

The Cookie-Cutter School of Architecture?

The Bethlehem Gadfly | 548 N. New St., Neighborhoods, Northside | November 22, 2019

🔗 12th in a series of posts about 548 N. New St. 🔗

The image on the left is the architect's rendering of the recently approved building proposed after demolishing the buildings at 546-48 N. New St., which is just outside our historic district.

The image on the right is the (probably) same architect's rendering of the building recently proposed inside Easton's historic district.

The developers of the two sites are the same.

Gadfly — whose knowledge of 9 uses of the comma does not license him to make architectural judgments — senses a sameness in the two designs.

What's bad for Bethlehem is bad for Easton.





Peter Blanchard, “‘That looks like a robot’: Neighbors, Easton historic district board not sold on proposal for 12-story building.” Morning Call, November 13, 2019.

“That looks like a robot,” says a neighbor of the Easton project on the right, “It doesn’t look historic.”

A follower who called this article to Gadfly’s attention and who might not want to be identified suggested delightfully that the Bethlehem project on the left looks like something from outer space.

Why — with a nod to follower Kim Carrell-Smith — can’t we get architecture that blends with its unique neighborhood?

It can be new but blend.

But this smells of the Cookie-Cutter School of Architecture.