

RESOLUTION NO. 2023-_____

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 replace the previously approved awnings with striped awnings with front flap valances and fabric sides as well as to install new signage to reflect a new commercial tenant at 21-23 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 , 2023.

(s) _____

President of Council

ATTEST:

(s) _____

City Clerk

HISTORIC CONSERVATION COMMISSION

CASE #822 -- It is proposed to secure a COA to replace the previously approved awnings with striped awnings with front flap valances and fabric sides as well as to install new signage to reflect a new commercial tenant at 21-23 East Third Street.

OWNER / APPLICANT: Ann Hunsicker / Todd Chambers, MKSD Architects

The Commission upon motion by Mr. Simonson and seconded by Mr. Lader 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 the previously approved awnings with striped awnings with front flap valances and fabric sides as well as to install new signage to reflect a new commercial tenant was presented by Todd Chambers, Ann Morrissey and Margaret Pook.
2. HCC adopted the proposal to table a decision about appropriateness of replacing previously approved awnings (black in color, no front flap valances and open on both sides) with striped awnings (black and light gray in color with front flap valances) until the side panels of installed awnings are removed and HCC can inspect the results; Applicant has the discretion of removing side panels at all upper-level or lower-level awnings.
3. Appropriate wall signage includes the following details:
 - a. 1-inch-thick aluminum rigid backer painted in light gray color measuring 30-inches high x 112-inches wide to be installed using concealed fasteners; includes 1/4-inch-wide offset pinstripe detail around sign perimeter in black color
 - b. individual letters spell out word “crewy woo” in all lower-case serif lettering painted in black color, with flower logo positioned between both words in medium blue color with black and red accents; each aluminum letter and flower logo measures 1-inch deep, stands proud from face of rigid backer with standoff spacers and is back-lit resulting in halo effect
 - c. below corporate name and logo but justified right is word “BOUTIQUE” in thin, all upper-case sans-serif lettering as die-cut vinyl graphics applied to rigid backer
 - d. no conduits, raceways or junction boxes for illumination are visible on building exterior
4. Appropriate blade signage the includes following details:
 - a. 24-inch-tall x 33-inch-wide sign fabricated from aluminum and hung from contemporary aluminum wall bracket set off from wall surface using two 2-inch square support arms, with outer frame off-set from sign; brackets connect to aluminum wall plate measuring 38-inches tall x 8-inches wide

- b. bracket components are painted black in color; sign is painted in light grey color with offset pinstripe detail around sign perimeter in black color
- c. top line includes word "crewy" in all lower-case serif lettering while middle line includes flower logo followed by word "woo" in all lower-case serif lettering and final line includes word "BOUTIQUE" in thin, all upper-case sans-serif lettering; all letters and logo are vinyl graphics applied to rigid backer, with letters in black color and logo in medium blue color with black and red accents

The Applicant is required to submit supplemental drawings of the proposed blade sign via City of Bethlehem to confirm various critical dimensions (thickness of sign, offset between wall surface and sign, offsets between brackets and sign, thickness of wall plate, dimension from underside of sign to public sidewalk below, etc.) as well as a detail for installing the bracket into the existing sign band for final review by Chief Building Inspector, HCC Chair and Historic Officer prior to fabrication and installation.

The motion for the proposed work was unanimously approved, with Mr. Evans, Mr. Hudak, Mr. Lader, 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 Historic Conservation Commission 'Guidelines for Storefronts' and '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.

JBL: jbl

By: Jet Job

Date of Meeting: September 18, 2023

Title: Historic Officer