

# Northside 2027: fostering economic vitality

The Bethlehem Gadfly Northside 2027 January 18, 2021

 *The latest in a series of posts on Northside 2027* 

The next series of recommendations that Planning Director Heller reviewed at the January 12 Northside 2027 meeting had to do with the economics of Broad St. and Linden St., streets with “two different personalities.”

We have a challenging block on Broad St., with vacancies such as the Boyd Theater and with the Pentamation building that doesn't interact with its surroundings.

Linden is more of a neighborhood community area, and the talk there went to branding, the creation of an identity for that corridor. Special events? And there should be an attempt to attract new businesses and support those that are there.

# PLAN GOALS & STRATEGIES



## FOSTER ECONOMIC VITALITY

Revitalize the neighborhood's commercial corridors and attract new businesses through physical and programmatic interventions

### GOAL 1: Implement physical improvements to the Broad Street commercial corridor

- 1 Encourage and prioritize the redevelopment of the Boyd Theater site
- 2 Explore the potential of working with building owners to implement a redesign of the exterior of 3 W Broad St (Pentamation building)
- 3 Add a tree-lined median to Broad St between Guetter and New Streets
- 4 Add additional pedestrian amenities, such as benches, and greening elements, such as planter boxes, to enliven the corridor



# PLAN GOALS & STRATEGIES



## FOSTER ECONOMIC VITALITY

Revitalize the neighborhood's commercial corridors and attract new businesses through physical and programmatic interventions

### GOAL 2: Implement physical improvements to the Linden Street commercial corridor

- 1 Add additional pedestrian amenities, such as benches, and greening elements, such as planter boxes, to enliven the corridor
- 2 Consider branding Linden St as a cultural corridor through physical and programmatic interventions
- 3 Explore opportunities for special events along the corridor to showcase businesses and restaurants
- 4 Reinforce the proximity of Linden Street and Friendship Park through streetscape improvements and coordination between the park and nearby businesses



# PLAN GOALS & STRATEGIES



## FOSTER ECONOMIC VITALITY

Revitalize the neighborhood's commercial corridors and attract new businesses through physical and programmatic interventions

### GOAL 3: Support existing businesses and attract new ones

- 1 Strengthen collaboration between business owners, business property landlords, and the City Department of Community and Economic Development
- 2 Expand and strengthen façade improvement and upkeep incentive programs
- 3 Create a Northside business association to enhance coordination between businesses
- 4 Encourage the placement of fresh food amenities in or conveniently close to the neighborhood



*to be continued . . .*

**The Bethlehem Gadfly**