

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

RE: CERTIFICATE OF APPROPRIATENESS UNDER THE PROVISIONS  
OF THE ACT OF PENNSYLVANIA LEGISLATURE 1961, JUNE 13, P.  
L. 282 (53 SECTION 8004) AND BETHLEHEM ORDINANCE NO. 3952  
AS AMENDED.

The applicant/owner of the property located at 446 Main Street proposes to install an aluminum wall sign with vinyl-applied graphic.

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 THE COUNCIL THIS \_\_\_\_\_ DAY OF \_\_\_\_\_, 2024.

/s/ \_\_\_\_\_  
President of Council

ATTEST:

/s/ \_\_\_\_\_  
City Clerk

## **HISTORICAL & ARCHITECTURAL REVIEW BOARD**

APPLICATION #4: The applicant/owner of the property located at 446 Main Street proposes to install an aluminum wall sign with vinyl-applied graphic.

OWNER: Marie Fry  
1921 Willings Lane  
Hellertown, PA 18055

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The Board upon motion by Diana Hodgson and seconded by Joseph McGavin adopted the proposal that City Council issue a Certificate of Appropriateness for the installation of an aluminum wall sign with vinyl-applied graphics, as well as vinyl-applied graphics on the storefront window and the glass in entrance door, with the following conditions;

1. Applicable permits shall be secured by the Applicant prior to any work taking place.
2. Vinyl graphics on the glass in the entrance door will be limited to the store hours, will be white in color, and will match the font of the logo sign.
3. Vinyl graphics on the storefront window will be as shown in the image provided at the meeting. The logo will be moved to the left and the bullet points will be changed to images of the Bethlehem Star.

The vote was unanimous to approve the installation of an aluminum wall sign with vinyl-applied graphics, as well as vinyl-applied graphics on the storefront window and the glass in entrance door, as per the motion.

### **Guideline Citation:**

Secretary of Interior Standards No.(s)

#2 The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

#5 Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

#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 historic materials, features, size, scale and proportion, and massing to protect the integrity of the historic property and its environment.

#10 New additions and adjacent or related new construction will be undertaken in such manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

## Bethlehem Historic District Design Guidelines

### Pages 14 & 15: Signs & Awnings:

- Signs should be compatible to scale of the building, adjacent buildings, the streetscape, and adjacent signage
- Ambient street or storefront lighting is preferred to the installation of additional lighting

The HARB encourages,

- Signage that does not obscure or damage the architectural features, identifies the business, complements the style of the building, and is appropriately scaled for its location
- Sign design and color that reflects the architectural characteristics with materials that are consistent with the historic character of the building
- Serif-style lettering, subtle logos, and borders at the perimeter of signs located at Victorian storefronts
- Incised lettering in lieu of raised lettering at signage
- Existing ambient street light or storefront lighting in lieu of additional lighting whenever possible
- Signage lighting styles that are consistent with the character of the historic building including location, orientation, and brightness
- Installing signage designs that are sympathetic to the style of the building and in a manner that minimizes damage to historic features including installing fasteners at mortar joints and not stone faces

The HARB discourages,

- Signage that obstructs views into the store through storefront windows and glazing or architectural features
- Exposed conduit, boxes or raceways for signage or lighting
- New billboards, internally illuminated box signs, LED reader boards, flashing or changeable message signs, neon signs

**Evaluation, Effect on Historic District, Recommendations:** The proposed work conforms with the intent of the Secretary of the Interior's Standards for Rehabilitation and the Bethlehem Historic District Design Guidelines and will have no negative impact to the historic district.



Date of Meeting: July 10, 2024

By: **H. Joseph Phillips**  
Title: **Historic Officer**