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SomeraRoad Inc. Announces New Name and Architects Hired for Former PPL Plaza

New York, NY, AUGUST, 8, 2019 – [SomeraRoad Inc.](http://www.someraroadinc.com), a New York-based commercial real estate firm, announced today it has changed the name of former PPL Plaza in the center of Allentown's Hamilton Square, to [Grand Plaza](http://www.grandplazaallentown.com), a nod to the site's history. To lead the design efforts, SomeraRoad tapped architectural firm [ESa](http://www.esaarchitects.com) for the interior renovations and [Hawkins Partners, Inc.](http://www.hawkinspartners.com), a landscape architecture and urban design firm, to lead the refresh of the well-known outdoor plaza. Both firms are based in Nashville, Tennessee.

“Grand Plaza is a classic name that signifies the ideal evolution for this property--which is already renowned for its impressive, inviting plaza,” noted Ian Ross, Managing Principal, SomeraRoad. “By bringing on ESa and Hawkins Partners, we now have the right teams in place to achieve our vision of reactivating this magnificent outdoor space and creating office space that positively impacts the personal and professional lives of the community here in Allentown. Over the coming weeks, we are eager to reveal more of the design plans as well as renderings to illustrate the evolution.”

The name Grand Plaza is an homage to the history of the site on which the building sits, originally home to the [Grand Central Hotel](http://www.grandcentralhotel.com) dating back to the late 1890s. SomeraRoad felt strongly about choosing a name that played off the historical nature of downtown Allentown while also honoring and drawing attention to one of the many marquis features of the building, the awe-inspiring plaza, which has become a destination for community events and a welcoming place for locals and professionals to meet in the center of downtown Allentown.



ESa, an established partner of SomeraRoad's, has worked with the firm on a range of projects in several markets including Nashville, Louisville, Cleveland and Memphis. Grand Plaza renovations will include an refreshed lobby and common areas and they will work with Hawkins Partners to completely reimagine the existing plaza to a more welcoming city center location by adding seating options, trees to provide shade and more green space, including planters to frame and bring life to the space.

For more information about Grand Plaza, visit www.GrandPlazaAllentown.com or contact the JLL Lehigh Valley [leasing team](http://www.jll.com). For more information on SomeraRoad, visit www.someraroadinc.com.

About SomeraRoad, Inc.

SomeraRoad Inc. is a New York-based commercial real estate investment firm focused on value-add and opportunistic transactions across all asset classes and geographies. SomeraRoad targets off-market acquisitions previously impaired by some form of distress, such as loan defaults, partnership disputes and bankruptcy, that are often overlooked by larger institutional investors. SomeraRoad takes an entrepreneurial and methodical approach to identifying off-market real estate opportunities and generating above-market returns for its investors. With a disciplined and aggressive approach SomeraRoad drives value through strategic asset re-positionings, targeted capital improvement plans, and best-in-class, hands-on asset management. Since its inception, SomeraRoad has acquired over \$875 million in real estate and currently manages a portfolio of approximately 11.0 million square feet, spread across 22 markets.

For more information about SomeraRoad, Inc., visit www.someraroadinc.com.

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