Route 145, one mile north of Allentown. It is only five miles from the Lehigh Valley Pennsylvania Turnpike exit and seven miles east of the 178/Route 22/Route 309 interchanges.

Lehigh Valley Mall is located on an area of land which originally was farmland and, at one time, a baseball field known as Breadon Field.

The area was purchased in 1958 by the late Max Hess, Jr. (original owner of the former Hess's Department Store chain) for the purpose of building an enclosed shopping mall. The property was sold several times and eventually Lehigh Valley Associates bought the property and hired Kravco Company (Kravco Simon Company's predecessor) to develop and manage the mall. The mall opened thirty years ago, on October 6, 1976.

In 1996, a multi-million dollar renovation was completed by Kravco Company. Three of the four fountains were removed to allow for more seating and short-term leasing areas. The mall's circular ramp was removed and a glass elevator was constructed in its place. Marble flooring replaced the dated parquet floor on the upper level and the quarry tile on the lower level. Mall amenities were upgraded and included a family restroom, a new concept to the area.

In 2007, Lehigh Valley Mall reinvented itself again with the opening of a 110,000 square foot lifestyle expansion and major renovation of the existing mall. The new outdoor shops added 20 new retail tenants and restaurants to the mall, and served to solidify the mall's position as the dominant shopping center in the region.

TYPE	Enclosed Super Regional Center
ADDRESS	250 Lehigh Valley Mall Whitehall, PA 18052
PHONE	610-264-5511
MAJOR INTERSECTION	Route 22 and Route 145N
ANCHORS:	JCPENNEY 187,659 sq. ft. MACY'S 212,000 sq. ft. BOSCOV'S 164,694 sq. ft.
ACREAGE	88
MANAGEMENT	Kravco Simon Company
MARKETING SERVICES	Lorél Marketing
YEAR OPENED	1976
HOURS	Monday-Saturday 10 AM to 9:00 PM Sunday 11 AM to 6 PM

— MALL MANAGEMENT —

GENERAL MANAGER	Charles E. Miller, CSM
ASSISTANT MANAGER	Olen W. Clark
MARKETING MANAGER	Menden Poole, CMD