

"ORIGINAL"



SITE ADDRESS: 403 W. Union Boulevard

Office Use Only:

DATE SUBMITTED 03.25.2021

HEARING DATE: 05.12.2021

PLACARD: _____

FEE: 500⁰⁰

ZONING CLASSIFICATION: _____

LOT SIZE: _____

**APPLICATION FOR APPEAL TO THE CITY OF BETHLEHEM ZONING HEARING BOARD,
10 EAST CHURCH STREET, BETHLEHEM, PA 18018**

1. Return one (1) original and eight (8) copies of this application and all supporting documentation to the Zoning Officer, along with the filing fee. Include site plans and/or floor plans as necessary.
2. The application is due by 4PM on the 4th Wednesday of the month. The hearing will be held on the 4th Wednesday of the next month.
3. If you are submitting MORE THAN 10 exhibits at the hearing, you MUST place them in an indexed binder and submit at one time.

Appeal/Application to the City of Bethlehem Zoning Hearing Board is hereby made by the undersigned for: (check applicable item(s):

- Appeal of the determination of the Zoning Officer
- Appeal from an Enforcement Notice dated _____
- Variance from the City of Bethlehem Zoning Ordinance
- Special Exception permitted under the City Zoning Ordinance
- Other: _____

SECTION I

APPLICANT:	
Name	<u>G + L's Sign Factory</u>
Address	<u>4406 Easton Avenue</u> <u>Bethlehem, PA 18020</u>
Phone:	
Email:	<u>[REDACTED]</u>

OWNER (if different from Applicant): Note. If Applicant is NOT the owner, attach written authorization from the owner of the property when this application is filed.	
Name	Casilio Concrete Corporation
Address	1035 Mauch Chunk Rd. Bethlehem, PA 18018
Phone:	
Email:	
ATTORNEY (if applicable):	
Name	Jeff Fleischaker
Address	825 N. 12 th St. Allentown, PA 18102
Phone:	[REDACTED]
Email:	[REDACTED]

SECTION 2. INFORMATION REGARDING THE REAL ESTATE

1. Attach a site plan, drawn to scale, of the real estate. Include existing and proposed natural and man-made features.
2. Attach architectural plans and elevations depicting proposed alterations or new construction.
3. Attach photographs.
4. If the real estate is presently under Agreement of Sale, attach a copy of the Agreement.
5. If the real estate is presently leased, attached a copy of the present lease.
6. If this real estate has been the object of a prior zoning hearing, attach a copy of the Decision.

SECTION 3.

THE RELIEF SOUGHT:

If the Applicant seeks a dimensional variance for any setback, lot coverage, distance between certain uses, etc., please state the following:

Section of Code	Dimension Required by Code	Dimension Proposed by Applicant	Variance Sought
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

If the Applicant seeks a use or other variance, please state the **specific section(s)** of the Zoning Ordinance applicable and describe the variance sought.

1320.08 (a)(11)(i)

1320.08 (a)(11)(ii)

If the Applicant seeks a Special Exception, please state the **specific section (s)** of Zoning Ordinance applicable:

1323.07 (a)

1325.07

If the Applicant seeks an appeal from an interpretation of the Zoning Officer, state the remedy sought in accordance with Sec. 1325.11 (b):

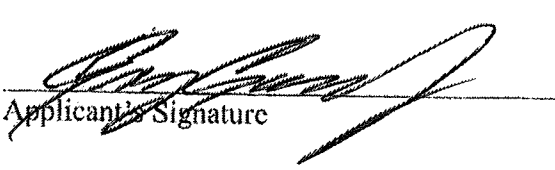
NARRATIVE

A brief statement reflecting why zoning relief is sought and should be granted must be submitted.


CERTIFICATION

I hereby certify that the information contained in and attached to this application is true and correct to the best of my knowledge and belief.

I also certify that I understand that any and all federal, state or local rules and regulations, licenses and approvals shall be obtained if the appeal is granted.


Applicant's Signature

3/24/2021
Date


Property owner's Signature

3/24/2021
Date

Received by

Date

NOTICE: If the Decision of the Zoning Hearing Board is appealed, the appellant is responsible for the cost of the transcript.

LAW OFFICES
OF
ENGEL, WIENER, BERGSTEIN & FLEISCHAKER
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ALLENTOWN, PENNSYLVANIA 18102

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Of Counsel:
MARGO S. WIENER, P.C.
mwiener@ewblaw.net

March 24, 2021

City of Bethlehem Zoning Hearing Board
10 East Church Street
Bethlehem, PA 18018

Re: Application for Appeal re: G&L's Sign Factory
403 W. Union Boulevard, Bethlehem, PA 18018

Members of the Zoning Hearing Board:

The Applicant, G&L's Sign Factory, is a marketing company that has been in business in Bethlehem since 1976 working with individual business to design and create branding, from business cards, and apparel, to posters, graphics and signage. Applicant has signed a letter of intent with the owner of the property located at 403 W. Union Boulevard to lease the second floor of the property for the new principal address for G&L's Sign Factory contingent on approval of this Zoning Hearing Board of a Special Exception application for the continued use of the space in a non-confirming manner. The current second floor was previously used as a concrete counters manufacturing shop. It is presently vacant.

403 W. Union Boulevard is in the Lehigh County portion of the City of Bethlehem and is a two-story structure, the second floor of which is approximately 3,000 square feet. The first floor of the premises is used as a combined retail space and storage of commercial and retail flooring products, along with associated installation tools and supplies. As the property is located in the R-T Residential Zoning District, this use was approved by this Zoning Hearing Board by way of a special exception application on August 28, 2019 (a copy of this Decision is attached herein). Applicant is requesting a similar special exception, pursuant to Sections 1323.07(a) (related to a change of a non-confirming use) and 1325.07 (related special exceptions, generally) to operate its business at this location.

G&L Sign Factory has two (2) current employees, but, anticipates the hiring of a third team member in the immediate future. There is ample parking for all employees at the location. The business model of G&L's Sign Factory is not reliant on walk-in customers, and as such,

there is not a high expectation of a need for any more than two (2) additional parking spaces for customers during normal operations. The location has ample parking to accommodate any customers. Business hours are from 8:00 am to 5:00 om during the week.

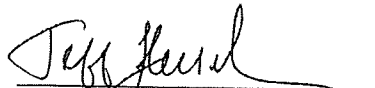
Within the 3,000 square feet of the second floor the Applicant expects to host administration offices for the business, as well as equipment and tools for the fabrication of signs and making vinyl applications. These operations will not require the use of any hazardous chemicals or materials and will not cause any disturbances to the surrounding residential neighborhood.

The entrance to the second floor of 403 Union Boulevard is actually located on Garrison Street, running parallel to Union Boulevard (in the back). On the other side of Garrison Street are residential properties. In order to advertise not only the location of the business, but also to showcase the work that G&L's Sign Factory is capable of producing, the Applicant is seeking a Variance to sections 1320.08(a)(11)(i) and 1320.08(a)(11)(ii) regarding signage. Specifically, Applicant is seeking to install a sign that projects more than 3.5 feet off the side of the building and exceeds the maximum square footage permitted by signage in this Zoning District. The sign would project at an approximate 45-degree angle from the second floor so that it could be seen both on Union Boulevard (the front of the property) and on 3rd Avenue. The sign would be a neon sign to increase visibility to these main cross streets of the property.

Given that the location of the entrance to the proposed second floor business is off the main road and facing a residential district, locating the sign on an angle, projecting away from the building is far less offensive to the neighboring residential neighborhood. The sign would only be visible to the vacant land that sits on the other corner of Union Boulevard and 3rd Avenue, as well as the car dealership that is located on the other side of Union Boulevard. The 45-degree angle is the only way that the Applicant will be able to properly advertise his business given the dimensions of the second-floor building, the existence of a second commercial space on the premises, and the rear-facing entrance to his building. It is the least offensive use of a sign, and the proposed sign is of a size and nature that fits within the overall character of the use and neighborhood.

In conclusion, the Applicant is seeking a Special Exception pursuant to 1323.07(a) and 1325.07 to operate his marketing and fabrication business at 403 W. Union Boulevard. Additionally, Applicant is seeking a variance from Sections 1320.08(a)(11)(i) and 1320.08(a)(11)(ii) to construct a sign projecting from the second floor of the building to advertise the use.

Sincerely,


Jeff Fleischaker

March 24, 2021

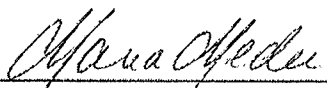
City of Bethlehem Zoning Hearing Board
10 East Church Street
Bethlehem, PA 18018

Re: Application for Appeal re: G&L's Sign Factory
403 W. Union Boulevard, Bethlehem, PA 18018

Members of the Zoning Hearing Board:

My name is Maria Medei and I am the President of Cailio Concrete, Corporation, the owner of the parcel located at 403 W. Union Boulevard, Bethlehem, PA 18018. By way of this letter and my signature on the Application, I authorize G&L's Light Factory to seek a Special Exception for a change in a non-conforming use and a Variance for the installation of a sign projecting from the building.

Sincerely,



Maria Medei

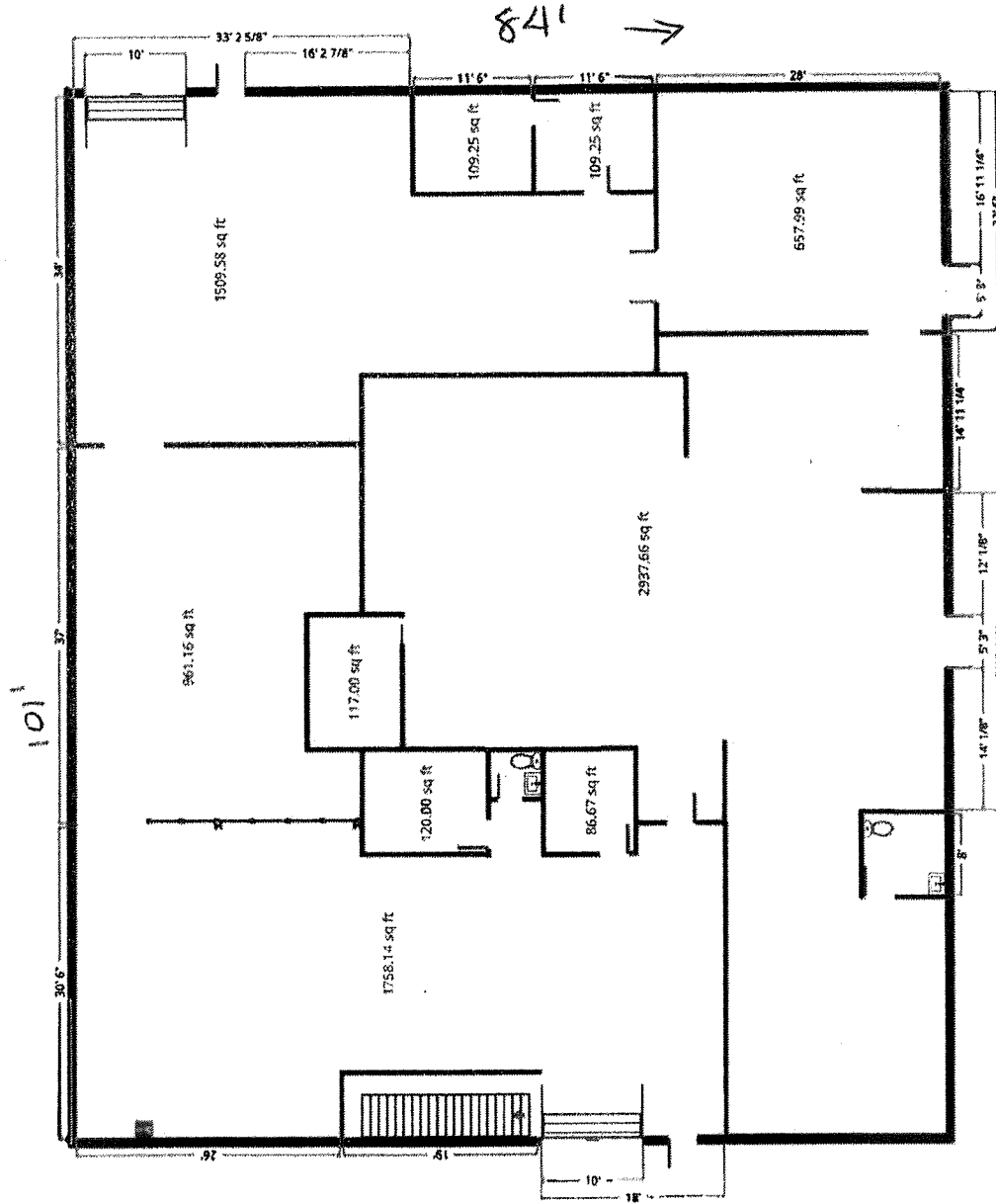
403 W Union Blvd
Blvd

Ground Floor

403 W Union Blvd, Berkelehm, PA, USA



Amy Hawley
 amy.hawley@svn.com
 484.245.1014



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403 W Union Blvd
2nd Floor

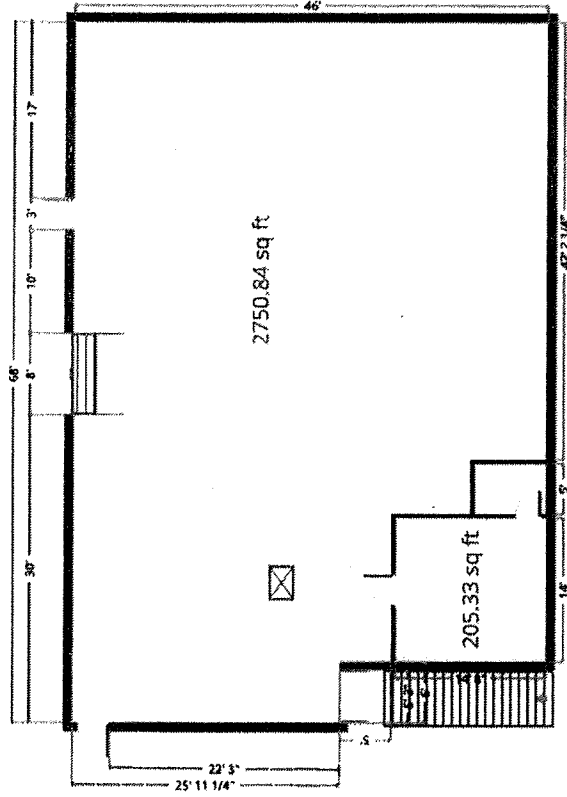
*Zoning for
Signage*

- Rolling STAIR Cart
- Left-over counter TOPS for us
- 6' level

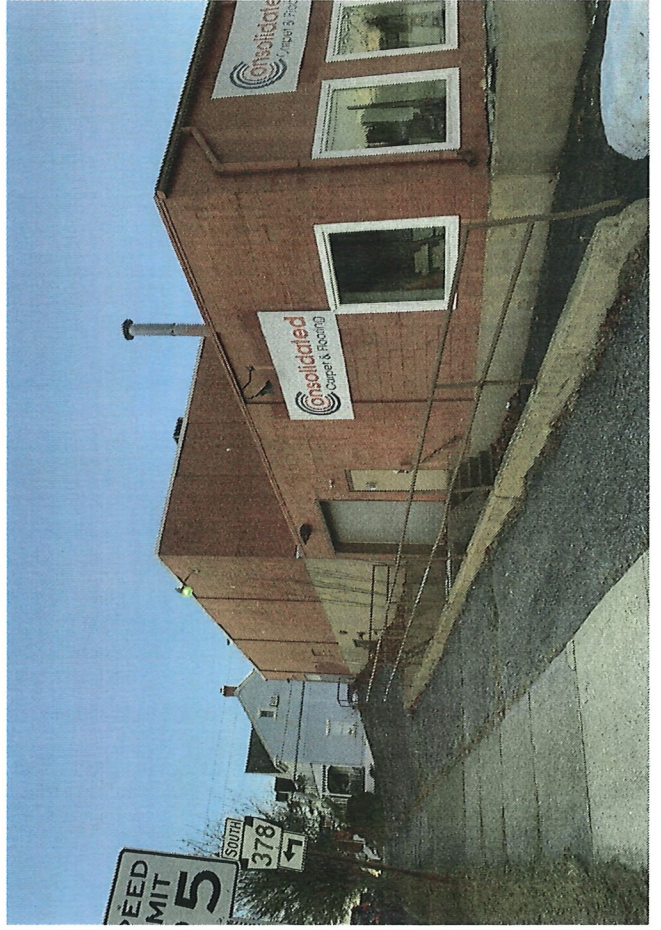
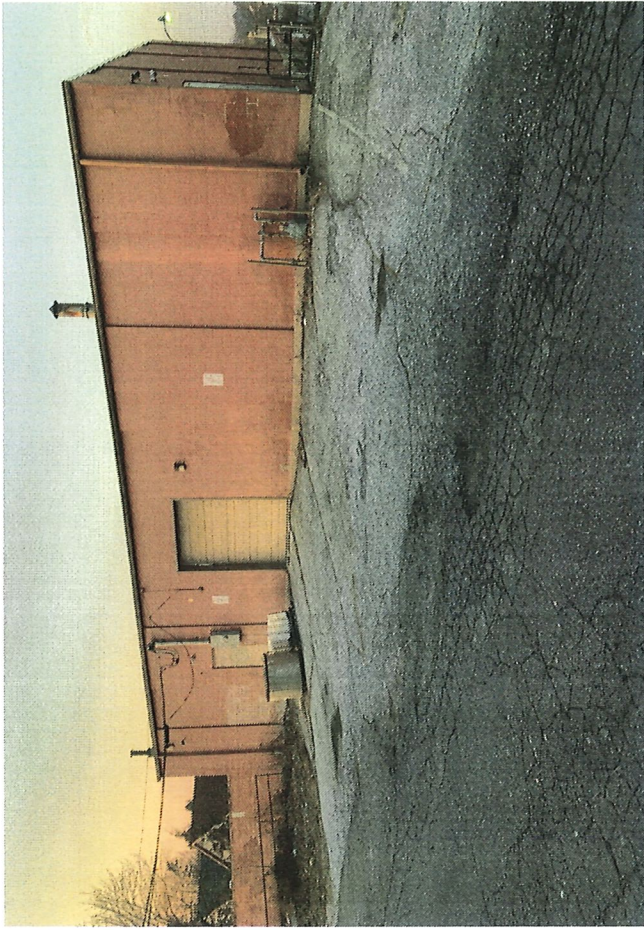
403 W Union Blvd, Berksheim, PA, USA



Amy Hawley
amy.hawley@svn.com
484.245.1014



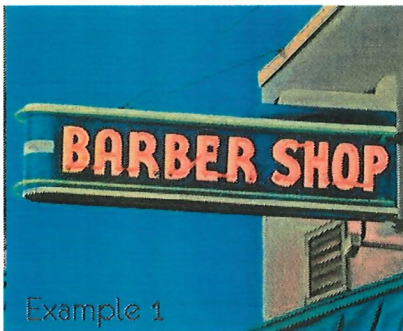
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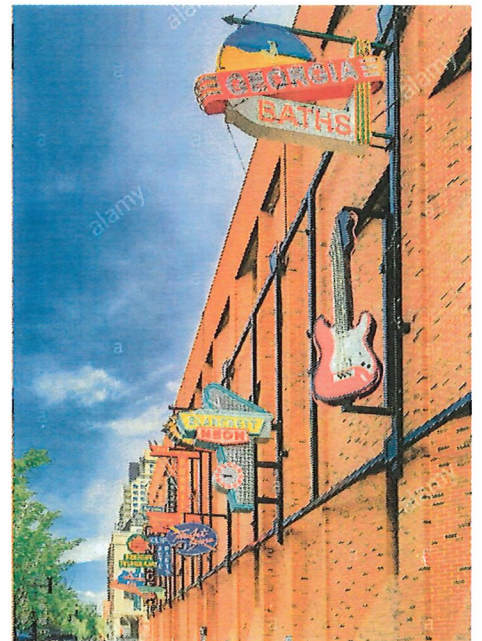
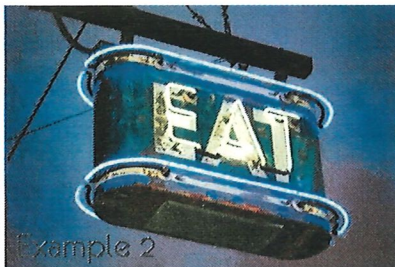
©2021

Customer: GLSF

Date: 3-24-21



27.25 sq. ft.

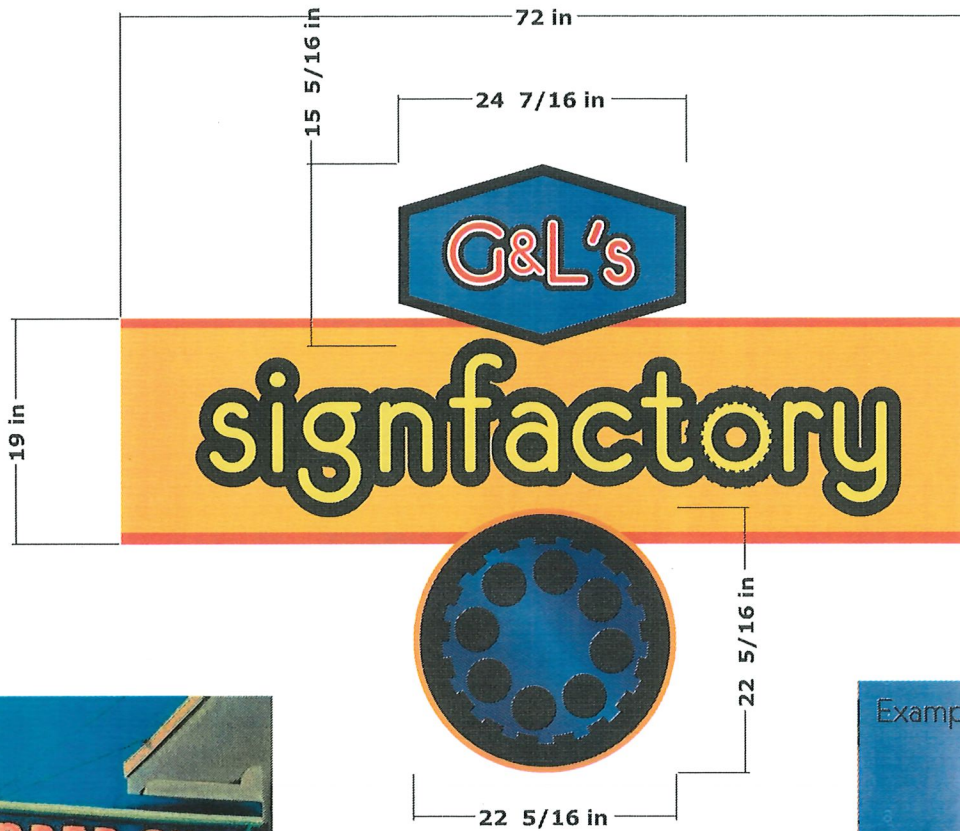


Exposed Neon Signage - City of Bethlehem

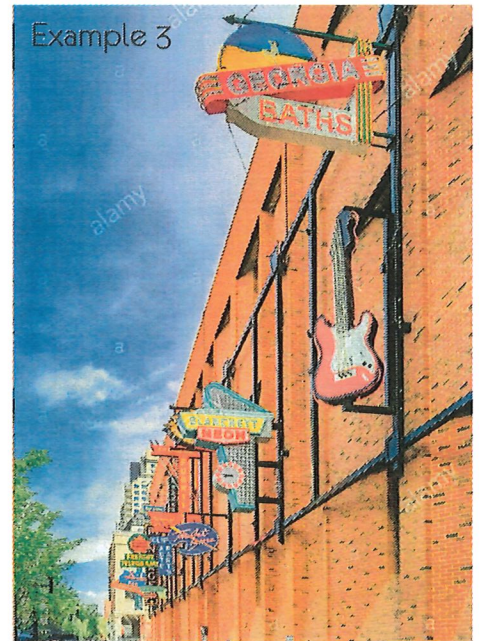
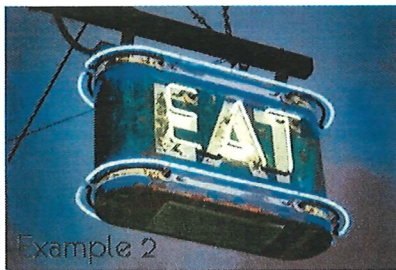
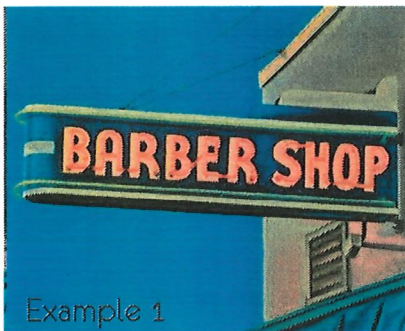
Option A

Approval Signature:

Date:



25.65 sq. ft.



Exposed Neon Signage - City of Bethlehem
 Approval Signature:

Option B

Date:

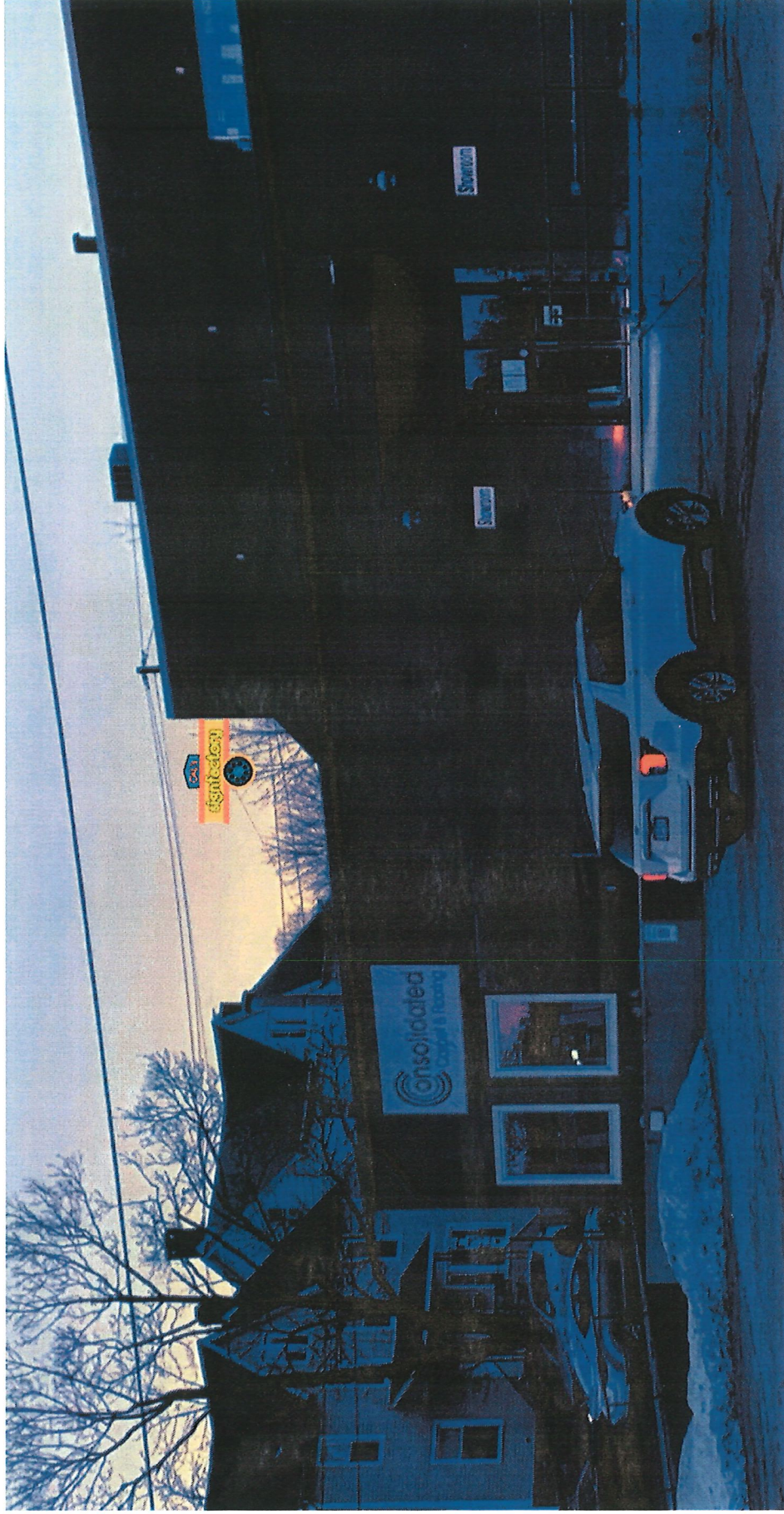


PROOF

©2021

Customer: GLSF

Date: 3-24-21



Exposed Neon Signage - City of Bethlehem

Revision:

Approval Signature:

Date:

4406 Easton Avenue | Suite B | Bethlehem, PA 18020

GLsignfactory.com

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