

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 two new wall signs on
the main façades and various new signage in the storefront windows and doors at 306 South
New 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 #863 -- The Applicant proposes to install two new wall signs on the main façades and various new signage in the storefront windows and doors at 306 South New Street.

OWNER / APPLICANT: Greenway One, Inc. / Bartush Signs

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 two new wall signs on the main façades and various new signage in the storefront windows and doors was presented by Wendy Kern and Erik Turner.
2. Appropriate details for two new non-illuminated rigid wall signs installed at both façades of corner entrance canopy include:
 - a. each sign measures 28-inches tall x 144 inches wide; installation is centered vertically and horizontally within existing metal panel system
 - b. each rigid backer is 2-inch-thick aluminum tube frame with .080 aluminum shoebox cover face installed using 1-inch angle brackets into existing aluminum panel cladding; off-set dimension between back of rigid backer and existing metal cladding is maximum one-half inch
 - c. design of each sign includes corporate logo composed of woven links that form diamond-shape mesh at left followed by text “Community Bank” in large, bold, sans serif lettering; logo and dimensional letters are 0.375-inch-thick acrylic cutouts flush-mounted to sign face
 - d. sides and face of each rigid backer are bright white in color; logo of woven links is orange in color while all lettering is black in color
 - e. design of each sign also includes 1/4-inch pinstripe detail offset 1-inch around perimeter of signage in complementary color
3. Appropriate details for new graphics at storefront entrance doors and associated sidelites include:
 - a. signs measure 11-inches tall x 32-inches wide (to fit door openings); widths of similar signage for sidelites fill width of glazed openings while underside of all signage aligns with horizontal rail at push bar hardware
 - b. signage for left door includes insert field at left measuring 8.5-inches tall x 11-inches wide that includes space for hours of operation; adjacent to insert is corporate logo of woven links that form diamond-shape mesh above text “Community” in large, bold, sans serif lettering followed on next line with text “BANK” in small, all uppercase, bold, sans serif lettering; logo and all lettering are white in color while background is orange in color
 - c. signage for right door includes text “Welcome” centered horizontally and vertically in large, bold, sans serif lettering

- d. all logos and all lettering are white in color while all backgrounds are orange in color
- 4. Appropriate details for new storefront window signage at Work Room (left of recessed entrance) facing South New Street include:
 - a. printed vinyl installed on inside window surface that covers entire glazed area up to dividing rail (approximately 84-inches tall)
 - b. graphics reflect Applicant's design Concept B: series of stripes composed of small repeating corporate logo at top and bottom of sign with larger corporate logo above text "Community" in large, bold, sans serif lettering followed on next line with text "BANK" in medium, all uppercase, bold, sans serif lettering; logo is orange in color and all lettering is black in color while stripes are white in color with occasional orange accents
 - c. signage background is frosted to address privacy and security concerns
- 5. Appropriate details for new select storefront windows at offices facing West Third Street include:
 - a. printed vinyl installed on inside surfaces of three large windows that covers entire glazed area up to dividing rail (approximately 84-inches tall)
 - b. graphics reflect Applicant's design Concept A (similar to 4.b. above)
 - c. signage background is perforated to allow natural light inside while also addressing privacy concerns for offices

The motion for HCC assessment of proposed details was unanimously approved, with Mr. Chambers, Mr. Evans, Mr. Lader, Mr. Simonson and Ms. Strasser 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' 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

Date of Meeting: September 15, 2025

By: Jet Lab

Title: Historic Officer