FLORIO PERRUCCI | **STEINHARDT CAPPELLI & TIPTON LLC**

Seth R. Tipton | Partner

January 16, 2026

Tracy Samuelson
Assistant Director of Planning and Zoning
City of Bethlehem
10 E. Church Street
Bethlehem, PA 18018

Re: Reed Sign Company Request for Sign Modifications

Dear Mrs. Samuelson,

Please allow this letter to serve as a request to appear at the next meeting of the Bethlehem Zoning Hearing Board. The undersigned is the Owner/Developer of the property located at 413 E. Third Street, commonly known as Gatehouse Flats. We are in receipt of the attached letter notification of the need to seek modifications from the standards of the Zoning Ordinance.

Reed Sign Company specifically seeks a modification of Article 1320.09(a)(2)(I). The sign in question, and better depicted on the attached, projects 4' from the exterior building wall. The Zoning Ordinance permits a sign to extend 3'6". The request to extend the additional 6 inches allows the sign, which acts as the sole address marking for the building, to be more visible to residents, visitors and in the event of an emergency, first responders. Additionally, the proposed sign extends to 48' 9" above grade, where the Zoning Ordinance permits 25'. The overall building height is 61' and therefore a sign that extends to a height of 48' 9" is more appropriate in scale. Furthermore, the height of this sign is perched above both the tree line and utility lines, therefore again making it more visible to those living, visiting and serving the building.

The property is a redevelopment project located in the City's Industrial Redevelopment Residential zone. This building represents a pivotal foundation of the South Side resurgence and the request for modifications from the sign standards are appropriate given the size and scale of this redevelopment.

We look forward to an appearance at the next meeting of the Zoning Hearing Board to answer any questions.

Very truly yours,

FLORIO PERRUCCI STEINHARDT
CAPPELLI & TIPTON LLC

/s/ Seth R. Tipton

Seth R. Tipton, Esquire

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