

**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 523 Main Street proposes to install a double sided, non-illuminated, projecting blade sign, a single sided hanging sign parallel to the street, and vinyl graphics on the door.

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 #9: The applicant/owner of the property located at 523 Main Street proposes to install a double sided, non-illuminated, projecting blade sign, a single sided hanging sign parallel to the street, and vinyl graphics on the door.

OWNER: Juan Carlos Paredes  
523 Main Street  
Bethlehem, PA 18018

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The Board upon motion by Connie Postupack and seconded by Michael Simonson adopted the proposal that City Council issue a Certificate of Appropriateness for installation of a double sided, non-illuminated, projecting sign, a single sided, non-illuminated, hanging sign, and vinyl graphics on the entrance door glass, with the following conditions;

1. Applicable permits shall be secured by the Applicant prior to any work taking place.
2. The double-sided projecting sign and the single sided hanging sign shall be detailed and fabricated with scalloped corners to add some interest to the otherwise rectangular signs.
3. The color of the red letters shall be PMS 2380 C
4. The color of the blue border shall be 485 C
5. The color of the white background/field shall be changed to Cool Grey #1 or similar
6. The mounting brackets shall be as shown in the Application.
7. The sans serif letters shown in the Application shall be changed to serif style letters.

The vote was four yes to one no to approve the installation of a double sided, non-illuminated, projecting sign, a single sided, non-illuminated, hanging sign, and vinyl graphics on the entrance door glass, as per the motion.

The roll call vote result was as follows.

- Connie Postupack: Yes
- Diana Hodgson: No
- Rodman Young: Yes
- Jospeh McGavin: Yes
- Michael Simonson: Yes

### **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.

A handwritten signature in black ink that reads "H. Joseph Phillips". The signature is written in a cursive style with a large, looped "H" and "P".

Date of Meeting: July 10, 2024

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