

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 replace the existing storefront, install a new awning and new signage along with upgrades to the entrance for ADA compliance at 325 Broadway.

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: _____

ADOPTED BY COUNCIL THIS DAY OF , 2024.

President of Council

ATTEST:

City Clerk

HISTORIC CONSERVATION COMMISSION

CASE #841 -- It is proposed to secure a COA to replace the existing storefront, install a new awning and new signage along with upgrades to the entrance for ADA compliance at 325 Broadway.

OWNER / APPLICANT: Sycamore Hill Farm Development / Elliot Nolter, East Spruce, LLC

The Commission upon motion by Mr. Lader and seconded by Mr. Chambers 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 the existing storefront, install a new awning and new signage along with upgrades to the entrance for ADA compliance was presented by Elliot Nolter.
2. Appropriate details for new storefront include:
 - a. one large storefront panel at far-right measuring approx. 9-feet 3-inches high x 7-feet 7 1/2-inches wide
 - b. one smaller storefront panel installed 90-degrees to large panel measuring approx. 9-feet 3-inches high x 3-feet wide
 - c. one return storefront panel installed 90-degrees to smaller panel as recessed entrance measuring approx. 8-feet 3-inches high x 6-feet 3 1/2-inches wide overall; recessed panel also includes full-glazed door that measures 3-feet wide
 - d. storefront assembly is Kawneer 451UT aluminum framing system in dark bronze anodized finish to match storefront of adjacent structure at 327 Broadway
 - e. storefront panels are center set while glazing is clear and not tinted, colored or reflective
 - f. cladding material for apron beneath new storefront is Genrose exterior-rated glazed porcelain wall tiles from "Forge" series laid in vertical soldier course pattern; factory-applied finish is "Blu Iron" in matte finish
 - g. cladding material as replacement for removed lower cornice is 3/4-inch wood (white ash) shiplap cladding by Thermory, stained and sealed in medium brown color; **note:** HCC acknowledges wood siding is typically not considered appropriate for storefronts within Historic Conservation District but appreciates this specific good-quality siding that also relates to remaining rehabilitation project
3. Appropriate treatment of Exterior Insulation Finish System (EIFS) involves careful removal of entire system including all underlying cementitious material using gentlest means possible to reveal existing brick façade beneath; if removal results in surface damage to bricks, entire façade may be painted for uniform appearance.

4. Appropriate details for new awning include:
 - a. retractable awning in black canvas fabric with open sides and front valance flap
 - b. overall dimensions are 52-inches tall x 238-inches wide; front flap measures 12-inches tall
 - c. when fully retracted, awning extends 12-inches; when fully protracted, awning extends 84-inches out over and 110-inches above public right-of-way
 - d. lettering on front flap reads “THE PIZZA JOINT” in slender, sans serif, all upper-case lettering in red color at 10-inches tall x 88.5-inches wide; at left of name is email address and at right of name is telephone number; lettering is 5-inches tall and off-white in color
 - e. aluminum flashing in black color is cut into brick mortar joint above awning to cover transition between upper brick façade and former lower cornice
5. Appropriate details for new signage at far-left brick wall surface include:
 - a. sign measures 33-inches tall x 33-inches wide and consists of die cut steel elements with powder-coated finish in black color
 - b. logo consists of stylized pizza slice at top with crossed fork and knife at bottom
 - c. installation is centered horizontally within upper half of wall surface and pin-mounted using 1-inch spacers into existing mortar joints
6. Appropriate details for new signage installed at far-right storefront panel include:
 - a. sign measures 36-inches tall x 72-inches wide and consists of die cut vinyl decal
 - b. installation is centered horizontally within upper half of storefront panel
 - c. logo of pizza slice with crossed fork and knife in background is red in color; words “THE PIZZA JOINT” in slender, sans serif, all upper-case lettering in foreground are off-white in color
 - d. at bottom left is “ESTD” (for “established”) in small off-white lettering and at bottom right is “2019” in small off-white lettering
 - e. vinyl decal is installed on inside surface of storefront glazing
7. Appropriate details for new signage installed at storefront panel adjacent to recessed entrance include hours of operation in die cut vinyl lettering in off-white color, with overall dimensions of 12-inches tall x 21-inches wide; installation on inside surface of storefront glazing is centered horizontally within upper half of storefront panel.

Note: various modifications to address ADA-compliance must be reviewed by relevant City of Bethlehem departments.

The motion for the proposed work was unanimously approved, with Mr. Chambers, Mr. Evans, 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', to Historic Conservation Commission 'Guidelines for Signage', to Historic Conservation Commission 'Guidelines for Storefronts' and also complies with the following Secretary of Interior's Standards (SIS) for Rehabilitation:

- SIS 7. -- Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
- 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.
- SIS 10. -- New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

JBL: jbl

Date of Meeting: August 19, 2024

By: Jet Lab
Title: Historic Officer