

City of Bethlehem, Pennsylvania

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS (COA)

Building address 13 W 3rd St
Owner of building George Lioudis Phone 610-866-1088
Owner's email & mailing address george@lehighpizza.com 13 W 3rd St, Bethlehem, PA
Applicant Alexander Torres Phone: 508-315-2989
Applicant's email & mailing address avtorres17@gmail.com 328 Adams Apt #503 Bethlehem, PA

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

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.
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
4. DESCRIBE PROJECT - Describe any work checked in #2 and #3 above. Attach additional sheets as needed.
5. APPLICANT'S SIGNATURE DATE: 10/29/2021
OWNER'S SIGNATURE DATE: 10/28/2021



# Lehigh Pizza Remodel

For Bethlehem Historic Conservation Commission Meeting on 11/15/21



# Team



Alex Torres  
Civil Engineering,  
Finance '21



Ella Fabozzi  
Architecture '22



Janelle Laros  
Architecture '21



Avi Runge  
Architecture '22



Nic Nikolov  
Faculty Advisor,  
AIA Architect



Nick Chiu  
Civil Engineering,  
Architecture '24



Anastasia Citsay  
Architecture '22



# Agenda

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- Description of Project
- Type of Work Proposed
- Existing Building
- Proposed Design
- Description of Work



## Description of Project

Lehigh Pizza is undergoing an exterior and interior renovation to better attract customers, improve flow of operations and make the customer experience better. Lehigh Pizza's owner, George Lioudis has commissioned a group of Lehigh University students to create the designs. Designs are supervised by licensed architect Nik Nikolov.

The proposed exterior changes to the building aim to celebrate Lehigh Pizza's history and reestablish its prominent legacy on the Southside while also showcasing the future of the business.

Lehigh Pizza is seeking a Certificate of Appropriateness from the HCC to implement these changes.



## Type of Work Proposed

New paint for  
walls, exterior  
trim, and  
millwork

Current awning  
removal and  
installation of a  
new one over  
entrance

Replacement of  
logo and  
signage

# Existing Building-South Facade from W 3rd St



**Existing Building- Facing Northeast from W 3rd St**





**Existing Building- Facing Northwest from W 3rd St**



## Current Awnnings





## Current logo- Side of Building



Existing signage  
approximately 55 sq ft-  
To be field verified

## Current logo- Front of Building



Existing signage is 16sqft



# Proposed Design

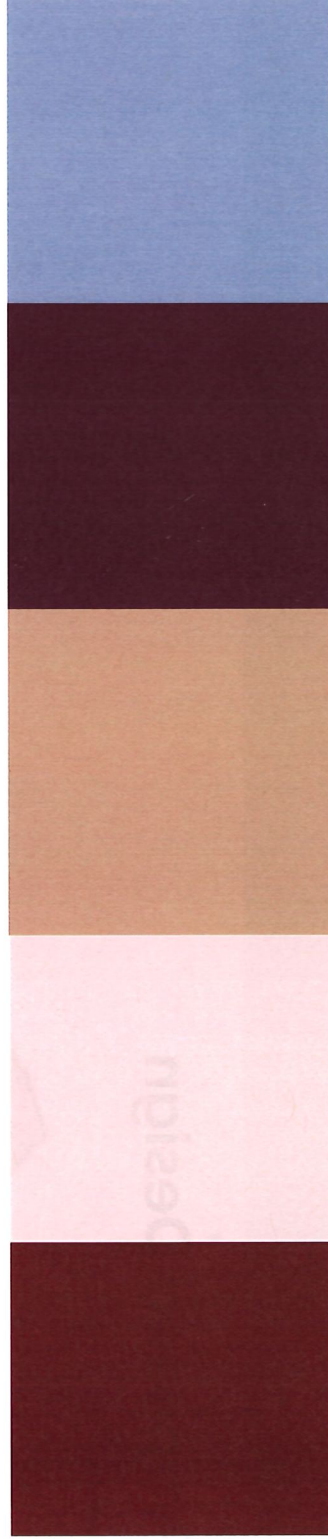


Low wattage lighting installed behind parapet wall to illuminate East facing logo per HCC guidelines

# Proposed Paint Color



Main wall color	Primary trim color	Secondary trim color	Accent color	Window and rectangle frame color
Cherry Tree, Behr ECC-32-3	Silk Gown, Behr PWN-23	Summerwood, Behr, S290-4	Hibiscus Punch, Behr, PPH-68	Wisteria Blue, Behr M550-4





# Proposed Awning



## Dubonnet Tweed

Sunbrella Shade  
SKU: 6006-0000

## Technical Information

<b>FIBER CONTENT</b> 100% Sunbrella Acrylic	<b>FINISH</b> Water Repellent	<b>CONSTRUCTION</b> Woven
<b>WEATHER PROTECTION</b> Water Repellent	<b>SELVEDGE</b> Right / Left	<b>WEIGHT OZ. SQ. YD.</b> 9.00
<b>WEIGHT OZ. LY. YD.</b> 11.68	<b>RECYCLABLE</b> Yes, through the <a href="#">Recycle My Sunbrella</a> program.	<b>COLLECTION</b> Sunbrella Shade

### APPLICATION

Awnings / Pergolas, Marine Tops and Covers



## Proposed Awning



Sample photo of Dubonnet Tweed on Awning



# Proposed Logos



Proposed side signage is  
50 sq ft (8ft diameter)

Proposed hanging  
signage is 7 sq ft (3ft  
diameter)



## Description of Work- Paint

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- Color palette has been picked to highlight Lehigh Pizza's historic color palette while refreshing it for a modern era
  - Existing color palette is light pink base color, green trims, and red accent
- A medium toned red has been chosen for the main wall color
- Two light tones were selected for the trim work to provide balance from the main wall color
- A darker mahogany tone should provide even greater contrast with the trim colors
- A light blue color for the fine details such as inner trim rectangles and work around the stain glass windows allow a viewer to appreciate these classic facade features





## Description of Work- Awning



- Current three awnings will be removed to expose original trim and stained glass windows.
- No repairs to the existing wall and trim are needed from awning removal
- Install new single awning above doorway
- Awning will be made of canvas like vinyl material from Sunbrella
- No support rods will be exposed
- Flat awning surface with rigid valance
- New awning will be installed to minimize impact to current building facade and ensure easy disassembly should sign need to be repaired or replaced
- Length of awning will be approximately 60" wide centered over doorway
- The color and material have been picked to complement the surrounding streetscape and proposed exterior paint color, while remaining durable from weathering



## Description of Work- Logo

- Both neon sign on East facing wall and hanging sign in front will be removed
- Replacement logo will be circular and be commensurate with previous size
  - Large logo on East facing wall will be 8 feet in diameter, ~50 sqft
  - Small hanging sign will be 3 feet in diameter connected to building by rods
- The logo has been designed to invoke the classic feeling of community
  - The phrase “The Valley’s Favorite Pizza” adorns the top of the circle and highlights Lehigh Pizza’s positive reputation
  - “Established 1975” is placed on the bottom of the circle and points to Lehigh Pizza’s legacy in the Historic Conservation District
- The base color has been selected to complement the proposed trim paint color and provide balance to the wall
- The East facing logo will be painted aluminum fixed onto wall and illuminated with upward facing low wattage light bulbs from the 1st story roof. Bulbs will be hidden by parapet wall. Accompanying electrical work will be performed in compliance with HCC guidelines.
- The logo on the front will be painted aluminum and illuminated from existing gooseneck lights