

**RESOLUTION NO. 2024-\_\_\_\_\_**

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 two new wall signs comprised of pin-mounted and backlit aluminum lettering within the sign bands at two facades as well as various new vinyl graphics installed on select storefront windows and entrance doors at 307-311 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 , 2024.

(s) \_\_\_\_\_  
President of Council

ATTEST:

(s) \_\_\_\_\_  
City Clerk

## HISTORIC CONSERVATION COMMISSION

CASE #831 -- It is proposed to secure a COA to install two new wall signs comprised of pin-mounted and backlit aluminum lettering within the sign bands at two facades as well as various new vinyl graphics installed on select storefront windows and entrance doors at 307-311 East Third Street.

OWNER / APPLICANT: PD Taylor, LLC / Express Sign Outlet

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The Commission upon motion by Mr. Chambers 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 install two new wall signs comprised of pin-mounted and backlit aluminum lettering within the sign bands at two facades as well as various new vinyl graphics installed on select storefront windows and entrance doors was presented by Rick Pongracz and Mike Psitos.
2. Appropriate details for details for two wall signs include:
  - a. pin-mounted signage installed within existing sign band at north (front) façade and within sign band at east (side) façade is composed of stylized cursive lettering fabricated from dimensional aluminum that spells out word “Batter” followed by word “Up” for each sign
  - b. thickness of lettering is maximum 1.5-inches; offset dimension between surface of sign bands and back of lettering is 2-inches
  - c. overall dimensions of each sign are 20-inches tall x 58.66-inches wide; both signs are centered vertically within 24-inch sign bands
  - d. sign at north (front) façade is centered above recessed entrance doors; sign at east (side) façade is centered above middle window in set of three storefront windows
  - e. visible surfaces of aluminum signage (fronts and all sides) are black in color; powder-coated finish is rated for outdoor use, weather resistant, and fade proof
  - f. signage is backlit using LED lighting (maximum 3000 Kelvin color temperature) for warm “halo effect”; no conduits, raceways, or junction boxes for illumination are visible on exterior building façades
3. Appropriate details for vinyl graphics within chamfered corner storefront window include:
  - a. graphics measuring 32.56-inches tall x 35-inches wide installed on inside surface of window measuring 68-inches tall x 60-inches wide; placement is centered vertically and horizontally
  - b. centered within graphic is logo comprised of word “Batter” in bold, stylized, cursive lettering followed by underline terminating in word “UP” in bold, sans serif, all uppercase lettering

- c. beneath corporate name is phrase “BY BATCH MICROCREAMERY” in small, bold, sans serif, all uppercase lettering
  - d. above corporate name is graphic depicting Liège waffle in shades of brown topped by scoop of ice cream in medium blue color
  - e. at left of graphic is word “EST” and at right of graphic is figure “2024” ... all in small, sans serif, all uppercase lettering
  - f. arching above graphics are words “WAFFLES & ICE CREAM” in medium, bold, sans serif, all uppercase lettering
  - g. except for waffle and ice cream graphics, all lettering is white in color
4. Appropriate details for new vinyl graphics within both glazed entrance doors include:
- a. graphics measuring 15-inches tall x 15.5-inches wide installed on inside surfaces of both glazed entrance doors, with glazed portions of each door measuring 79-inches tall x 24-inches wide; placement is 37.6-inches from bottom of each door
  - b. each graphic includes same logo, waffle with ice cream and various lettering described above for storefront windows
5. Appropriate details for vinyl lettering within select storefront windows include:
- a. signage measuring 3-inches tall installed on inside surfaces of windows; placement is 2.5-inches down from top window frames (not within transoms) of storefronts to tops of letters, with minimum 2.5-inches between lettering and left and right of storefront window frames
  - b. all signage is large, bold, sans serif, all uppercase lettering in white color
  - c. signage in three storefront windows at north (front) façade includes:
    - i. graphic in far-left storefront window reads “LIEGE WAFFLES”
    - ii. graphic in storefront window at left of recessed entrance doors reads “PREMIUM ICE CREAM”
    - iii. graphic in storefront window at right of recessed entrance doors reads “GLUTEN FREE WAFFLES”
  - d. signage in set of three storefront windows at east (side) façade includes:
    - i. graphic in left storefront window graphic reads “BUBBLE WAFFLES”
    - ii. graphic in center storefront window graphic reads “WAFFLE BOWLS”
    - iii. graphic in right storefront window graphic reads “WAFFLE SANDWICHES”

The Applicant is required to submit graphics indicating hours of operation (once finalized) via City of Bethlehem 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. Chambers, 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 District' as well as Historic Conservation Commission 'Guidelines for Storefronts' and 'Guidelines for Signage'.

JBL: jbl

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Date of Meeting: March 18, 2024

By: Jet Job  
Title: Historic Officer