

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 four existing non-illuminated wall signs for 'Bank of America' at 29 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 #827 -- It is proposed to secure a COA to replace four existing non-illuminated wall signs for 'Bank of America' at 29 East Third Street.

OWNER / APPLICANT: Bank of America / Dan Flaville, Forman Sign Company

The Commission upon motion by Mr. Lader and seconded by Mr. Evans 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 four existing non-illuminated wall signs for 'Bank of America' was presented by Timothy Olsen.
2. Appropriate details for replacement wall sign at front (north) façade include:
 - a. 1/8-inch-thick aluminum rigid panel measuring 25 1/4-inches tall x 456-inches wide
 - b. sign is centered horizontally above arched front entry and centered vertically above Doric columns and below upper cornice
 - c. sign includes large, bold, all uppercase, sans serif lettering measuring approx. 7 1/4-inches tall x 113 1/2-inches wide that reads "BANK OF AMERICA" in dark blue color followed by stylized American flag measuring approx. 14 1/4-inches tall x 26 1/2-inches wide in dark blue and red colors; also includes 1 1/2-inch stripe in red color as frame around sign perimeter, with remaining background in bright silver color
 - d. existing hardware or attachment locations will be reused wherever possible; otherwise, aluminum angles are installed into holes in mortar joints using 1/4-inch lag bolts
3. Appropriate details for replacement wall sign at rear (south) façade include:
 - a. 1/8-inch-thick aluminum rigid panel measuring 54-inches tall x 133-inches wide
 - b. sign is centered horizontally and vertically between sets of entry-level windows
 - c. sign includes stylized American flag measuring approx. 13 1/2-inches tall in dark blue and red colors followed by large, bold, all uppercase, sans serif lettering measuring approx. 7 1/4-inches tall x 113 1/2-inches wide that reads "BANK OF AMERICA" in dark blue color; also includes 2-inch stripe in red color as frame around sign perimeter, with remaining background in bright silver color
 - d. existing hardware or attachment locations will be reused wherever possible; otherwise, aluminum angles are installed into holes in mortar joints using 1/4-inch lag bolts
4. Appropriate details for two identical replacement wall signs at front (north) façade include:
 - a. 1/8-inch-thick aluminum rigid panels, each measuring 17 3/4-inches tall x 42 3/4-inches wide
 - b. signs are installed at left and right of front entry

- c. each sign includes stylized American flag measuring approx. 7-inches tall in dark blue and red colors followed by large, bold, all uppercase, sans serif lettering measuring approx. 2 1/2-inches tall x 37-inches wide that reads "BANK OF AMERICA" in dark blue color; each sign also includes 3/4-inch stripe in red color as frame around sign perimeter, with remaining background in bright silver color
- d. existing hardware or attachment locations will be reused wherever possible; otherwise, aluminum angles are installed into holes in mortar joints using 1/4-inch lag bolts

Notes: Pending discussion with their Client, the Applicant agreed to revise the proposed red stripe as a frame around each sign perimeter to a more appropriate offset pinstripe detail. The Applicant also agreed to submit relevant dimensions for locating the two smaller replacements signs at the front façade at left and right of the entry via City of Bethlehem for final review by the 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 of the resulting resolution. 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 Signage', as well as Historic Conservation Commission 'Guidelines for Storefronts' 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

Date of Meeting: November 20, 2023

By: Jet Job
Title: Historic Officer