



***WELCOME!***

# NORTHSIDE 2027 NEIGHBORHOOD PLAN COMMUNITY KICK-OFF

October 11<sup>th</sup>, 2018



# TONIGHT'S AGENDA



## PART I: OVERVIEW PRESENTATION

### I. Welcome:

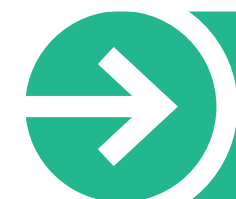
Mayor Donchez, City of Bethlehem

Dr. Grigsby, Moravian College

Colleen Marsh, Bethlehem Food Co-op President & Northside Resident

### II. Introduction of Consulting Team

### III. The Northside 2027 Neighborhood



## PART II: TELL US WHAT YOU THINK...

### IV. Community feedback stations





# MAYOR ROBERT J. DONCHEZ, CITY OF BETHLEHEM



# DR. BRYON GRIGSBY, MORAVIAN COLLEGE





# NORTHSIDE 2027 NEIGHBORHOOD PLAN



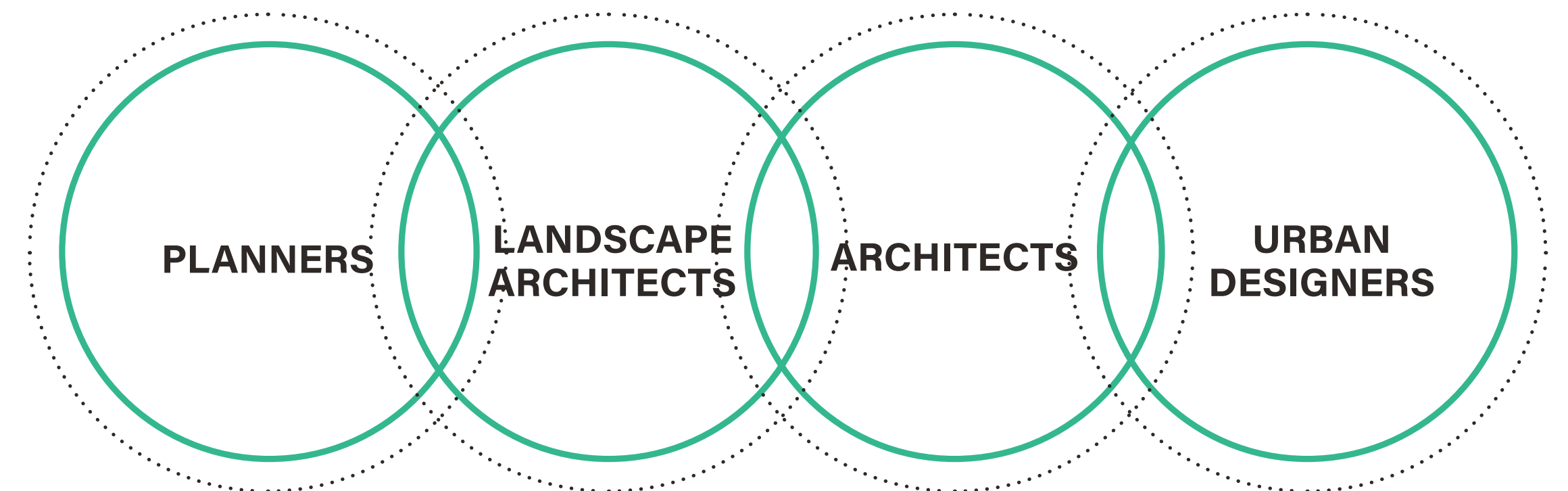


# WRT DESIGN

---

WE VALUE THE IMPACT OF OUR **COLLECTIVE  
APPROACH** TO CREATE SIMPLE SOLUTIONS FOR  
COMPLEX PROBLEMS ACROSS SCALES. WE SERVE  
OUR COMMUNITIES BY DESIGNING PLACES  
THAT ENHANCE THE NATURAL AND SOCIAL  
ENVIRONMENT.

## WHAT WE DO:







REINVESTMENT  
FUND

REINVESTMENT FUND IS A LEADING INNOVATOR  
IN THE FINANCING, ANALYSIS, AND DESIGN OF  
NEIGHBORHOOD REVITALIZATION EFFORTS.

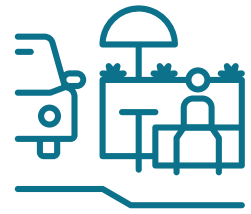
WE ACHIEVE OUR MISSION THROUGH:

**CAPITAL** grants, loans, and equity investments

**KNOWLEDGE** information and policy analysis

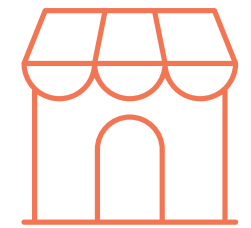
**INNOVATION** products, markets, and strategic partnerships

# WHAT SHOULD WE EXAMINE?



## CREATE A SENSE OF PLACE

Improve streetscapes, traffic safety, and the quality of neighborhood amenities



## FOSTER ECONOMIC VITALITY

Encourage small business growth along Broad and Linden Streets in line with the recent LERTA designation



## SUPPORT THE HOUSING MARKET

Harness the insights of the Blight Betterment Project and the MVA to address specific housing needs in each section of the district



## SERVE THE NEIGHBORHOOD

Ensure social service needs are met and ensure the actions in this plan are implemented

### GENERAL PRINCIPLES:

- Build on the existing assets of the neighborhood
- "Doing while planning:" Get the community involved in neighborhood activities during plan development
- Have residents be deeply involved in formation and implementation of the plan



# HOUSING SNAPSHOT



## THINGS TO CONSIDER...

Do we need to think about housing rehabilitation in this area? More affordable housing? Deconversions?

1940

Median year built

1955

City median

\$145,736

Median home price

\$187,192

City median

2,299

Total households

28,828

City total

## Who lives here?

8%  
vacant

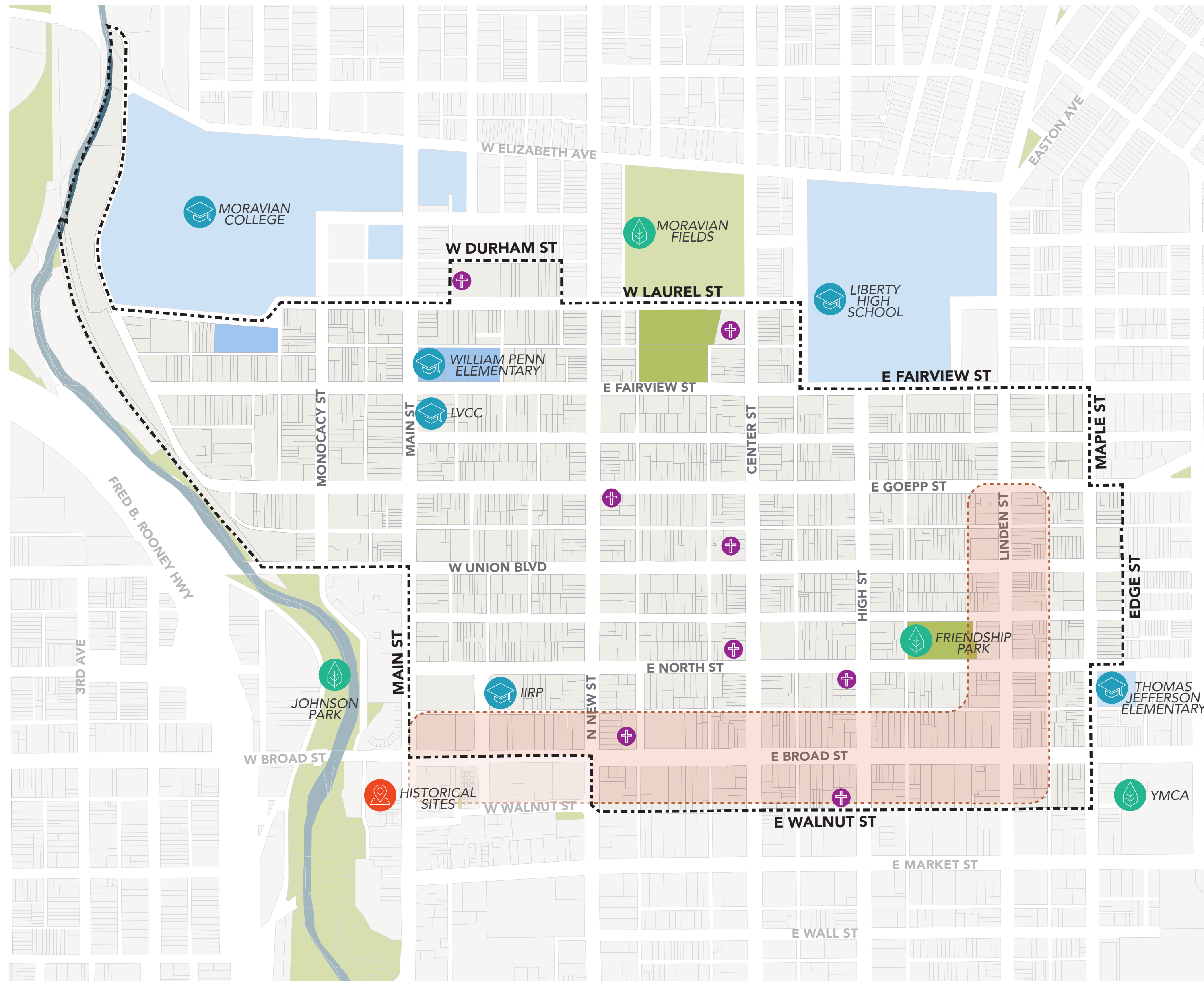
37%  
owners

55%  
renters



# NORTHSIDE 2027 NEIGHBORHOOD PLAN

## NEIGHBORHOOD ASSETS



- Educational assets
- Parks/Recreation
- Places of worship
- Historical assets
- Plan Boundary/LERTA District
- Commercial Corridors
- Parcel Lines
- Parks and Open Space
- Public Property
- Waterways



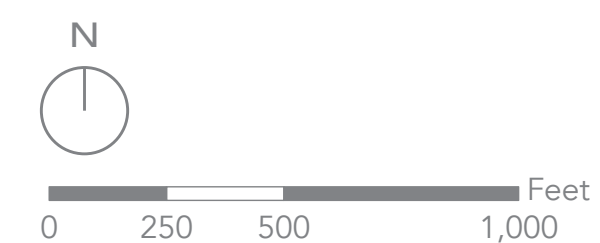
College Hill Moravian Church



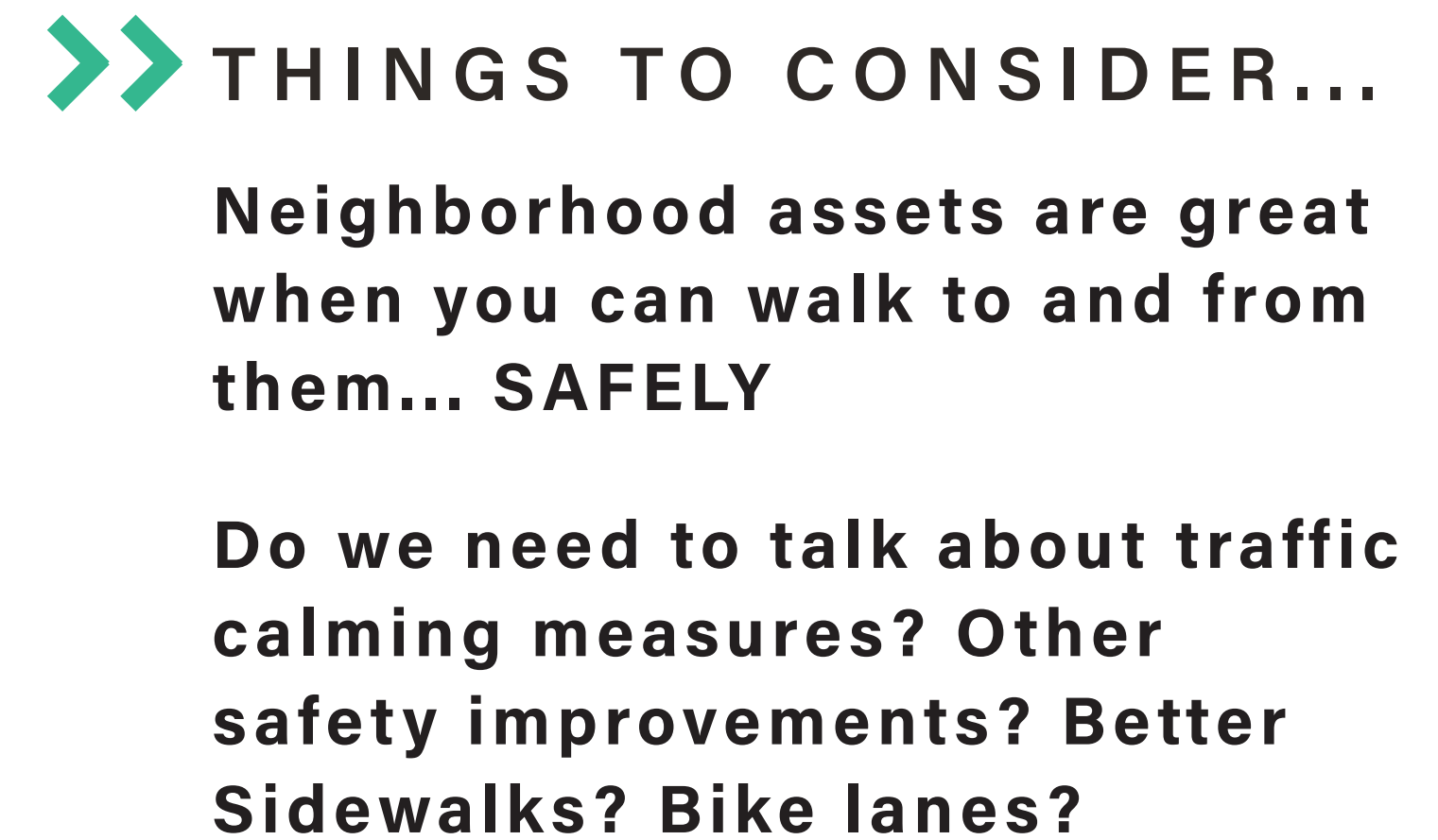
Moravian College



Thomas Jefferson Elementary









# NEIGHBORHOOD PARKS & RECREATION

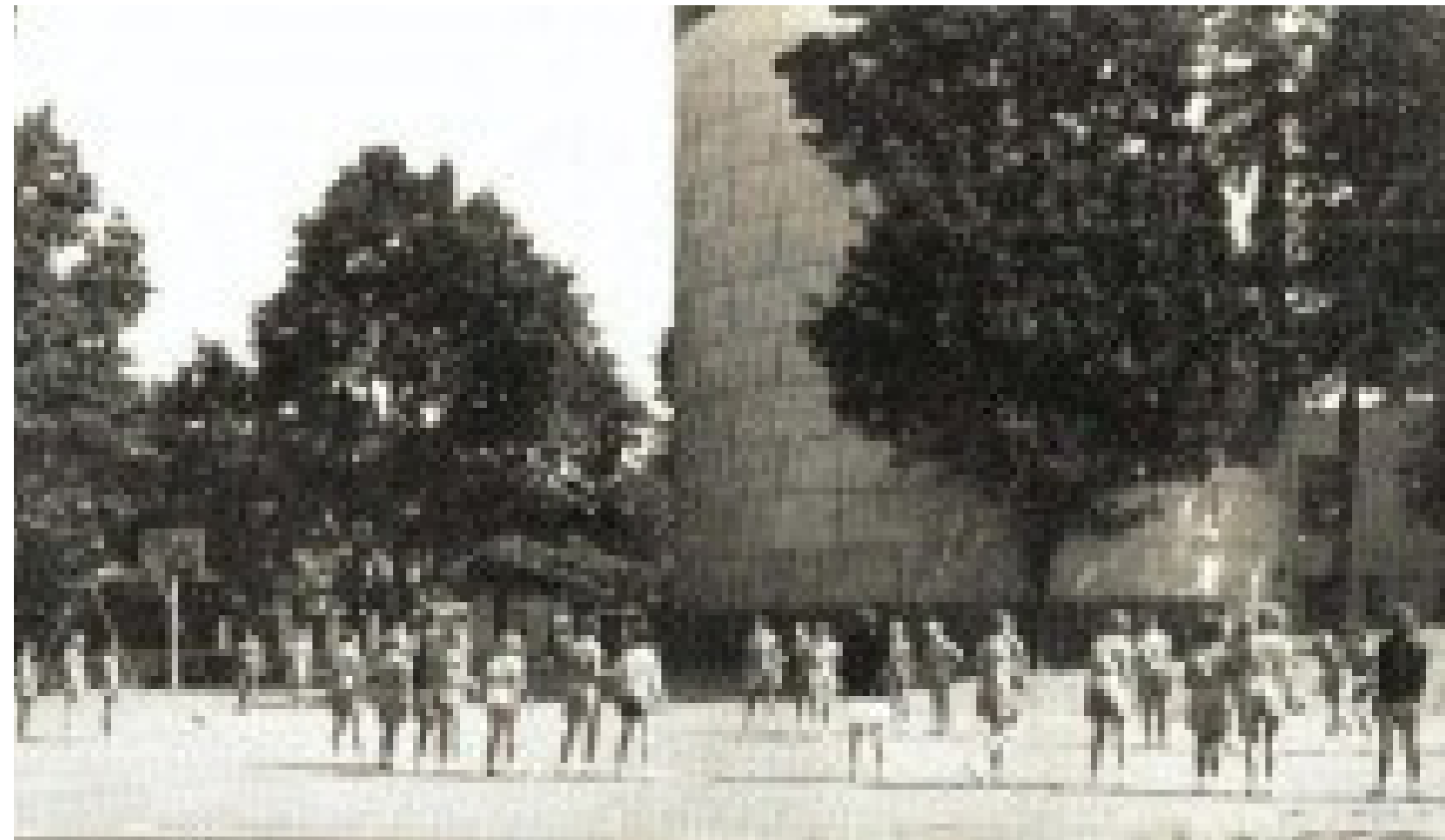


## >> THINGS TO CONSIDER...

Is the neighborhood missing other, important recreational opportunities?



# FRIENDSHIP PARK



"TANK PARK," 1872



TODAY



# FRIENDSHIP PARK



COMING IN 2019



# FRIENDSHIP PARK

## PARK IMPROVEMENTS:




- Removal of macadam (blacktop)
- Installation of new play system
- New benches and areas for relaxation
- Repair of fencing
- Additional landscaping

➤➤ LOOK FOR COMMUNITY ACTIVITIES  
HERE IN THE FALL AS WE ENGAGE  
THE NEIGHBORHOOD IN THIS PLAN!





## NEXT STEPS

-  Summarize input collected this evening
-  See if community is interested in forming working groups- topics TBD (by you)
-  On track to finalize plan and recommendations in the Spring of 2019

### RIGHT NOW: COMMUNITY FEEDBACK

- » **What are the major opportunities and challenges facing the Northside neighborhood?**
- » **Should working groups should be formed to develop the plan's goals and strategies?**
- » **How should we continue to engage the community?**



---

# **NORTHSIDE 2027 NEIGHBORHOOD PLAN**

---

**THANK YOU!**

