



A new community for seniors is taking root in Bethlehem Township

The Birches of Lehigh Valley scheduled for groundbreaking Nov. 3 is slated to open in fall 2023

EASTON, Pa., Oct. 21, 2022 – Heritage Senior Living LLC, a senior housing management company based in Blue Bell, Pennsylvania, announced plans to build a new personal care and memory care community at 5030 Freemansburg Avenue in Bethlehem Township, Northampton County.

The Birches of Lehigh Valley will provide 93 units, 52 designated for personal care and 41 for memory care, and 90 employment opportunities once complete.

Groundbreaking on the proposed 57,654-square-foot community will occur on Thursday, Nov. 3, with the opening slated in fall 2023.

The location is approximately 8 miles from The Birches' sister community, the award-winning independent living community, Traditions of Hanover, and roughly a mile from St Luke's Anderson Campus.

"We're grateful for the opportunity to bring personal care and memory care to the Lehigh Valley, where we have an established reputation for a caring culture thanks to Traditions of Hanover. The Birches will provide a wonderful extension of services to support seniors across the Lehigh Valley who need assistance or have memory loss," Kevin McCollum, the president of Heritage Senior Living LLC, said.

The Birches of Lehigh Valley will not require a buy-in fee. Seniors can choose from a variety of spacious apartment styles, including studios and deluxe studios, one-bedroom, or companion suites.

The monthly rent includes 24-hour personal care assistance, three meals a day, life enrichment program, housekeeping, laundry services, transportation to medical appointments and group outings, maintenance, utilities and other community amenities.

A gracious dining room allows residents to enjoy three sit-down meals—breakfast, lunch, and dinner—with their neighbors and friends each day. The menu will include freshly prepared foods with alternatives to support varying diet restrictions.

McCollum noted the availability of in-house services for added convenience and peace of mind, including physical, occupational, and speech therapies.

Prime amenities include relaxing outdoor spaces with a garden area, a bistro for happy hour celebrations, private dining to accommodate intimate family gatherings, a theater room, and a large activity center for crafting and cooking demonstrations.

In Daybreak, the secured memory care neighborhood, seniors with Alzheimer’s disease or another form of dementia will have access to the same life-enhancing services of those in personal care, with added wellness benefits.

“We are excited to begin construction, but you can’t have a home without the people in it. Heritage Senior Living is looking forward to next year when we can welcome residents into their new home. As always, we remain dedicated to providing seniors with dignified care and exceptional services and amenities that will continue to support their independence, individuality, happiness, and health,” McCollum said.

Heritage Senior Living LLC manages 19 senior living communities, in total, throughout Pennsylvania, New Jersey, and Virginia. Constructing the project is a southeastern Pennsylvania-based general contracting company, Berks Ridge.

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