

RESOLUTION NO. 2025-_____

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 a new, non-illuminated
wall sign at 121 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 , 2025.

(s)_____
President of Council

ATTEST:

(s)_____
City Clerk

HISTORIC CONSERVATION COMMISSION

CASE #859 -- The Applicant proposes to install a new, non-illuminated wall sign at 121 East Third Street.

OWNER / APPLICANT: East Allen Venture, LLC / East Allen Venture, LLC

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 a new, non-illuminated wall sign was presented by Joseph Pearl, Jr.
2. Appropriate details for the new sign include:
 - a. installed using concealed fasteners at existing sign band within second panel from right
 - b. rigid sign backer measuring 34-inches tall x 105-inches wide is Aluminum Composite Material (ACM) with digitally printed graphics; design includes:
 - i. graphics centered horizontally and vertically surrounded by one bold and one thin off-set pinstripe borders with so-called Chinese corner sets
 - ii. main text includes large, bold, upper-case letter “U” in medium green color stylized to represent shopping cart with push bar and two wheels followed by large, bold “&” also in medium green color; thereafter is large, bold, upper-case, sans serif letter “T” followed by series of large, bold Chinese characters ... all in deep orange color
 - iii. secondary text line includes words “ASIAN MARKET” in small, bold, all upper-case, sans serif, italic lettering in warm white or ivory color within thick band in deep orange color
 - iv. sign background is warm white or ivory in color while both pinstripe borders are deep orange

note: any signage intended for the glass storefront must be assessed by the HCC prior to installation.

The motion for HCC assessment of proposed details associated with the new wall sign was unanimously approved, with Mr. Evans, Mr. Chambers, 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’ and also to Historic Conservation Commission Guidelines for Signage (relevant sections concerning ‘New Construction’) and 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

By: Jet Hob

Date of Meeting: May 19, 2025

Title: Historic Officer