

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 signs on the front façade of the building: one wall sign and one with dimensional letters mounted onto the entrance canopy at 117 East Fourth 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 #850 -- It is proposed to install two new signs on the front façade of the building: one wall sign and one with dimensional letters mounted onto the entrance canopy at 117 East Fourth Street.

OWNER / APPLICANT: Lehigh SH Development, LLC / Fast Signs

The Commission upon motion by Mr. Chambers and seconded by Mr. Simonson 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 signs on the front façade was presented by Cheryl Green.
2. Appropriate details for a new wall sign include:
 - a. 2-inch-thick deep aluminum channel sign measures 48-inches tall x 43 1/4-inches wide; offset dimension between building façade and back of sign is 1 1/2-inches
 - b. all sides and front face of channel sign are black in color
 - c. sign is backlit resulting in halo effect, with color temperature of LED lights at maximum 3000K; no junction boxes, conduits or raceways for proposed illumination are visible on building façade
 - d. centered within front face of sign is large, bold, stylized, upper-case letter “M” cutout logo measuring approximately 21-inches tall x 21 1/2-inches wide
 - e. sign is centered horizontally between double entrance doors and far-right storefront of main brick façade; vertical dimension from public right-of-way to underside of sign is minimum 36-inches while vertical dimension from public right-of-way to top of sign is maximum 108-inches
 - f. sign is mounted into brick façade using masonry screws by utilizing mortar joints rather than directly into masonry units to facilitate future repairs if sign is ever removed or replaced.
3. Appropriate details for a new canopy sign include:
 - a. 1/2-thick brushed silver aluminum sign measures 14-inches tall x 162-inches wide
 - b. sign is composed of large, bold, sans serif, all upper-case individual letters that spell out “THE MARSHALL”; each letter is mounted at front edge of entrance canopy
4. The Applicant agreed to submit a revised drawing for canopy signage that confirms the overall width dimension of the canopy and reflects all modifications (i.e., use of spacers and/or tiebacks for individual letters) for consideration by the City’s Chief Building Inspector and Historic Officer. **Note:** Applicant submitted revised drawing on December 19, 2024, that confirms canopy is 179-inches wide and also notes that individual letters will be fastened with aluminum angle clips welded to backs of each letter and bolted to top front edge of canopy to avoid use of spacers and/or tiebacks.

The motion for the proposed demolition was unanimously approved, with Mr. Chambers, Mr. Evans, Mr. Lader and Mr. Simonson voting in favor of the motion. 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' 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: December 16, 2024

By: Jet Lab

Title: Historic Officer