Northside 2027: fostering economic vitality

The Bethlehem Gadfly Northside 2027 January 18, 2021



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. NORTHSIDE 2027 NEIGHBORHOOD PLAN

Talking: darlene heller

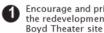
PLAN GOALS & STRATEGIES

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

3 W Broad St (Pentamation



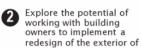
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Encourage and prioritize the redevelopment of the

Add additional pedestrian

the corridor

amenities, such as benches, and greening elements, such as planter boxes, to enliven



building)

Add a tree-lined median 3 to Broad St between Guetter and New Streets





NORTHSIDE 2027 NEIGHBORHOOD PLAN

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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



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Add additional pedestrian amenities. such as benches, and greening elements, such as planter boxes, to enliven the corridor

Reinforce the proximity of

coordination between the park and nearby businesses

Linden Street and Friendship Park through streetscape improvements and



Consider branding Linden St as a cultural corridor through physical and programmatic interventions

Explore opportunities 3 for special events along the corridor to showcase businesses and restaurants

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NORTHSIDE 2027 NEIGHBORHOOD PLAN

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PLAN GOALS & STRATEGIES

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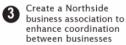
Revitalize the neighborhood's commercial corridors and attract new businesses through physical and programmatic interventions

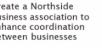
GOAL 3: Support existing businesses and attract new ones



Strengthen collaboration between business owners, business property landlords, and the City Department of Community and Economic Development











to be continued . . .

Encourage the placement of fresh food amenities in or conveniently close to the neighborhood

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