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 secure a COA to install a wall sign and a window sign and gooseneck lighting at 312 East Third Street.

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 #709 -- It is proposed to install a wall sign and a window sign and gooseneck lighting at 312 East Third Street.

OWNER / APPLICANT: Polk Street Development / Norman Matthews

The Commission upon motion by Ms. Starbuck and seconded by Mr. Hudak 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 install a wall sign and a window sign and gooseneck lighting at 312 East Third Street was presented by Norman and Jill Matthews.
2. Approved wall signage includes the following details:
   1. new sign measures 51-inches tall x 94-inches wide
   2. new sign is to be installed at existing sign band … either centered between entrance and pair of storefront windows at left of entrance or centered above pair of storefront windows at left of entrance
   3. new sign is composed of following elements:
      1. text “Dinky’s” at upper portion of sign in stylized cursive lettering in medium gray color with black outline
      2. beneath company name is text “ICE CREAM” on two separate lines in all capital sans serif lettering in warm white or ivory color surrounded by oval graphic in black color and series of four horizontal stripes leading out from central oval to edge of sign in dark red color with black outline
      3. beneath black oval is text “PARLOR” in stylized all capital lettering in medium gray color with black outline followed by “& GRILL” in same stylized all capital lettering but in red color with black outline
3. Two approved gooseneck lighting fixtures to illuminate the new wall sign include the following details:
   1. fixtures are similar in style to existing fixtures at nearby Molinari’s restaurant
   2. fixtures are centered above upper-most horizontal stripes at left and right of oval detail of new wall sign
   3. no conduits, raceways, transformers and/or junction boxes servicing new fixtures will be visible from front façade
4. Approved window cling signage repeats details of the new wall sign and will be installed to the inside surface of one of the storefront windows at right of the entrance.
5. There will be no secondary signage (including such items as hours of operation, company website, telephone number, etc.) permanently installed on the entrance of storefront windows; rather a sandwich board sign (easel) with relevant details will be placed outside each business day.
6. The Applicant agreed to cooperate with their selected sign fabricator to submit to-scale drawings that depict proposed locations of the new wall sign, new lighting fixtures and new window cling signage via City of Bethlehem for final review/approval by the Historic Officer and HCC Chair prior to fabrication and installation. Drawings must include details about the new wall sign, including finalized material(s), (potential) sign backer and installation method.
7. The motion for the proposed work was unanimously approved.

JBL: jbl



By:

Date of Meeting: November 18, 2019 Title: Historic Officer