

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 install new signage at 707 East Fourth 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 #808 -- It is proposed to secure a COA to install new signage at 707 East Fourth Street.

OWNER / APPLICANT: Mei Juan Chen / Jason Roman

The Commission upon motion by Mr. Simonson 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 new signage was presented by Paul Gunkel and Jason Roman.
2. Appropriate wall signage includes the following details:
 - a. non-illuminated wall sign is fabricated from maxmetal (aluminum composite material comprised of two, pre-painted .15mm aluminum panels bonded to solid polyethylene core) with surface-applied vinyl lettering
 - b. sign measures 12-inches high x 96-inches wide
 - c. sign location is centered vertically within 18-inch sign band and centered horizontally above three storefront windows
 - d. sign installation uses 3/8-inch (or smaller) through bolts into existing mortar joints between terra-cotta façade elements to avoid subsequent repairs when signage is ultimately removed; bolt heads will be painted to match sign following installation
 - e. signage graphics include:
 - i. stylized hair clipper at left of sign flanked on either side by finger and thumb rings of barber's shears along with semi-circle in background; various details are gold in color with warm white or ivory accents
 - ii. at right of graphics is word "HOUSE" in large, bold, all upper-case, sans-serif lettering in warm white or ivory color followed by words "of fadez" in medium, all lower-case, cursive lettering in gold color, with word "barbershop" in small, all lower-case, cursive lettering in warm white or ivory color beneath
 - iii. background of sign is black in color and includes double pinstripe detail around sign perimeter in gold color
3. Appropriate storefront window signage includes the following details:
 - a. vinyl graphics and lettering similar to wall sign but within diamond shape in black color and surrounded by off-set double pinstripes in gold color
 - b. sign is centered vertically and horizontally within central storefront window and measures 34-inches high x 33.75-inches wide; to be installed on outside surface of storefront window

note: Owner confirmed that inappropriate LED lighting around perimeter of storefront windows has been removed.

4. Appropriate vinyl signage for the storefront window perpendicular to the main storefront (at the side wall leading to the recessed entrance door) includes the following details:
 - a. hours of operation framed by double pinstripes with “WALK-INS WELCOME” slogan beneath
 - b. overall signage measures approx. 28-inches high x 24-inches wide; installation on inside surface of storefront window is centered horizontally and within upper half of storefront window
 - c. all lettering and graphics are warm white or ivory in color

The motion for the proposed work was unanimously approved, with Mr. Evans, Mr. Hudak, Mr. Lader, Mr. Loush and Mr. Simonson voting in favor of the motion. Based upon the oral report made by the Historic Officer and the presentation of the Applicant, the Commission found that the proposal adheres to Bethlehem Ordinance 1714.03 ‘Purposes of the Historic Conservation District’, satisfies Historic Conservation Commission ‘Guidelines for Signage’ and complies with the following Secretary of Interior’s Standard (SIS) for Rehabilitation:

- SIS 9. -- New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

JBL: jbl

Date of Meeting: November 21, 2022

By: Jet Job

Title: Historic Officer