

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 add lettering signage at 322 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 #813 -- It is proposed to secure a COA to replace existing signage with acrylic letters at 322 East Third Street.

OWNER / APPLICANT: Chris Pektor, Ashley Development / Ray Rabeh

The Commission upon motion by Mr. Evans 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 replace existing signage with acrylic letters was presented by Ray Rabeh.
2. Appropriate signage within the existing sign band includes the following details:
 - a. lettering with flower logo measures 24-inches high x 163-inches wide; individual acrylic letters and logo are 1/2-inch thick, individually pin-mounted with spacers to off-set signage from existing wall surface
 - b. installation is centered vertically within existing sign band and centered above existing storefront entrance doors with transoms
 - c. signage graphics include stylized orchid bloom in red color and yellow center along with two flower buds in green color at left followed by text "THE" oriented vertically in all upper-case serif letters in black color followed by text "ORCHID" oriented horizontally in large, all upper-case serif letters in black color
 - d. Applicant was given permission by HCC to include word "STEAKHOUSE" under "THE ORCHID" in same acrylic, stud-mounted letters, with caveat that relevant details are submitted via City of Bethlehem for final review by Chief Building Inspector and Historic Officer prior to fabrication and installation
2. Appropriate new signage at the corner pilaster (both façades) includes the following details:
 - a. round sign with corporate name and logo; sign cabinet measures 45-inches in diameter
 - b. installation is centered within upper portion of corner pilaster (both façades)
 - c. signage graphics include stylized orchid bloom in red, yellow and green colors at center of circle; thick concentric circle in black color includes text "THE ORCHID" in large, all upper-case letters within upper portion along with text "STEAKHOUSE" in smaller, all upper-case letters within lower portion; also includes thick outer concentric circle in black color
 - d. all lettering, background of central logo and off-set pinstripe detail around sign perimeter are warm white or ivory in color
3. All new signage is not internally illuminated.

The motion for the proposed work was unanimously approved, with Mr. Evans, Mr. Hudak, Mr. Lader, Mr. Loush, Mr. Simonson and Ms. Strasser voting in favor. 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’ as well as the Historic Conservation Commission ‘Guidelines for Signage’ and also 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.

LSC: jbl

Date of Meeting: May 15, 2023

By: Jet Job
Title: Historic Officer