

## PROPERTY TYPES

### Bethlehem Steel Mill Redeveloped into Sands Casino

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By Tonie Auer, Southwest Correspondent

Construction began today for the Sands Bethworks casino complex and master-planned development at the historic Bethlehem Steel plant (pictured) in Bethlehem, Penn. The project has no set cost at present. It is being developed by the Las Vegas Sands Corp., which owns and operates The Venetian Resort-Hotel-Casino and the Sands Expo and Convention Center in Las Vegas as well as the Sands Macao in the People's Republic of China Special Administrative Region of Macao.



The old steel mill will feature a multifaceted shopping, dining, entertainment and casino complex designed to be compatible with the existing architecture and industrial heritage.

In its first phase, the 126-acre development will feature a 300-room hotel, a 200,000 square foot retail facility, 3,000 slot machines, and a variety of dining and entertainment options. Sands Bethworks will also be home to the National Museum of Industrial History, an affiliated of the Smithsonian Institution; an arts and cultural center; and the broadcast home of the local PBS affiliate. The Bethworks website targeted a 2008 opening date.

According to the Center for Land Use Interpretation, the legendary steel mill in Bethlehem is one of the most dramatic abandoned industrial landscapes in the country. The 200-acre complex once employed 30,000 people during World War II, dwindling to several thousand in the late 1980s. Established in 1857, the plant produced structural steel for the Golden Gate Bridge, Rockefeller Center, and many other landmarks, before shutting down the blast furnaces in 1994.

Sands Bethworks is a model for 'Smart Growth' redevelopment of a major brownfield site and will incorporate many of the remaining historical elements of the famed plant. For example, the massive ore crane will be part of the casino design and will serve as a reminder of the "old days" when visitors drive under it as they approach the brick-and-steel porte cochere. Design elements such as exposed steel, back-lit perforated metal screens and soaring, transparent glass monitors will be featured within a number of existing buildings.

According to national polls, casino gamers tend to have above average interest in cultural, historical and artistic attractions and these interests appear to be reflected in current gaming offering in several markets, according to a story by The Innovation Group regarding the Bethworks project.

In several cases, both existing attractions and those introduced after the establishment of gaming operations have been successful in attracting patronage. The Innovation Group concluded that from a tourism perspective, gaming operations tend to complement other entertainment and cultural attractions with a high likelihood that with adequate cross-marketing efforts, the development will enhance the attractiveness of the region to tourists and help

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make Bethlehem Steel site a hut at which tourists and residents can experience a wide range of activities and cultural attractions.

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