

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS (COA)

Building address 4 W. 4th St. Bethlehem, PA 18015
Owner of building Frederick Rooney Phone [redacted]
Owner's email & mailing address [redacted]
Applicant Frederick Rooney Phone: Same as above
Applicant's email & mailing address Same as above
Street and Number City State Zip Code

APPLICANT MUST ATTEND MEETING FOR CASE TO BE HEARD.
USE THE CHECKLIST ON THE BACK OF THIS APPLICATION TO ENSURE YOUR SUBMISSION IS COMPLETE.

Historic & Architectural Review Board - Application form, photographs, and drawings must be submitted 2 weeks prior to the regular scheduled meeting in order to be placed on the agenda for the next meeting.

South Bethlehem & Mount Airy Historic Conservation Commission - Application form, photographs, and drawings must be submitted 2 weeks prior to the regular scheduled meeting in order to be placed on the agenda for the next meeting.

1. PHOTOGRAPHS - Photographs of your building and neighboring buildings must accompany your application.

2. TYPE OF WORK PROPOSED - Check all that apply. Please bring any samples or manufactures specifications for products you will use in this project.

- Trim and decorative woodwork
Siding and Masonry
Roofing, gutter and downspout
Windows, doors, and associated hardware
Storm windows and storm doors
Shutters and associated hardware
Paint (Submit color chips - HARB only)
Skylights
Metal work
Light fixtures
Signs
Demolition
Other reconsideration

3. DRAWINGS OF PROPOSED WORK - Required drawings must accompany your application. Please submit ONE ORIGINAL AND TEN (10) COPIES OF DRAWINGS, PHOTOGRAPHS, APPLICATION FORM, AND ANY SPECIFICATIONS

- Alteration, renovation, restoration (1/4 or 1/8"=1'0" scale drawings required IF walls or openings altered.)
New addition (1/4" or 1/8"=1'0" scale drawings: elevations, floor plans, site plan)
New building or structure (1/4" or 1/8"=1'0" scale drawings: elevations, floor plans, site plan)
Demolition, removal of building features or building (1/4" or 1/8"=1'0" scale drawings: elevation of remaining site and site plan)
A scale drawing, with an elevation view, is required for all sign submittals

4. DESCRIBE PROJECT - Describe any work checked in #2 and #3 above. Attach additional sheets as needed.

Submitting for reconsideration of Resolution 2020-108 to strike the condition that sign box cannot be illuminated

5. APPLICANT'S SIGNATURE See attached DATE: 10/14/20

6. OWNER'S SIGNATURE See above DATE: 10/12/20

Frederick P. Rooney

Attorney-at-Law

7 West Morton Street
Bethlehem, Pennsylvania 18105

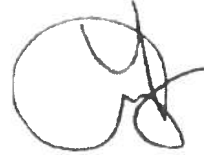
fredprooney@gmail.com
+1 (484) 554-4492

Request for Reconsideration of Resolution No. 2020-168

I, Frederick P. Rooney, owner of the property located at 4 West Fourth Street, respectfully request that members of the Historic Conservation Commission and Council of the City of Bethlehem reconsider the above-referenced Resolution based on reasons that include the following:

- La Lupita Restaurant, located at 4 West Fourth Street, currently has two sign boxes with internal illumination, one facing South New Street and the other facing West Fourth Street.
- The sign boxes have been in place for over 14 years and have been used since La Lupita was first established.
- Over the years, the basic sign panels have deteriorated and need to be replaced.
- The owner of the property Frederick P. Rooney and his tenants, Jose and Rafaela Nunez, agreed that new signs that are colorful and eye-catching would benefit the business by potentially attracting new customers.
- Jose and Rafaela Nunez, like other Southside business owners, have suffered substantial financial loss due to the Covid-19 pandemic and are doing all that they can to remain solvent.
- The sign panels that were created and previously submitted to the Historic Conservation Commission (HCC) for approval are appealing and reflect a traditional design that reflects Mexican art and culture.
- When Mr. Rooney presented his application to the HCC for approval of the signs, he was advised that while the sign design was approved, the owners would not be permitted to illuminate the sign box once the new panels were installed.
- Mr. Rooney submitted that it would be ludicrous to allow the signs to be installed but not illuminated during evening hours since passersby would inevitably be unable to see the signs without proper illumination.
- At a time when businesses are struggling to survive, any attempt to limit a business owner's ability to effectively attract customers can be detrimental to and adversely affect the owner's financial stability.
- While the HCC Board made it clear that the use of internal illuminated sign boxes is no longer permitted in South Bethlehem, disallowing the illumination of signs when new panels are added to sign boxes appears to be a punitive way of dealing with business owners who are still permitted to use illuminated sign boxes.

- For the reasons set forth above, Frederick Rooney respectfully requests that the provision restricting the illumination of La Lupita's signs be stricken from Resolution No. 2020-168 and that Mr. and Mrs. Nunez be permitted to proceed with the installation of new panels and illuminate the sign boxes whenever necessary.

A handwritten signature in black ink, appearing to be 'FR' or similar initials, enclosed within a circular scribble.

October 12, 2020

Frederick P. Rooney

HISTORIC CONSERVATION COMMISSION

CASE #730 -- It is proposed to install new panels for existing light boxes at 4 West Fourth Street (La Lupita).

OWNER / APPLICANT: Frederick Rooney / Frederick Rooney

The Commission upon motion by Mr. Lader and seconded by Mr. Roeder 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 new panels for existing sign boxes was presented by Frederick Rooney.
2. Approved signage includes the following details:
 - a. replacement sign panels to be fabricated from 3/16-inch thick polycarbonate flat translucent panels; each sign measures 30-inches tall x 120.75-inches wide, to be installed within existing sign boxes at entry-level façade
 - b. each sign includes company name "LA LUPITA" in large, bold, all upper-case, stylized serif lettering in warm white or ivory color above company slogan "AUTHENTIC MEXICAN FOOD" in smaller, all upper-case, stylized serif lettering also in warm white or ivory color; remaining signage background is dark blue in color while single roses in dark red color with stems and leaves in dark green color fill voids between lettering and border of blossoms in red, orange, blue and warm white or ivory colors around sign perimeter
3. Internal illumination of existing sign boxes is no longer allowed.

The motion for the proposed work was unanimously approved.

JBL: jbl

By: Jet Hob

Date of Meeting: September

RESOLUTION NO. _____

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 new panels for existing light boxes at 4 West Fourth Street (La Lupita).

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

(s) _____
President of Council

ATTEST:

(s) _____
City Clerk

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Owner of building Frederick Rooney
Owner's email & mailing address [redacted]
Applicant Frederick Rooney
Applicant's email & mailing address same as above

Street and Number City State Zip Code

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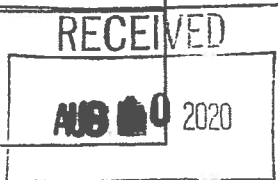
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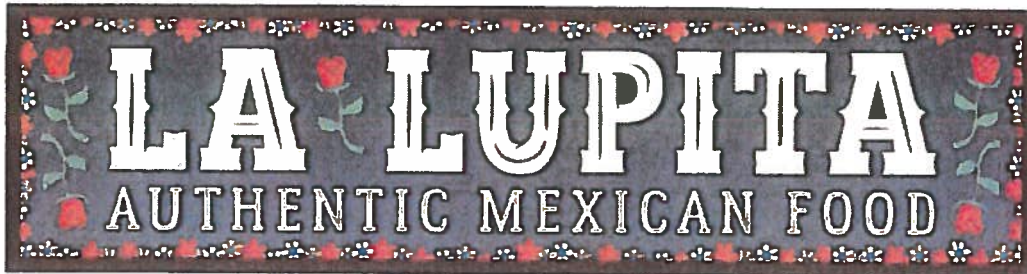
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4. DESCRIBE PROJECT - Describe any work checked in #2 and #3 above. Attach additional sheets as needed.
New signage for La Lupita Restaurant. new panels for existing light box.

5. APPLICANT'S SIGNATURE [Signature] DATE: 8/3/2020
6. OWNER'S SIGNATURE DATE:





Approved By: _____ Page: 1 of 1 Invoice #: 74635
Customer: La Lupita Qty: 2 Date: Sept. 1, 2020
Material: 3/16" polycarb Height: 30" Salesperson: Evan
Notes: x Width: 120.5" Designer: tn

The customer understands that this drawing is the sole property of FASTSIGNS and said customer shall not reproduce nor use in any manner except by the management of this store. Any deviation or reproduction is in violation of the law.

PLEASE READ CAREFULLY

The design above is for your approval of artwork, spelling, size and placement. Please be aware that actual output colors may differ from paper prints and screen colors generated on computer monitors, phones, etc. First and second proofs are free. Additional proofs will be billed at \$15 minimum each.

FASTSIGNS

700 N. 13th Street
Allentown, PA 18102
ph: 610.434.7353
fax: 610.434.8014
Email: 219@fastsigns.com

Estimate

33463

Estimate Date: 9/3/2020 4:26:56PM

Printed: 9/3/2020 4:27:24PM

Salesperson: evan.blose@fastsigns.com

Customer: **La Lupita**
Contact: Fred Rooney
Description: New faces
Sales Person: Evan Blose
Clerk: Evan Blose

Customer: 22945

ph: (484) 554-4492

email: fredprooney@gmail.com

Dear Fred:

Thank you for contacting Fastsigns for your sign needs. Attached is the estimate you requested, please review and let us know if you have any questions. We look forward to hearing from you.

Sincerely,

Evan Blose
sales rep

	Product	Qty	Sides	H x W	Unit Cost	Totals
1	ACR	* 2	1	30 x 120.75	\$650.00	\$1,300.00
	Description: Manufacture and install (2) 3/16" thick polycarbonate flat break resistant panels into existing cabinets. High performance 3M translucent vinyl graphics					
	Color: \					
2	PERMIT	* 1	1	1 x 1	\$454.50	\$454.50
	Description: Secure Permits and/or licenses required for signage \$54.50 City of Bethlehem \$200 Submittal of permits/drawings \$200 Historic board review					
	Color: White					
3	Installation	* 1	1	0 x 0	\$100.00	\$100.00
	Description: Manufacture and install (2) New retainers					

Notes:

Line Item Total:	\$1,854.50
Subtotal:	\$1,854.50
Taxes:	\$111.27
Total:	\$1,965.77

Deposit Required: **\$982.89**

Bill To: La Lupita
Fred Rooney
4 W 4th St
Bethlehem, PA 18015

Payment due upon completion of order 1.5%
Monthly Finance Charge applied to all outstanding
balances

Received/Accepted By: _____

/ /