

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 a double-sided blade sign onto the existing metal scroll bracket and vinyl graphics onto the storefront window at 412 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 #823 -- It is proposed to secure a COA to install a double-sided blade sign onto the existing metal scroll bracket and vinyl graphics onto the storefront window at 412 East Fourth Street.

OWNER / APPLICANT: Noel Anatalio / Mary Almodovar

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 install a double-sided blade sign onto the existing metal scroll bracket and vinyl graphics onto the storefront window was presented by Mary Almodovar and Mark Inigo.
2. Appropriate details for new blade sign include:
 - a. oval sign is ¾-inch thick Medium Density Overlay (MDO) plywood panel measuring 22-inches tall x 40-inches wide, hung from existing metal scroll bracket
 - b. sign includes large, bold, stylized lettering that reads “Botanica Chango” followed on next line by much smaller, bold, stylized lettering that reads “Spiritual Wonders”; also features horizontal bar graphic interrupted with three interlocking diamonds above and below lettering
 - c. lettering and graphics are warm white or ivory in color while background is red in color; lettering, graphics and background color are uniform on each side of sign
3. Appropriate details for new window signage include:
 - a. window signage includes vinyl lettering that measures approximately 11 ¾-inches tall x 87 ½” wide installed in upper portion of storefront window
 - b. sign includes large, bold, stylized lettering that reads “Botanica Chango” followed on next line by much smaller, bold, stylized lettering that reads “Spiritual Wonders”; graphics are red in color with shadow detail in warm white or ivory color
 - c. window signage also includes vinyl lettering that measures approximately 10-inches tall x 43-inches wide installed in lower portion of storefront window
 - d. informational signage includes bold, all uppercase, sans serif lettering in warm white or ivory color; initial line reads “SPIRITUAL READINGS” followed on next line by “SHELLS OR TAROT CARDS” followed on next line by “CLEANING & BLESSINGS” followed on next line by three different telephone numbers followed by final line that reads “WHOLESALE”

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 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: October 16, 2023

Title: Historic Officer