RESOLUTION NO.\_\_\_\_\_\_\_\_\_\_

RE: CERTIFICATE OF APPROPRIATENESS UNDER THE

PROVISIONS OF THE ACT OF THE PENNSYLVANIA

LEGISLATURE 1961, JUNE 13, P.L. 282 (53

SECTION 8004) AND BETHLEHEM ORDINANCE NO.

3952 AS AMENDED.

WHEREAS, it is proposed to secure a COA to remove old signage from windows, replace the signage with new logo and add a projecting sign at 9 East Third Street (CDB American Shaman).

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Bethlehem that a Certificate of Appropriateness is hereby granted for the proposal.

Sponsored by: (s)

(s)

ADOPTED BY COUNCIL THIS DAY OF

(s)

President of Council

ATTEST:

(s)

City Clerk

**HISTORIC CONSERVATION COMMISSION**

CASE #694 -- It is proposed to remove old signage from windows, replace the signage with new logo and add a projecting sign at 9 East Third Street (CDB American Shaman).

OWNER / APPLICANT: Shale Road, L.P. / Shampa-Sbeth, LLC

The Commission upon motion by Mr. Hudak and seconded by Mr. Cornish adopted the proposal that City Council issue a Certificate of Appropriateness for the proposed work as presented (with modifications) described herein:

1. The proposal to remove old signage from windows, replace the signage with a new logo and add a projecting sign was presented by Laura Penske.
2. New signage at the existing sign band is to include the company name “CBD American Shaman” in contemporary serif lettering composed of ¼-inch aluminum Flat Cut Out (FCO) letters painted in corporate burgundy color and pin-mounted to a backer board with spacers to create a float detail; width of new sign to align with dimensions of arched opening below. The backer is ivory or warm white in color to match the adjacent façade and includes an offset pin stripe detail in burgundy color to match the letters.
3. A new blade sign centered above the pilaster at right or at left of the recessed entrance is to include the company name “CBD American Shaman” in contemporary serif lettering in warm white or ivory color. The blade sign also includes the corporate multi-colored feather logo above the company name along with a multi-colored border along the bottom edge of the sign; sign background and hanging bracket are corporate burgundy in color. The double-sided blade sign is 36 inches wide x 47 inches tall, with the underside of the sign installed at minimum 96 inches above finish grade of the public sidewalk below; blade sign bracket to include a decorative scroll detail.
4. Existing window signage is to be replaced with vinyl signage installed on the outside surfaces of storefront windows, entrance doors and associated transom in matt white color with the slogans “HEALTH”, “WELLNESS”, “ORGANIC” and “ALL NATURAL” in contemporary, sans-serif, all capital lettering and underscored with a stylized horizontal border. Lettering and the border have a combined height of 8 inches and proposed locations are near the bottom of the two storefront windows. Centered horizontally and vertically in the transom above the recessed entrance doors is the company name “CBD American Shaman” in contemporary serif lettering. A partial segment of the corporate feather logo in “frosted etch vinyl” is also within the transom and extends down to portions of the entrance doors. The right entrance door also includes contemporary, sans-serif, capital lettering with the hours of operation; lettering is centered horizontally within glass panel of entrance door, with bottom line of lettering installed 27 inches from top of glass panel.
5. The Applicant agreed to submit revised details (including blade sign scroll bracket) to the Historic Officer for final approval.
6. The motion for the proposed work was unanimously approved.

JBL: jbl



By:

Date of Meeting: June 17, 2019 Title: Historic Officer