

RESOLUTION NO. 2025-_____

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 450 Main Street proposes to install a 40"x31-1/2" MDO sign panel for "Lovely by Brianna".

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 _____, 2025.

/s/ _____
President of Council

ATTEST:

/s/ _____
City Clerk

HISTORICAL & ARCHITECTURAL REVIEW BOARD

APPLICATION #6: The applicant/owner of the property located at 450 Main Street proposes to install a 40"x31-1/2" MDO sign panel for "Lovely by Brianna".

OWNER: Marie Fry – Renaissance Realty
1921 Willings Lane
Hellertown, PA 18055

The Board upon motion by Joe McGavin and seconded by Michael Simonson adopted the proposal that City Council issue a Certificate of Appropriateness for the installation of a 40"x31-1/2" MDO sign panel for "Lovely by Brianna", with the following conditions.

1. Applicable permits shall be secured by the Applicant prior to any work taking place.
2. The size of the proposed sign shall be approved by the Zoning Officer prior to being ordered by the Applicant.

The vote was unanimous to approve the installation of a 40"x31-1/2" MDO sign panel for "Lovely by Brianna", as per the motion.

Guideline Citation:

Secretary of Interior Standards No.(s)

#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 or awning designs that are sympathetic to the style of the a 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
- Contemporary or glossy awning materials such as, vinyl, plastics or leatherette: internally illuminated awnings; and waterfall awnings

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.



Date of Meeting: October 1, 2025

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