

# Another idea for the Boyd Theatre site

[The Bethlehem Gadfly](#) [Development](#), [Northside](#) February 8, 2021

🎨 *Latest in a series of posts about Northside* 🎨

*Gadfly's heard nothing but anguish over the proposal floated in Thursday's Boyd Theatre article. Like Mark's idea better?*

ref: [Local entrepreneur to bring 14 stories of luxury to Boyd Theatre site](#)



Mark Lampietro ▶ You know you're from Bethlehem, PA... ⋮

30m · 🗨️

One man's idea...

What if 30 West Broad Street was rendered like this?

With an eight to nine story scaled back tower that looked tall because of this design...

And a street level facade that is modeled, and in keeping with Bethlehem's Colonial past using materials familiar in the historic area, such as brick and slate.

The building would be no taller than the nearby bank building. The street level frontage would blend in with existing styles.

Because the tower is set back near Raspberry, it would not overwhelm Broad Street.

Add a marquee styled after the original (1920s) one and there it is.



The Bethlehem Gadfly