

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 new signage per elevations  
and plans at 306 South New Street (ZEST).

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 #712 -- It is proposed to install new signage per elevations and plans at 306 South New Street (ZEST).

OWNER / APPLICANT: Gateway 1, Inc. / John Trapani

---

The Commission upon motion by Ms. Starbuck 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 install new signage per elevations and plans at 306 South New Street was presented by John Trapani and Norm Williamson.
2. Approved new signage includes the following details:
  - a. one new sign approved to replace existing menu board installed at South New Street entrance (at East façade) and one new sign to replace existing menu board installed at entrance beneath bridge connector to adjacent parking garage (South façade)
  - b. each replacement sign will measure 20-inches tall x 22-inches wide; to be installed using existing off-set mounting hardware (pin mounts) of current menu boards
  - c. replacement signage to include “ZEST” company logo in large sans-serif, stenciled, all-capital letters along with words “6<sup>TH</sup> FLOOR” in smaller, bold, all capital sans-serif lettering above and “BAR+GRILLE” in smaller all capital stylized stencil lettering beneath ... all surrounded by stylized industrial cog
  - d. replacement signs to be fabricated from frosted acrylic covered with approved graphics in applied black vinyl and LED lighting (max. 60 Watts) behind; sign at East façade to receive no backer so existing brick wall is illuminated while sign at South façade to receive black vinyl backer to avoid illumination of existing glass storefront
  - e. no conduits, raceways, transformers and/or junction boxes associated with new lighting will be visible on exterior façade
3. The Applicant agreed to submit signage details reflecting approved revisions via the City of Bethlehem for approval by the Historic Officer and the HCC Chair prior to purchase and installation.
4. The motion for the proposed work was approved 5-0-1 (abstention by Mr. Lader).

JBL: jbl

---

By: Jet Lab

Date of Meeting: January 21, 2020