

COMMUNITY ENGAGEMENT:

In order to gain robust and varied feedback from the Northside community, a number of different engagement techniques were employed throughout the planning process. They ranged from open ended question prompts to focused conversations to walking tours of the neighborhood. Residents and stakeholders also ranked the plan's strategies in terms of their priorities, lending a community-backed element to the timing of the implementation of various strategies.

commercial corridors
mobility
housing

working
groups

steering
committee

instituciones
residentes
activistas

122 responses

neighborhood
services
survey

walkshops

11 oct '18
28 nov '18
10 abr '19
25 jun '19

4 public
meetings

resident
interviews



NORTHSIDE 2027 NEIGHBORHOOD PLAN

a vibrant and family friendly community

A VISION FOR LINDEN STREET

FOR MORE INFORMATION:
City of Bethlehem
Dept of Community & Economic Development
610.865.7085
northside2027.org



City of Bethlehem, PA

PLAN VISION:

Northside Bethlehem is a **walkable, affordable, family-friendly** neighborhood where community members are united to foster a **culture of support** and where families put down roots, grow, and **thrive**.

The Northside neighborhood is compact and walkable with vibrant assets and institutional anchors. With a mix of targeted investment, capacity building, and supportive services, the Northside will be poised for a brighter future as one of Bethlehem's most attractive and affordable neighborhoods for families and residents of all ages. The vision for the Northside was built out of an understanding of its inherent strengths, realistic ideas of what can be achieved, and the hopes of residents who call the Northside home.

PLAN OBJECTIVES

- » create a sense of place
- » foster economic vitality
- » support the housing market
- » serve the neighborhood

RESIDENT PRIORITIES

- » broadcast the neighborhood's strengths to families
- » create a sense of neighborliness
- » enhance safety and beauty

GUIDING PRINCIPLES

- » build on existing assets
- » have residents deeply involved in plan formation
- » build local capacity

PLAN CHAPTERS & GOALS:

1 A SAFE AND VIBRANT PUBLIC REALM

This chapter aims to enhance multimodal safety to truly turn the neighborhood into a safe, walkable area, while improving the aesthetic quality of streets and public spaces.

GOALS:

1. Prioritize Multi-modal safety and connectivity between neighborhood assets
2. Enhance and beautify the public realm to create a sense of place

2 FOSTER ECONOMIC VITALITY

This chapter aims to revitalize the neighborhood's commercial corridors and attract new businesses through physical and programmatic interventions.

GOALS:

1. Implement physical improvements to Broad Street
2. Implement physical improvements to Linden Street
3. Support existing businesses and attract new ones

3 SUPPORT THE HOUSING MARKET

This chapter aims to support both renters and homeowners by improving existing housing stock, preserving affordability, and addressing quality of life issues.

GOALS:

1. Support homeowners and renters through incentives, resources, and enforcement
2. Enhance quality of life for all residents

4 SUPPORT RESIDENTS THROUGH SERVICES, OUTREACH, AND COMMUNITY DEVELOPMENT

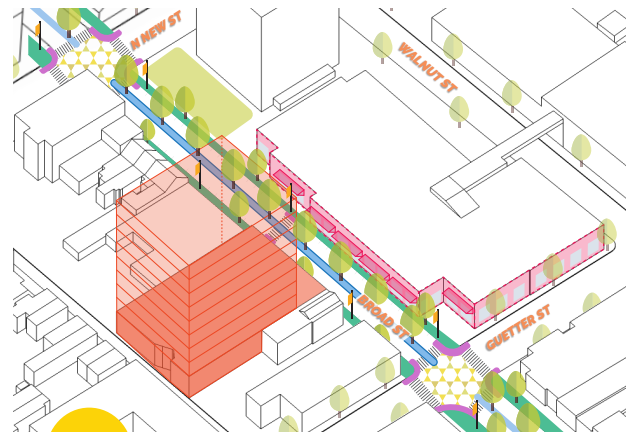
Expand the availability and awareness of services that can help residents thrive and create a culture of support, neighborliness, and volunteerism.

GOALS:

1. Leverage existing neighborhood assets to expand availability of services
2. Build community cohesion

5 BUILDING ON THE RESIDENT-DRIVEN VISION OF THE NORTHSIDE TO CREATE A BRAND IDENTITY FOR THE NEIGHBORHOOD

While the comprehensive development of a neighborhood brand identity is best undertaken through its own separate process, the building blocks have been identified in this plan. Once a brand identity has been established, it will be communicated via physical improvements (banners, signage, public art, etc.) and virtual methods (website, social media, e-newsletter, etc.)



A VISION FOR
BROAD STREET