

Wooshoo Burger

"A new fast-casual restaurant chain has selected Allentown's East Side for its flagship location." They wish to open a 2,500 sq.ft. restaurant at the intersection with North Irving Street. UB Development LLC, the property owner, gave an initial presentation to the planning commission on Tuesday.

Jali and his wife, Sue, principal of UB Development, told the planning commission that the Wooshoo Burger founder selected east Allentown because it is an *appropriate* site in an *up-and-coming* area. Future locations are envisioned in different areas of the Lehigh Valley suburbs. It was decided to raze a vacant building to make way for the burger joint.

We wanted to develop a project into something that had an impact and was meaningful to the area.

Design

The flagship restaurant is planned to have a drive-thru lane in addition to 32 indoor seats and 12 outdoor seats. Facing Union and Irving streets are large glass windows. There are arising concerns regarding how the restaurant's vehicular traffic will affect the adjacent streets. UB Development agreed to take the concerns into consideration and make design tweaks necessary to secure land development approval.