

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 paint the exterior walls and trim, to replace the existing front awning and to replace existing signage to reflect a new corporate logo at 13 West 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 #779 -- It is proposed to secure a COA to paint the exterior walls and trim, to replace the existing front awning and to replace existing signage to reflect a new corporate logo at 13 West Third Street.

OWNER / APPLICANT: George Lioudis / Alexander Torres

The Commission upon motion by Mr. Lader 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 paint the exterior walls and trim, to replace the existing front awning and to replace existing signage to reflect a new corporate logo at 13 West Third Street was presented by George Lioudis and Alexander Torres.
2. The appropriate façade improvements include the following details:
 - a. repainting existing painted masonry and various trim; **note:** Historic Conservation Commission does not assess paint color palettes
 - b. remove existing awnings across front façade as well as at both side façades and replace with single awning (approx. 60-inches wide) with Sunbrella canvas-like vinyl woven fabric in “Dubonnet Tweed” at recessed entrance; new awning has open sides, front valance flap and no exposed support rods
 - c. existing rectangular blade sign at southwest corner to be replaced with new round sign 3-feet in diameter at similar upper floor-level location; design for both sides of new sign includes:
 - i. “LEHIGH” in all upper-case, serif lettering centered vertically and horizontally followed by “PIZZA” in all upper-case serif lettering along with Bethlehem star detail above
 - ii. integrated within two concentric circles at outer perimeter is slogan “THE VALLEY’S FAVORITE PIZZA” at top of sign and “ESTABLISHED 1975” at bottom of sign ... in smaller, all upper-case, sans-serif lettering
 - iii. signage background is pink in color while lettering and details are dark red in color
 - iv. new sign constructed of 3/8-inch-thick aluminum, with graphics painted directly onto aluminum surface
 - v. new historically appropriate decorative scroll bracket to replace existing (inappropriate) metal channels for hanging new sign, with fasteners inserted into mortar joints to avoid damage to existing brick masonry façade
 - vi. Applicant to cooperate with signage company (yet to be finalized) to either reuse existing lighting fixtures or to replace with more

appropriate gooseneck fixtures; **note:** Historic Conservation Commission recommends LED color temperature limited to max. 3000K for appropriate warm illumination

- d. existing signage at east gable (consisting of various channel letters with integrated neon tubes along with pizza logo) to be replaced with new round sign 8-feet in diameter centered vertically and horizontally within upper east gable; design of new sign includes:
 - i. “LEHIGH” in all upper-case, serif lettering centered vertically and horizontally followed by “PIZZA” in all upper-case serif lettering along with Bethlehem star detail above
 - ii. integrated within two concentric circles at outer perimeter is slogan “THE VALLEY’S FAVORITE PIZZA” at top of sign and “ESTABLISHED 1975” at bottom of sign ... in smaller, all upper-case, sans-serif lettering
 - iii. signage background is pink in color while lettering and details are dark red in color
 - iv. new sign constructed of 3/8-inch-thick aluminum, with graphics painted directly onto aluminum surface
 - v. masonry expansion bolts to be used for installing new sign, with fasteners inserted into mortar joints to avoid damage to existing brick masonry façade
 - vi. new illumination is accommodated by low wattage lighting installed behind parapet wall, with no conduits, raceways and junction boxes visible from building façade; **note:** Historic Conservation Commission recommends LED color temperature limited to max. 3000K for appropriate warm illumination

The motion for the proposed work was unanimously approved.

JBL: jbl

By: JET JBL

Date of Meeting: November 15, 2021

Title: Historic Officer