



# CITY OF BETHLEHEM

BUREAU OF PLANNING & ZONING

10 East Church Street, Bethlehem, Pennsylvania 18018-6025

Phone: 610-865-7088

Fax: 610-865-7330

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Norris Hill, Project Manager (via E-Mail)  
Reed Sign Company, LLC.  
1050 Main Street  
Pennsburg, PA 18073

December 17, 2024

**RE:** 1170 8<sup>th</sup> Avenue, Review, Sign Permit 24090537

Mr. Hill,

Confirming my comments from my October 11 review in regards to Sign Permit Application 24090537, for 1170 8<sup>th</sup> Avenue, Bethlehem Pa.:

- 1.) Please revise submitted building elevations to include maximum heights of all proposed wall signage; wall and projecting signage are limited to a maximum height of "no more than 25 feet above grade". [ZO §1320.09(a)(2)(i)]
- 2.) The Free-Standing/Monument Signs are limited to a maximum of 50 square feet [(ZO §1320.09(a)(3)(iii)); for the larger 165 square foot sign including the "EMC", this entire structure is regulated as a single sign.
- 3.) With your re-submission, please include a narrative or other written statement indication compliance with ZO §1320.07(s):
- 4.) Digital Signs and Electronically Changing Message Signs. The following provisions shall apply:
  - (1) All messages, images, or displays on a digital sign or electronically changing message sign shall remain unchanged for a minimum of 10 seconds, except signs with a changeable sign area of less than 30 square feet in a commercial district may change a minimum interval of every six seconds.
  - (2) The time interval used to change from one complete message, image or display to the next complete message, image or display shall be a maximum of one second.
  - (3) There shall be no appearance of a visual dissolve or fading, in which any part of one message, image or display appears simultaneously with any part of a second message, image or display.
  - (4) There shall be no appearance of flashing or sudden bursts of light, and no appearance of video motion, animation, movement or flow of the message, image or display.
  - (5) The intensity and contrast of light levels shall remain constant throughout the sign face.
  - (6) Each digital sign or electronically changing message sign shall be equipped with automatic day/night dimming software, to reduce the illumination intensity of the sign from one hour after sunset to one hour prior to sunrise.
  - (7) If an off-premises sign, or any portion thereof, is a digital sign or electronically changing message sign, the sign shall be set back a minimum of 1,000 feet from any other off-premises digital sign or electronically changing message sign.

Additionally,- as an 'aside' comment, the building department is going to require submission of two copies of third party approved electrical drawings.

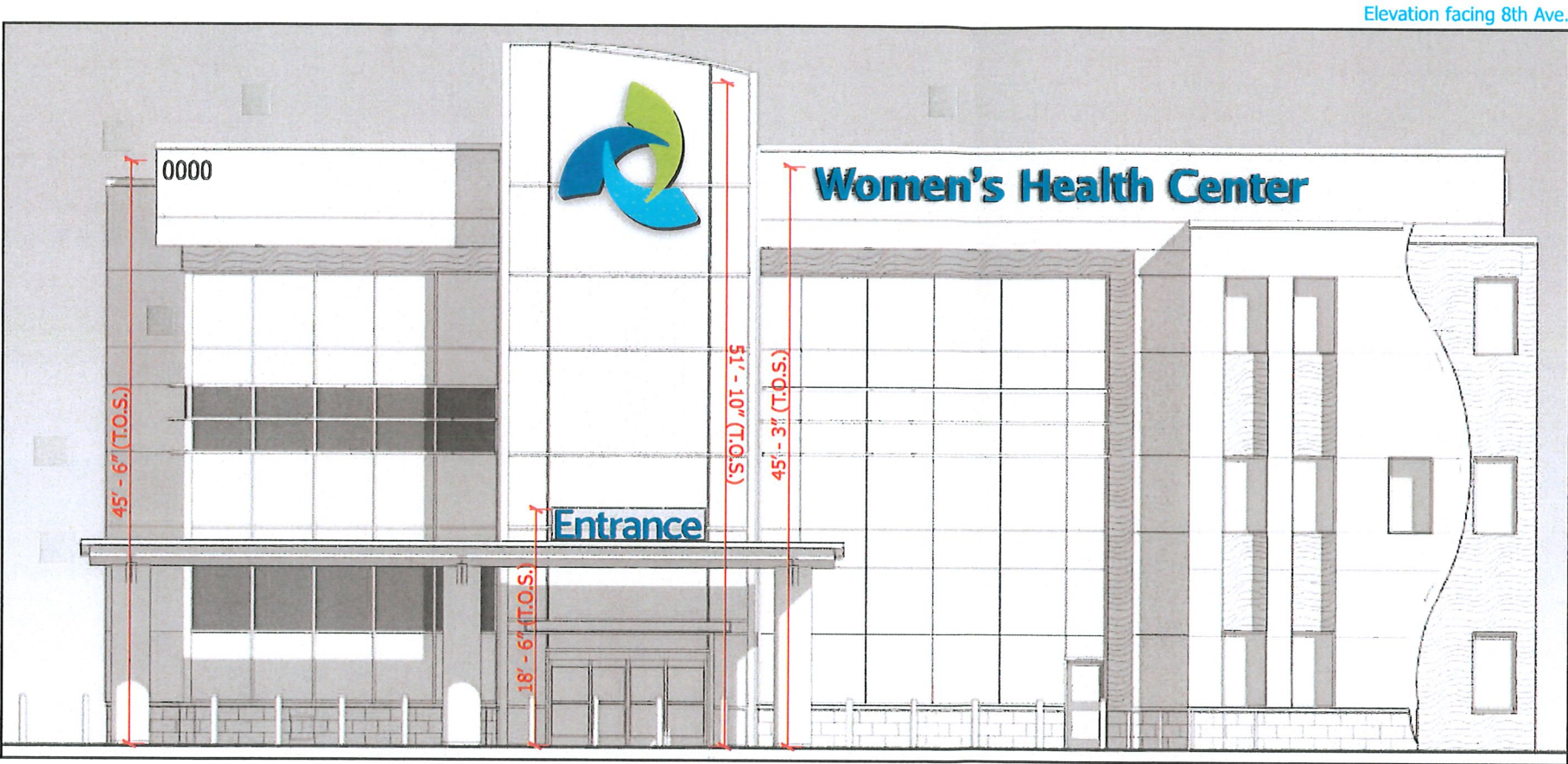
Kind Regards,

David Taylor, Zoning Officer  
City of Bethlehem  
Office: 610-997-7640

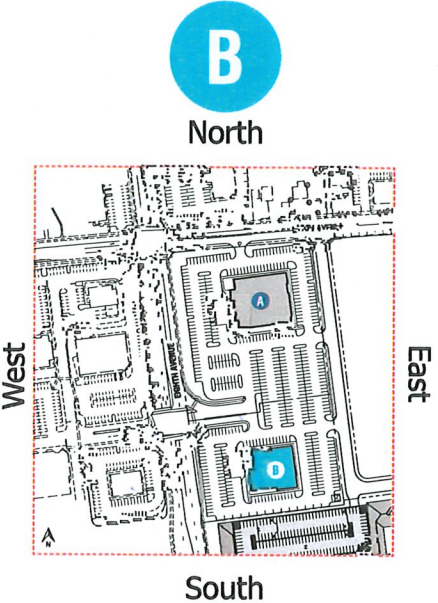
cc: Mary Pachorkowsky <mpachorkowsky@norris-law.com>


Women's Center

Area of Building Face: 5384 sqft  
Area of all Proposed Signs: 260 sqft  
Percentage of Sign Area to Building Face Area: 4.8%



West Elevation  
Scale: 3/32" = 1' - 0"



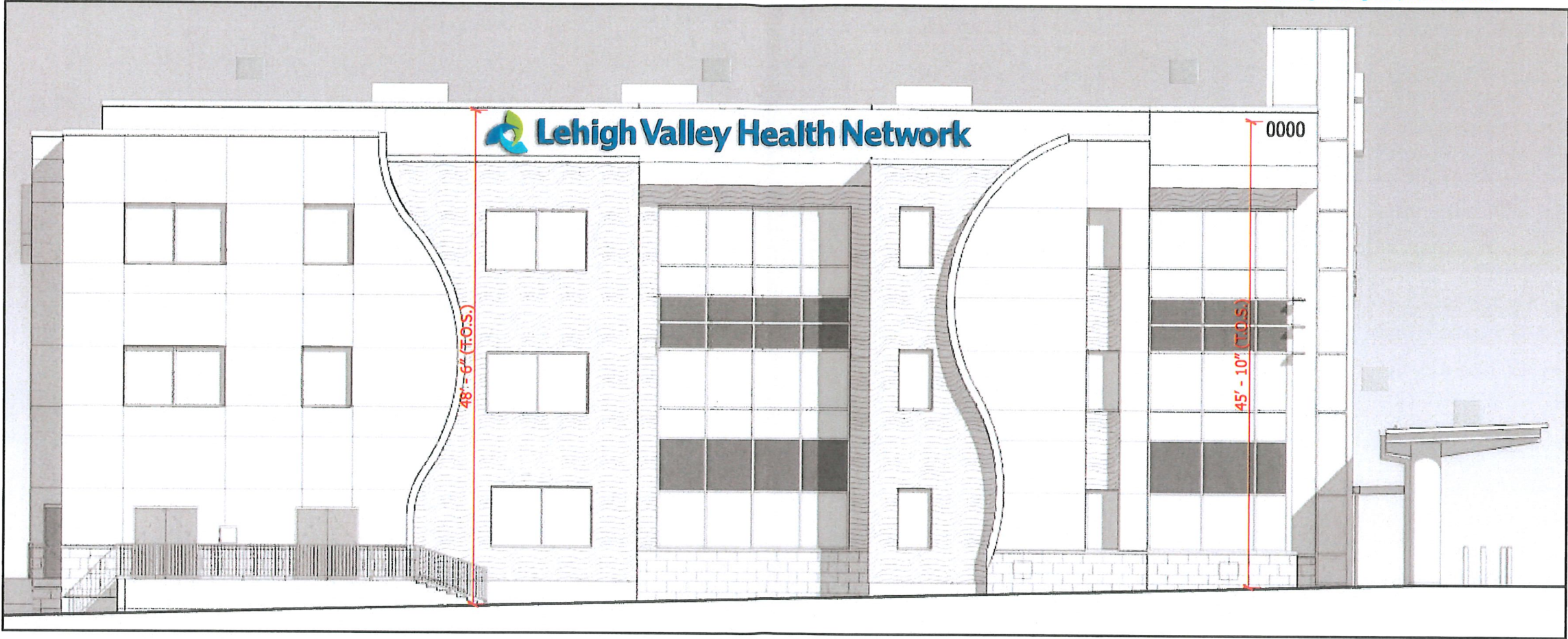
 Design   Manufacture   Install SINCE 1972 A Limited Liability Company	1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com		Customer: LVHN Location: Tower Place Address: 1170 Eighth Avenue, Bethlehem, PA 18018 Project: Women's Center Exterior	
	Drawing: 11770		Scale: as shown	Date/Revision
	 		22316	08/06/24 08/19/24 08/26/24 12/06/24
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Women's Center

Area of Building Face: 6335 sqft  
Area of all Proposed Signs: 204 sqft  
Percentage of Sign Area to Building Face Area: 3.2%

Elevation facing Parking Lot / Health Center



North Elevation  
Scale: 3/32" = 1' - 0"

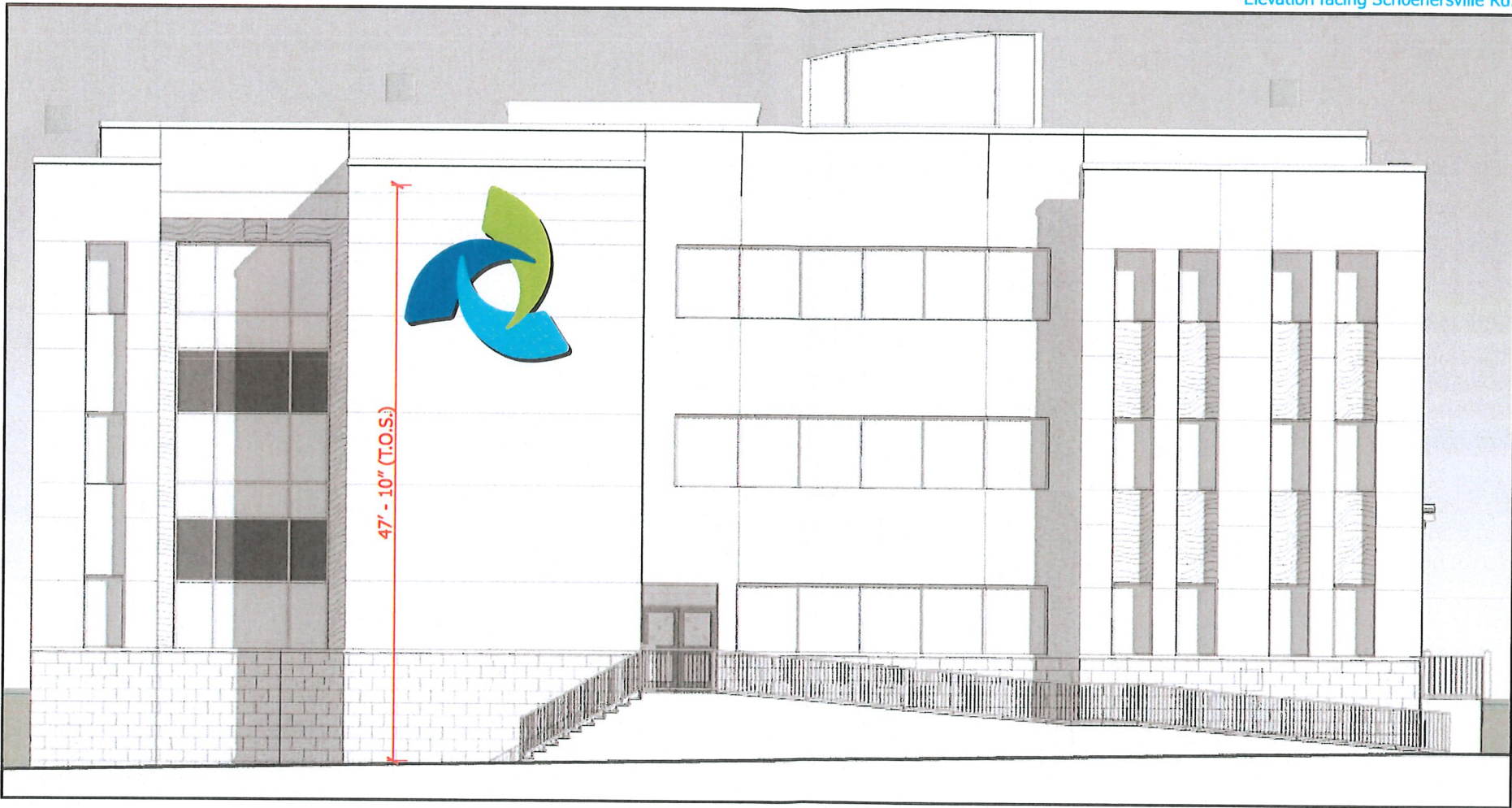
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Women's Center

Area of Building Face: 5921 sqft  
Area of all Proposed Signs: 197 sqft  
Percentage of Sign Area to Building Face Area: 3.4%

Elevation facing Schoenersville Rd.



East Elevation  
Scale: 3/32" = 1' - 0"

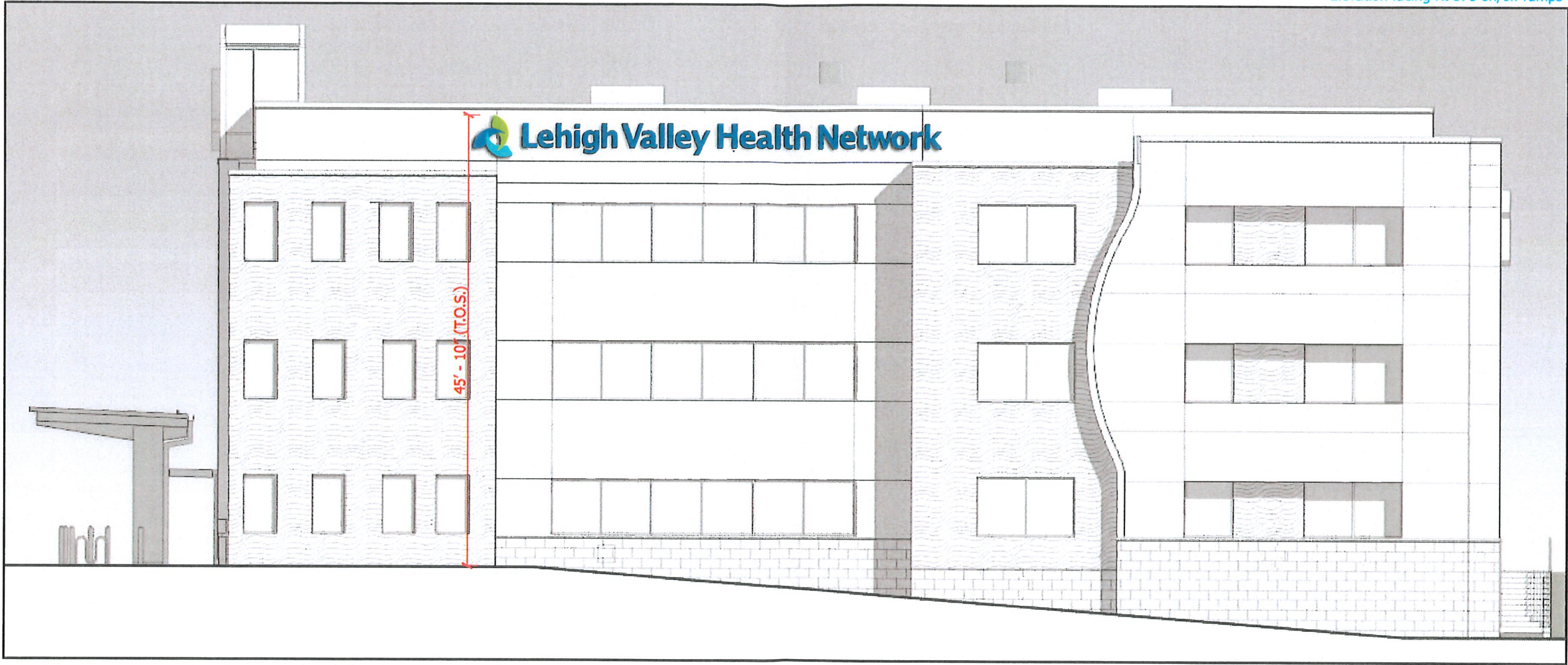
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		22316	08/06/24 08/19/24 08/26/24 12/06/24



Women's Center

Area of Building Face: 6368 sqft  
Area of all Proposed Signs: 204 sqft  
Percentage of Sign Area to Building Face Area: 3.2%

Elevation facing Rt 378 on/off ramps

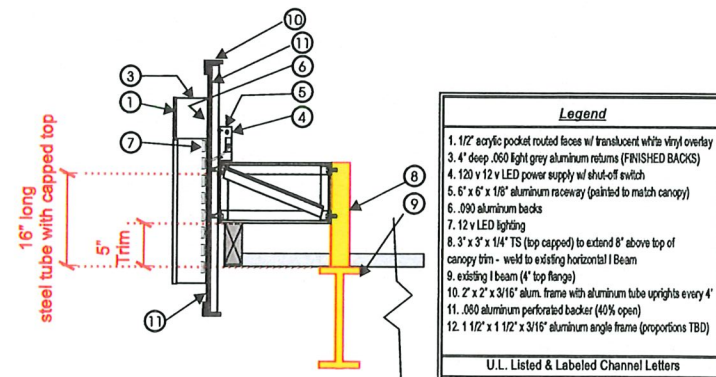
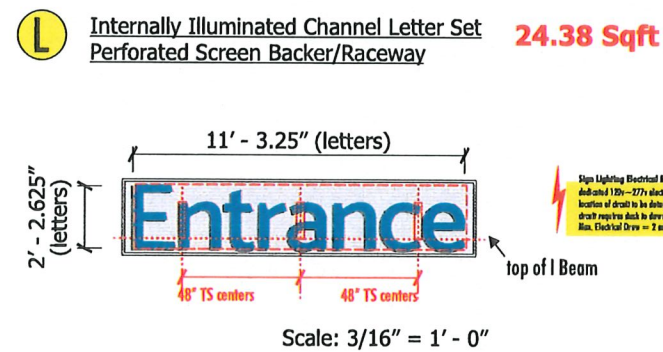
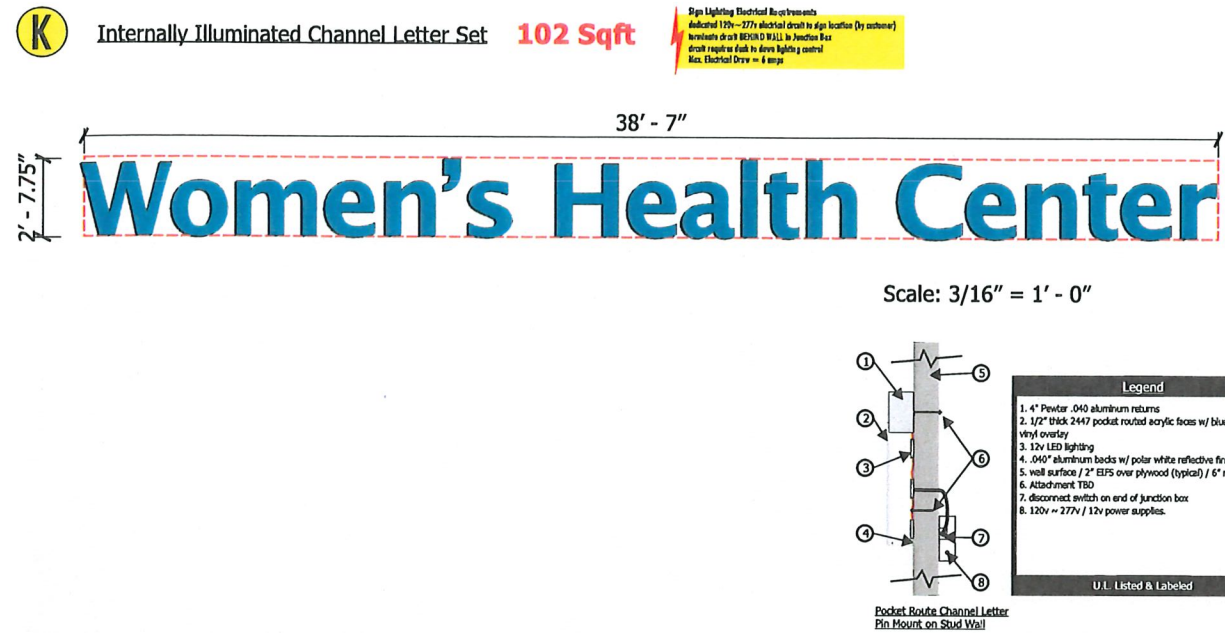
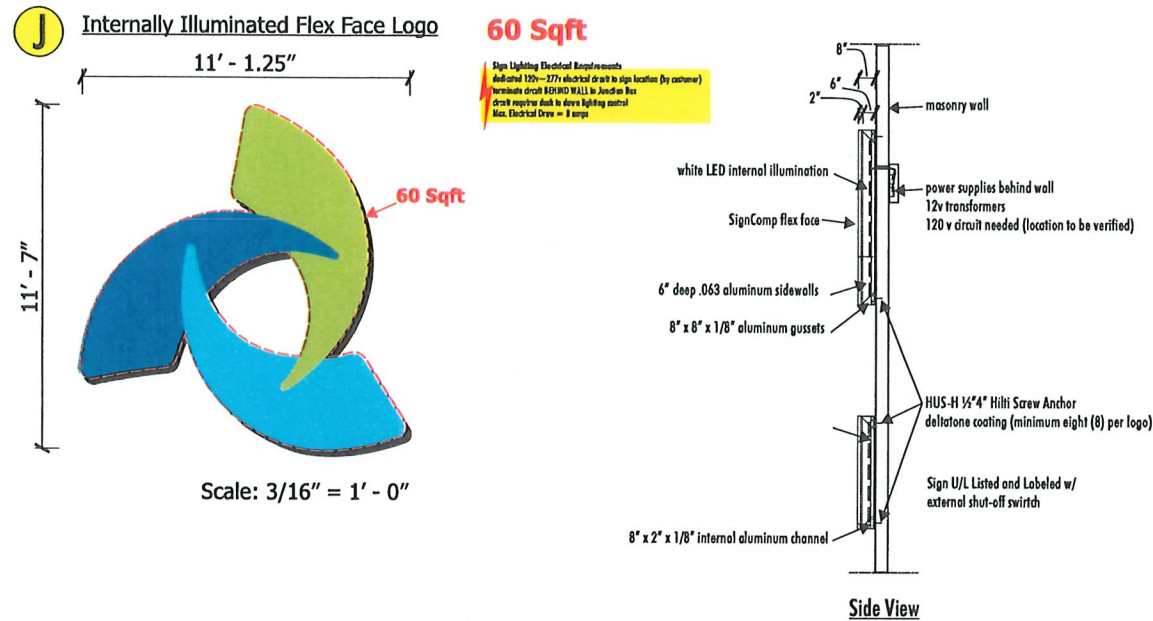


South Elevation  
Scale: 3/32" = 1' - 0"

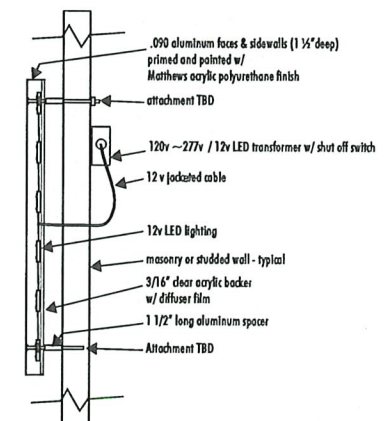
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	  22316			08/06/24 08/19/24 08/26/24 12/06/24

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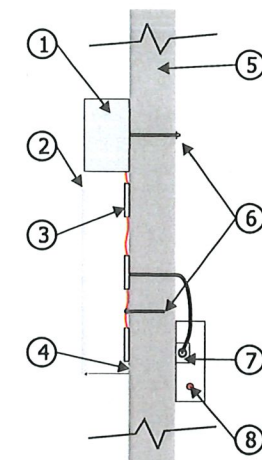
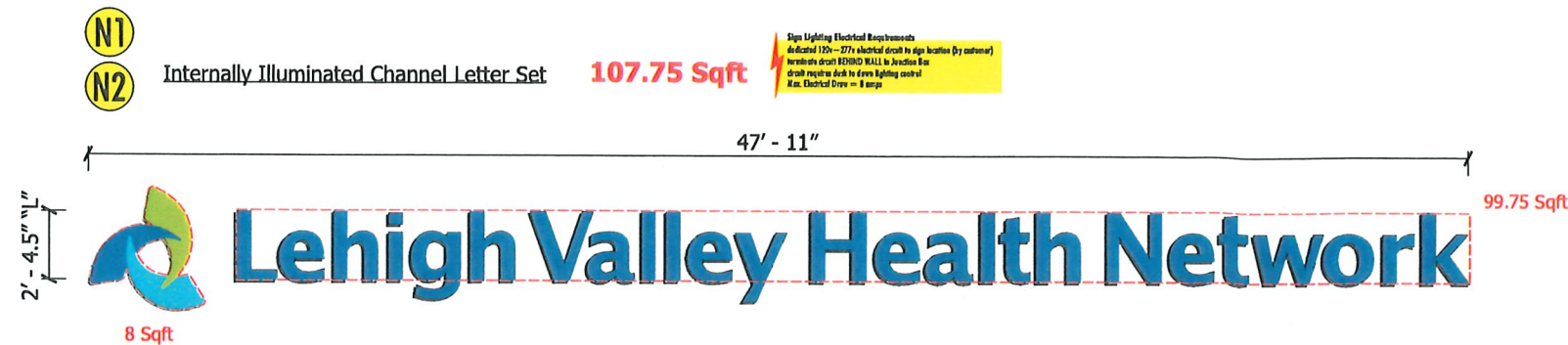


**M1 M2 Silhouette Lit Address Numerals**



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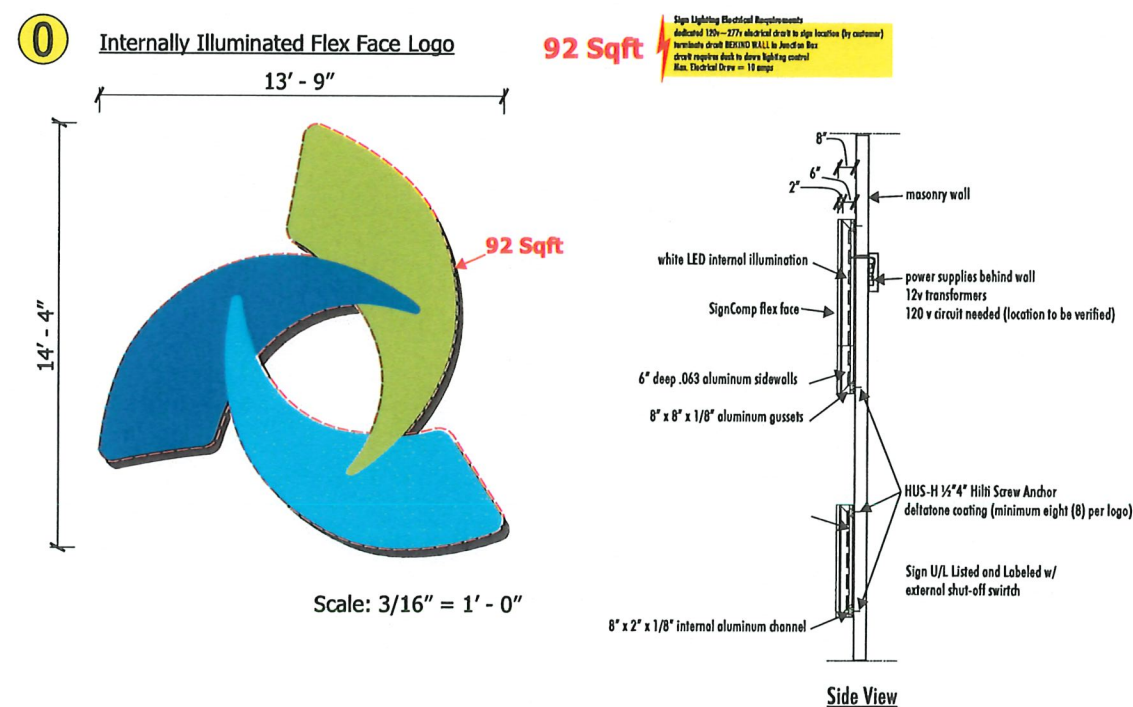




Pocket Route Channel Letter  
Pin Mount on Stud Wall

Legend	
1.	4" Pewter .040 aluminum returns
2.	1/2" thick 2447 pocket routed acrylic faces w/ dual color vinyl overlay
3.	12v LED lighting
4.	.040" aluminum backs w/ polar white reflective finish
5.	wall surface / 2" EIFS over plywood (typical) / 6" metal studs
6.	Attachment TBD
7.	disconnect switch on end of junction box
8.	120v ~ 277v / 12v power supplies.

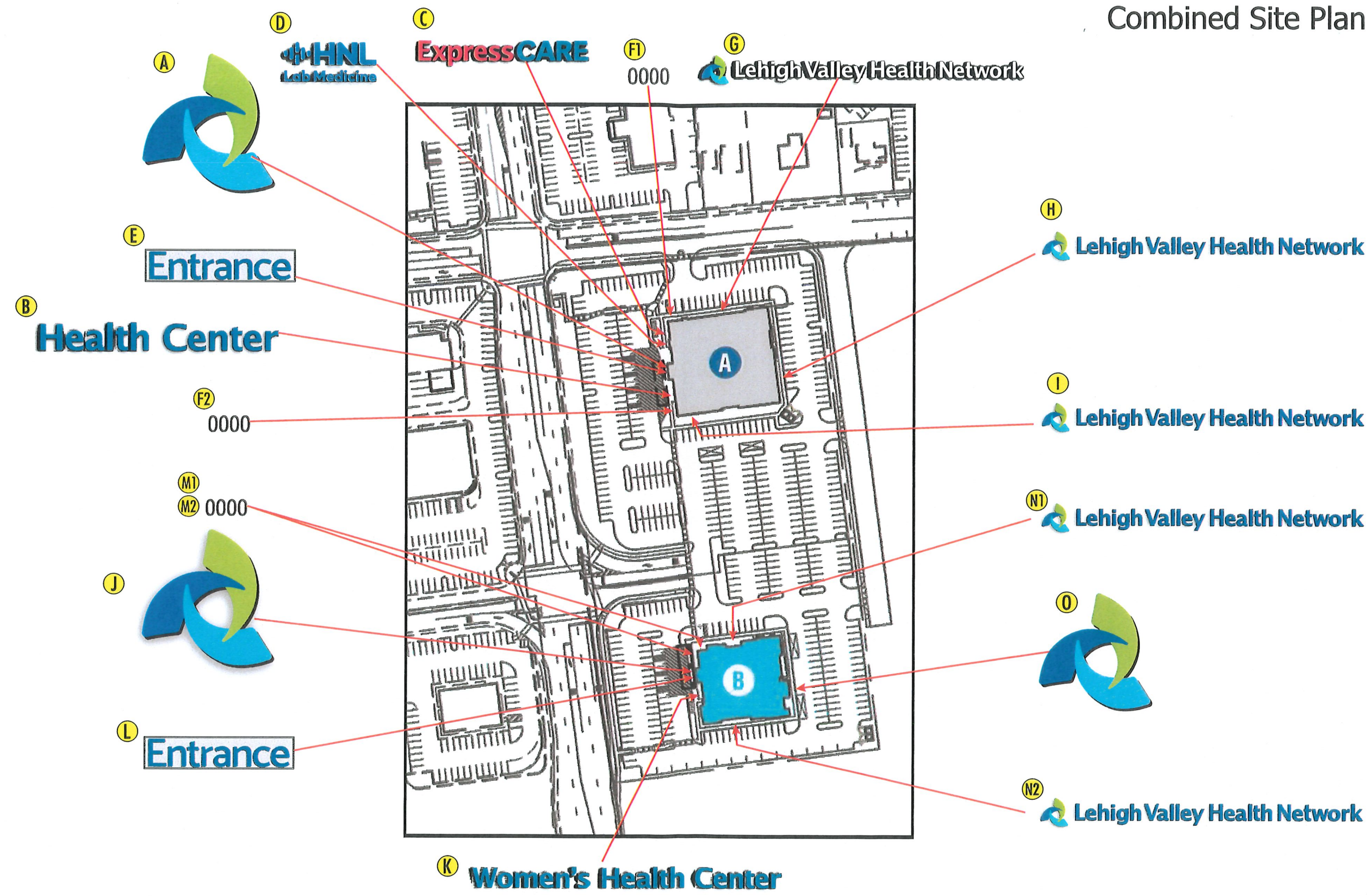
U.L. Listed & Labeled



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	<b>Drawing:</b> 11770 <b>Scale:</b> as shown		<b>Date/Revision</b>	
			22316	
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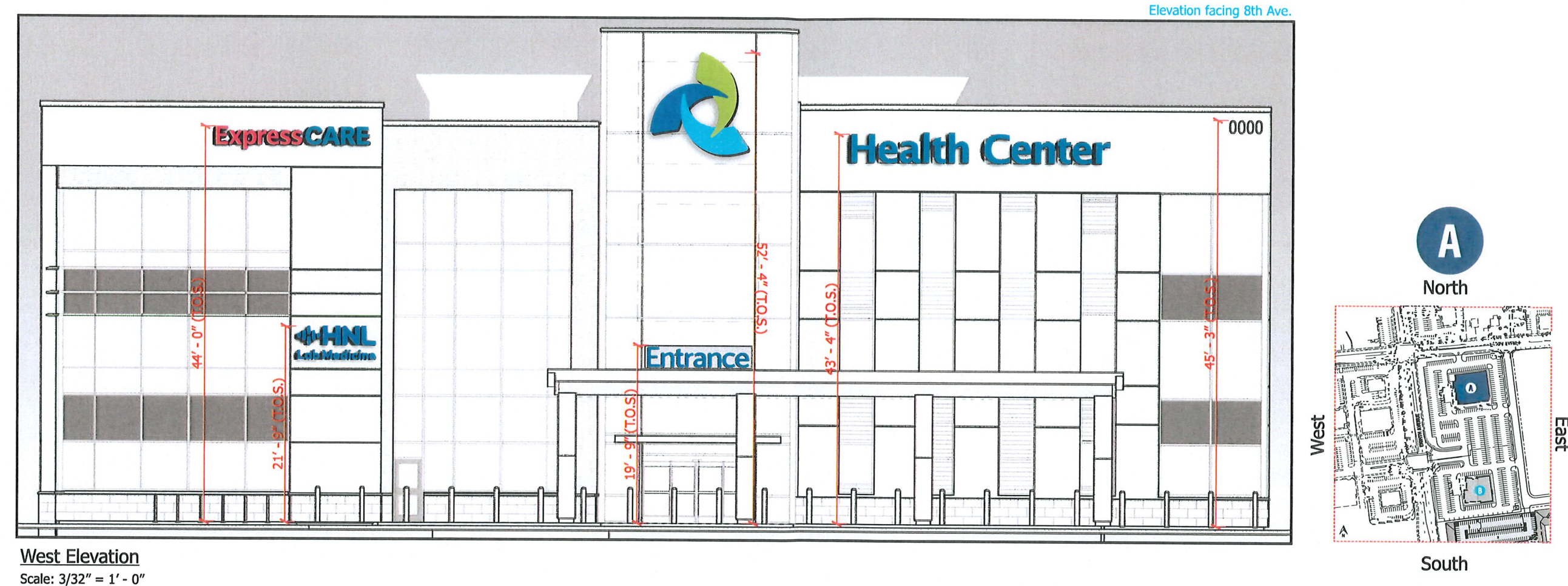
Combined Site Plan





Health Center

Area of Building Face: 6555 sqft  
Area of all Proposed Signs: 332 sqft  
Percentage of Sign Area to Building Face Area: 5.1%



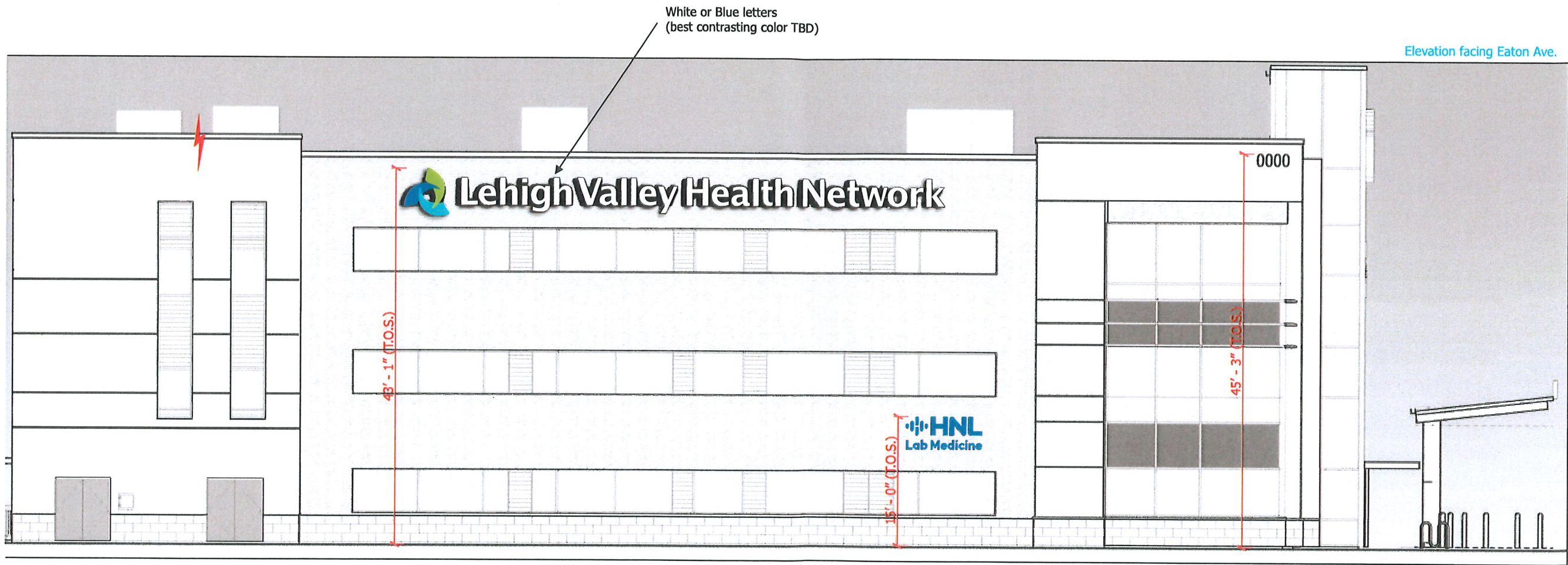
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	Drawing: 11760		Scale: as shown	Date/Revision
	 Underwriters Laboratories Inc. 		22315	08/06/24 08/19/24 08/26/24 12/06/24

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Health Center

Area of Building Face: 6815 sqft  
Area of all Proposed Signs: 376 sqft  
Percentage of Sign Area to Building Face Area: 5.5%



North Elevation  
Scale: 3/32" = 1' - 0"

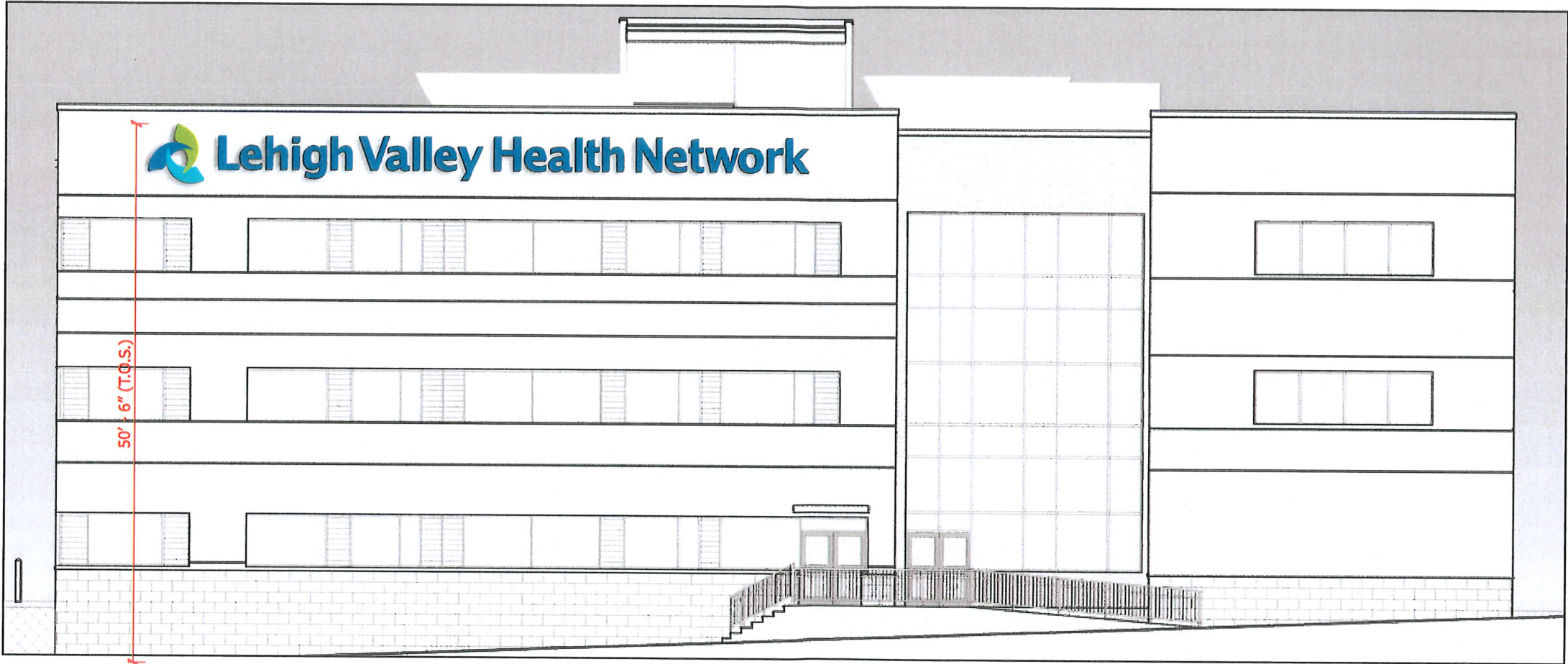
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Health Center

Area of Building Face: 6330 sqft  
Area of all Proposed Signs: 344 sqft  
Percentage of Sign Area to Building Face Area: 5.5%

Elevation facing Schoenersville Rd.



East Elevation

Scale: 3/32" = 1' - 0"

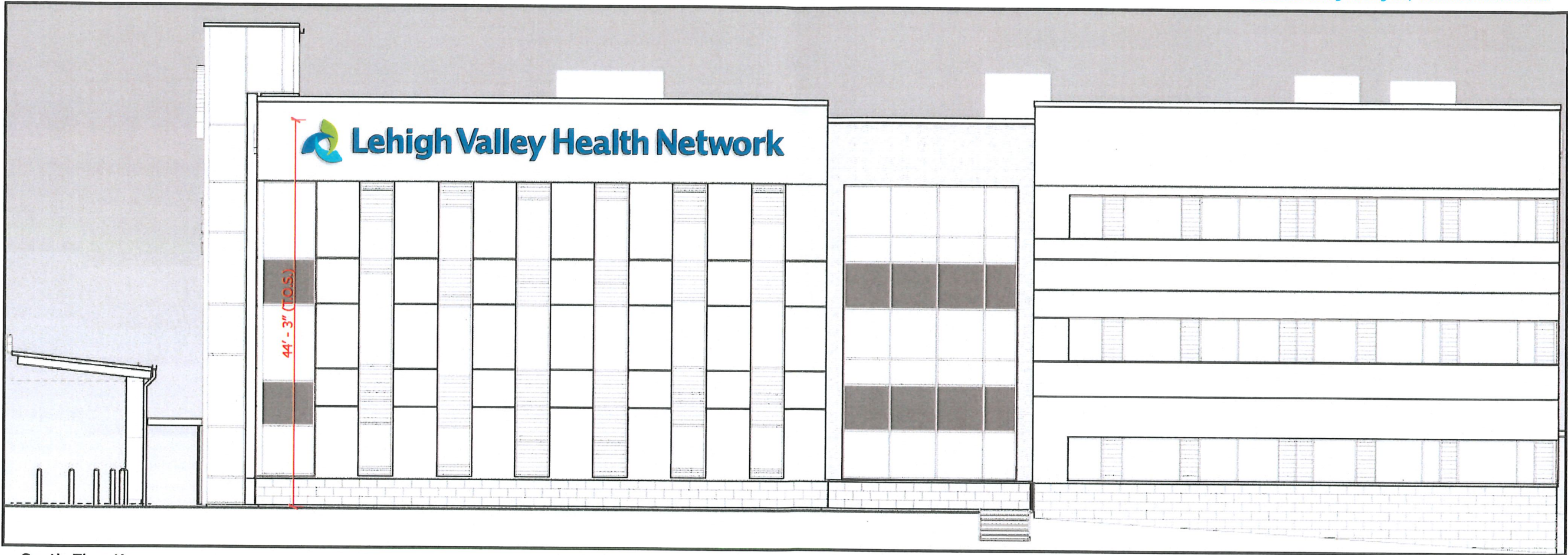
 Design   Manufacture   Install SINCE 1972 A LIMITED LIABILITY COMPANY	1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com		Customer: LVHN Location: Tower Place Address: 1170 Eighth Avenue, Bethlehem, PA 18018 Project: Health Center Exterior	
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			22315	08/06/24 08/19/24 08/26/24 12/06/24
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Health Center

Area of Building Face: 7002 sqft  
Area of all Proposed Signs: 273 sqft  
Percentage of Sign Area to Building Face Area: 3.9%

Elevation facing Parking lot / Women's Health Center



South Elevation

Scale: 3/32" = 1' - 0"



Design | Manufacture | Install  
SINCE 1972  
A Limited Liability Company

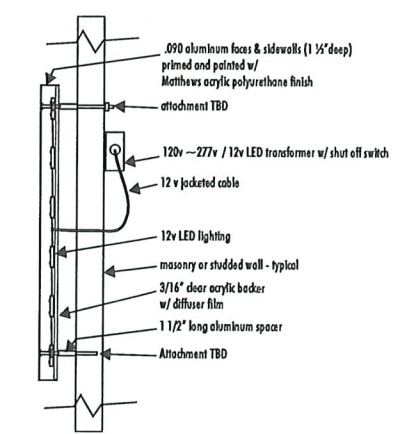
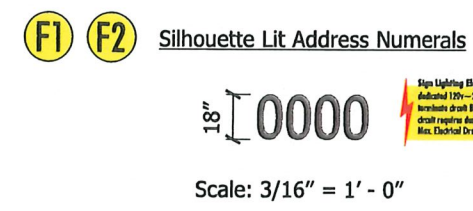
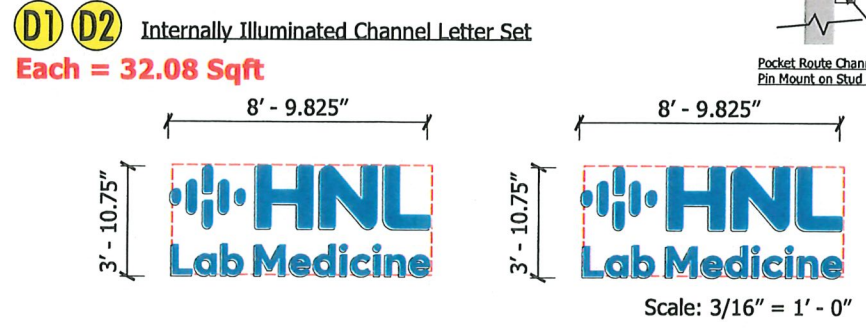
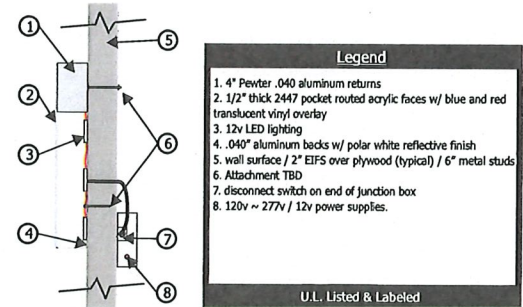
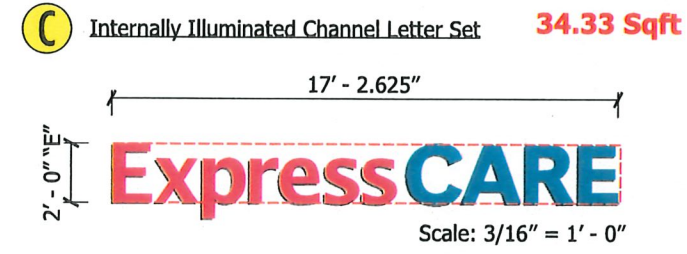
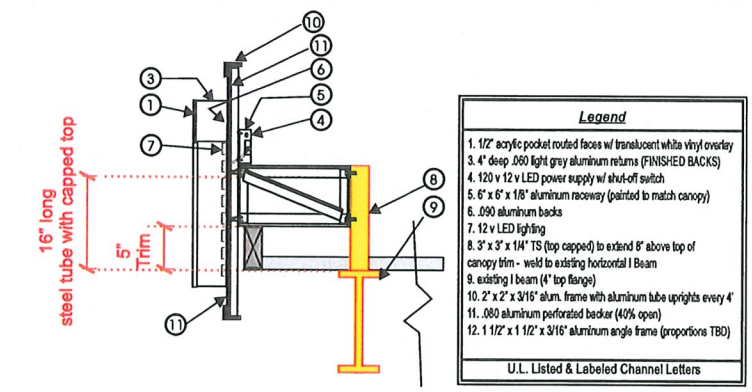
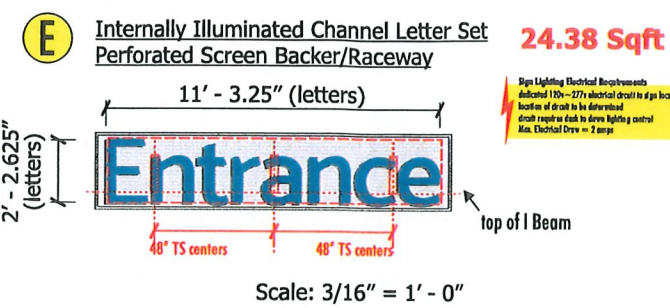
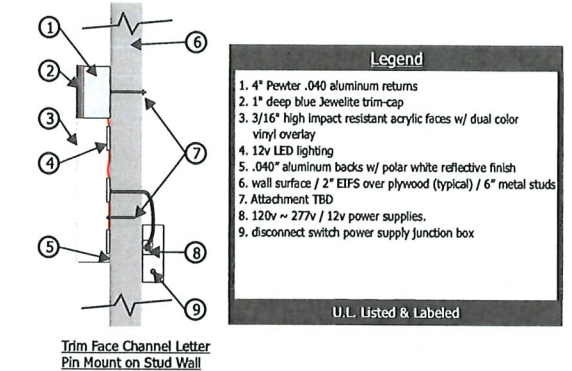
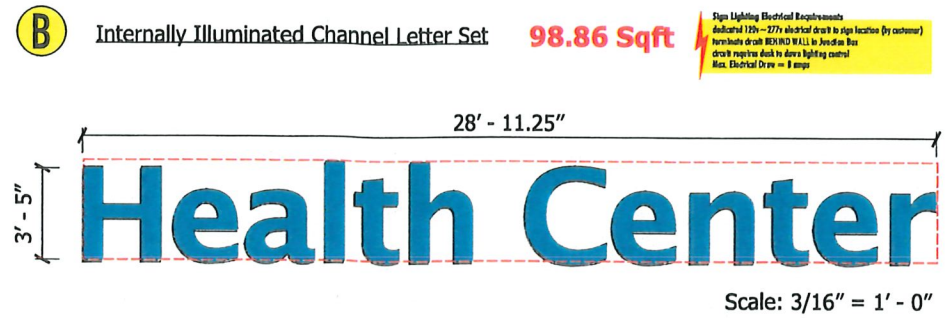
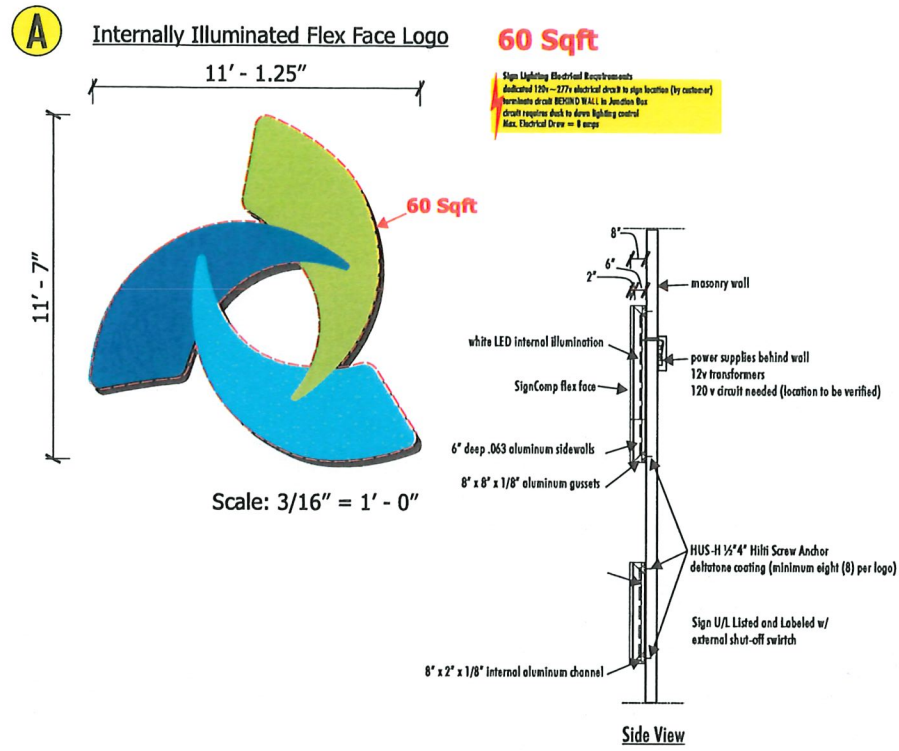
1050 Main Street  
Pennsburg, PA 18073  
phone: 215.679.5066  
fax: 215.679.6616  
web: reedsign.com

**Customer:** LVHN  
**Location:** Tower Place  
**Address:** 1170 Eighth Avenue, Bethlehem, PA 18018  
**Project:** Health Center Exterior

<b>Drawing:</b> 11760	<b>Scale:</b> as shown	<b>Date/Revision</b>
		08/06/24
		08/19/24
		08/26/24
		12/06/24

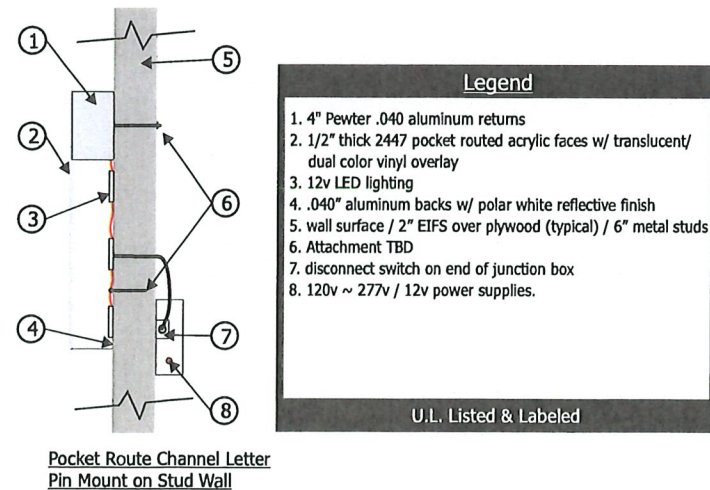
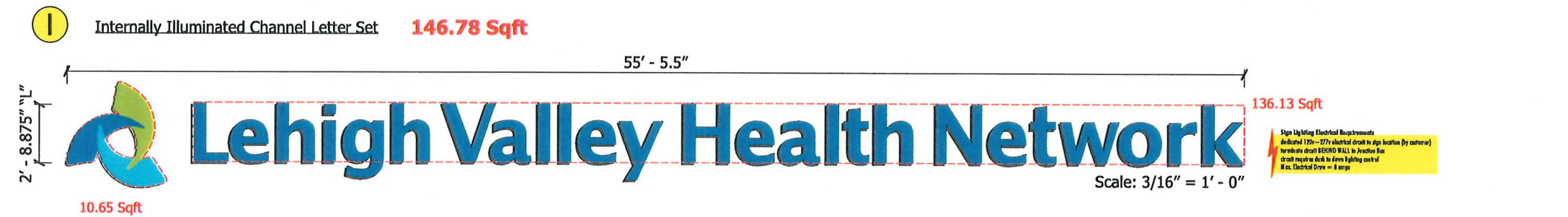
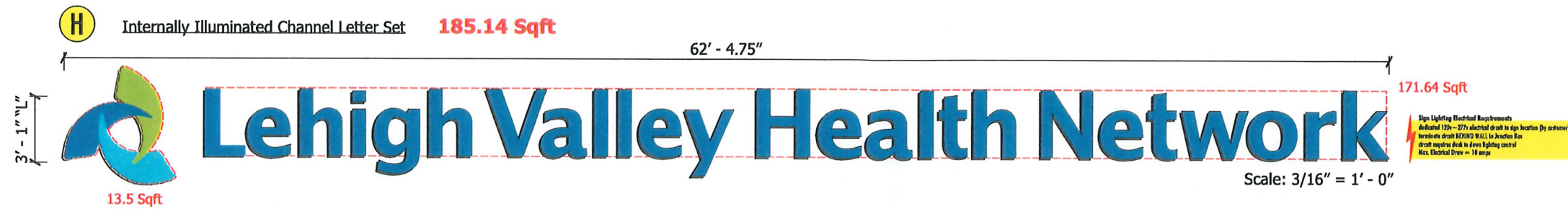
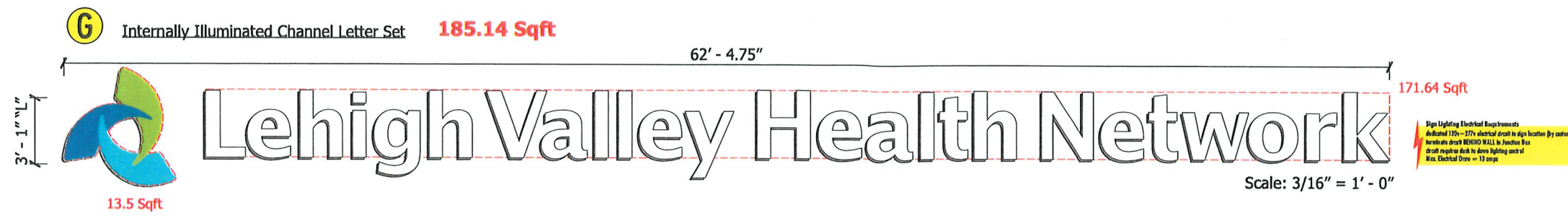
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	<p>U.L. Underwriters Laboratories Inc. TASC</p>	<p>22315</p>	<p>08/06/24 08/19/24 08/26/24 12/06/24</p>		
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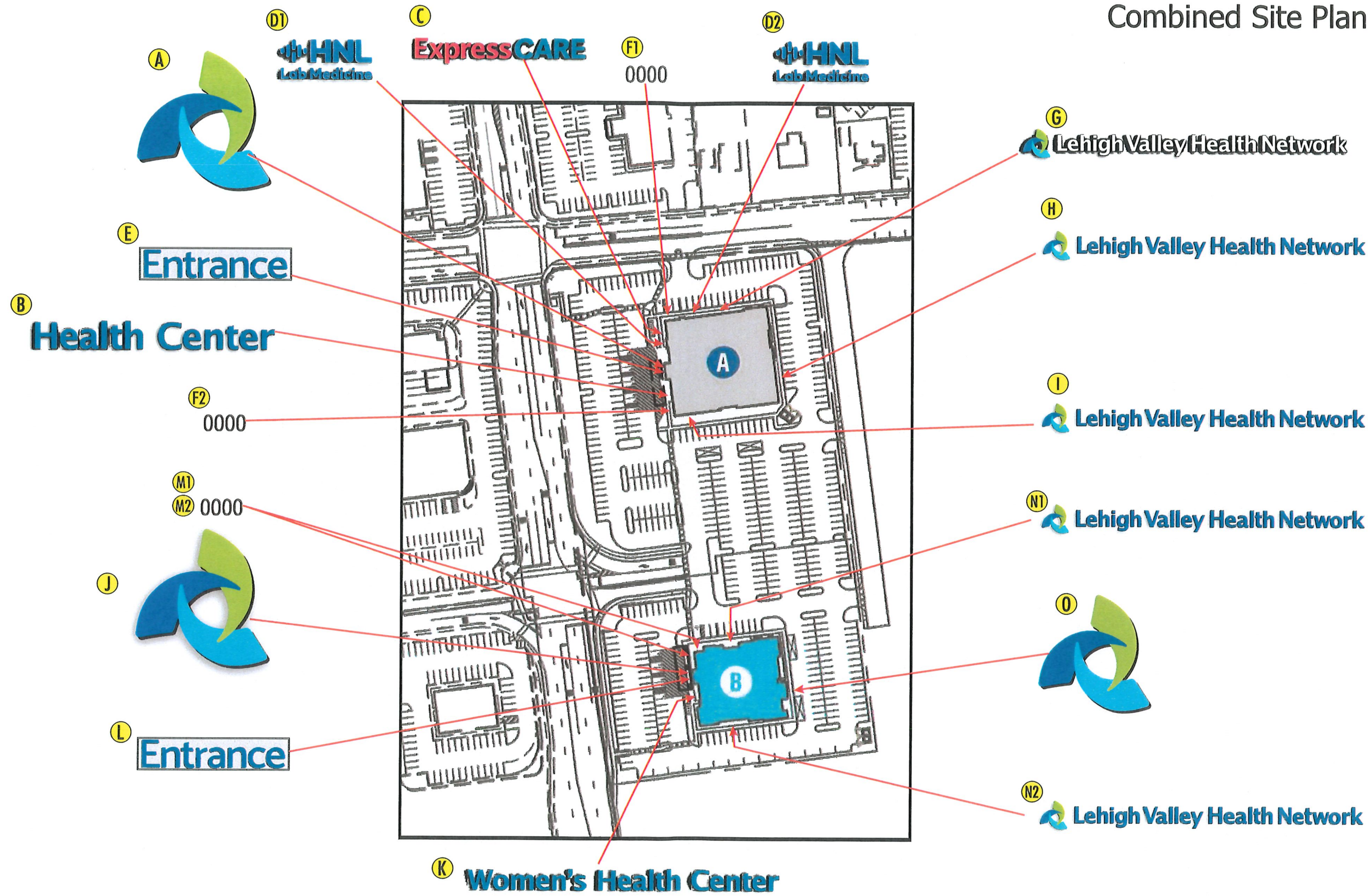




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		<b>Drawing:</b> 11760 <b>Scale:</b> as shown
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	22315	



Combined Site Plan

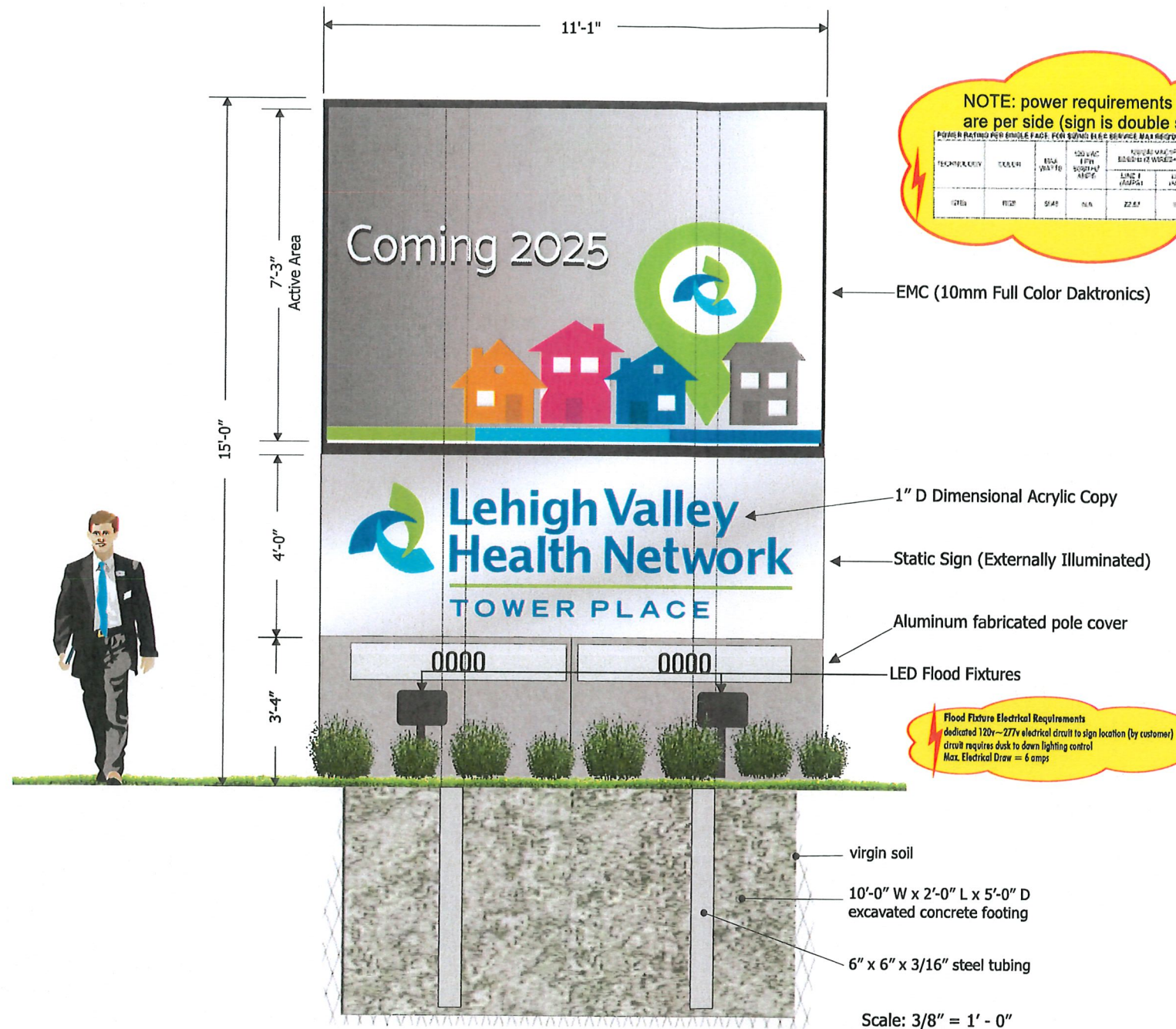




P

**Main Entrance Double Sided Internally & Externally Illuminated Monument Sign**  
**110 sq ft**

Monument Sign  
Eighth Street



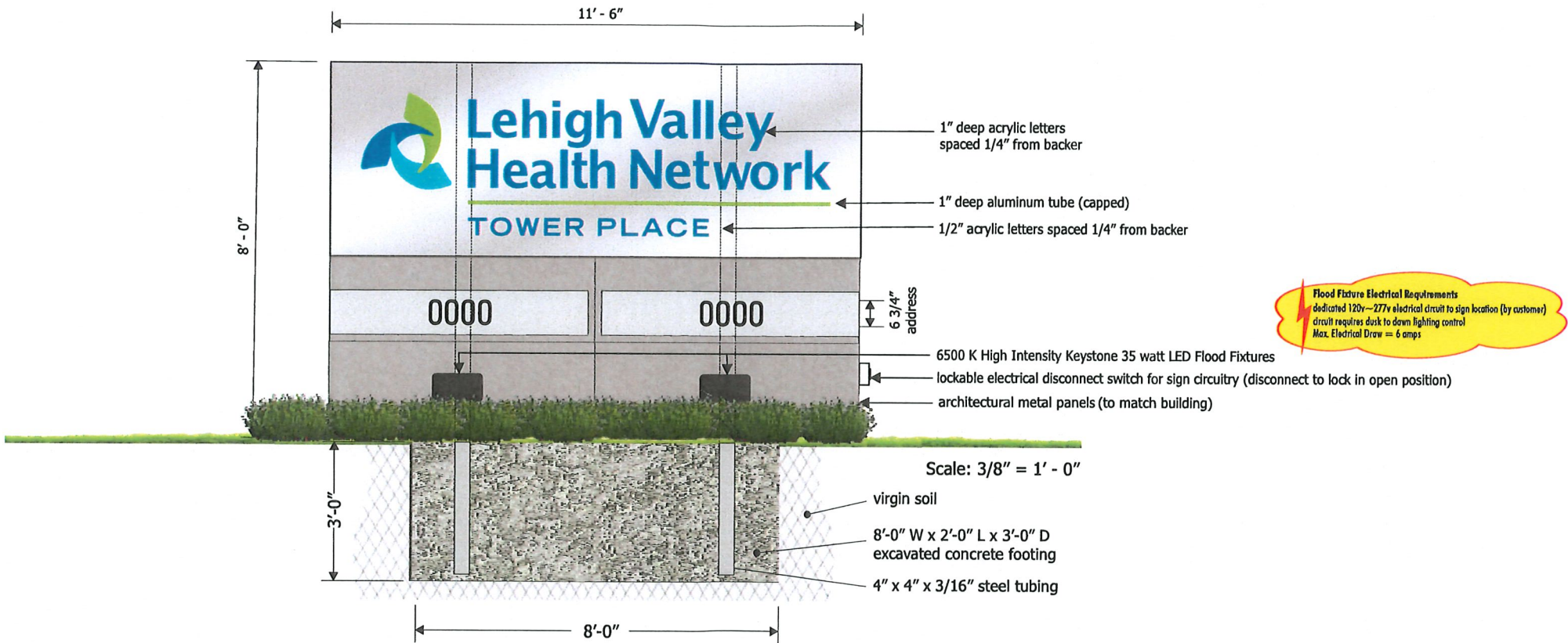
**Note:**  
**EMC will comply with ZO §1320.07**  
**and all subsections therein.**

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		22317	Date/Revision
			08/12/24 08/19/24 10/10/24



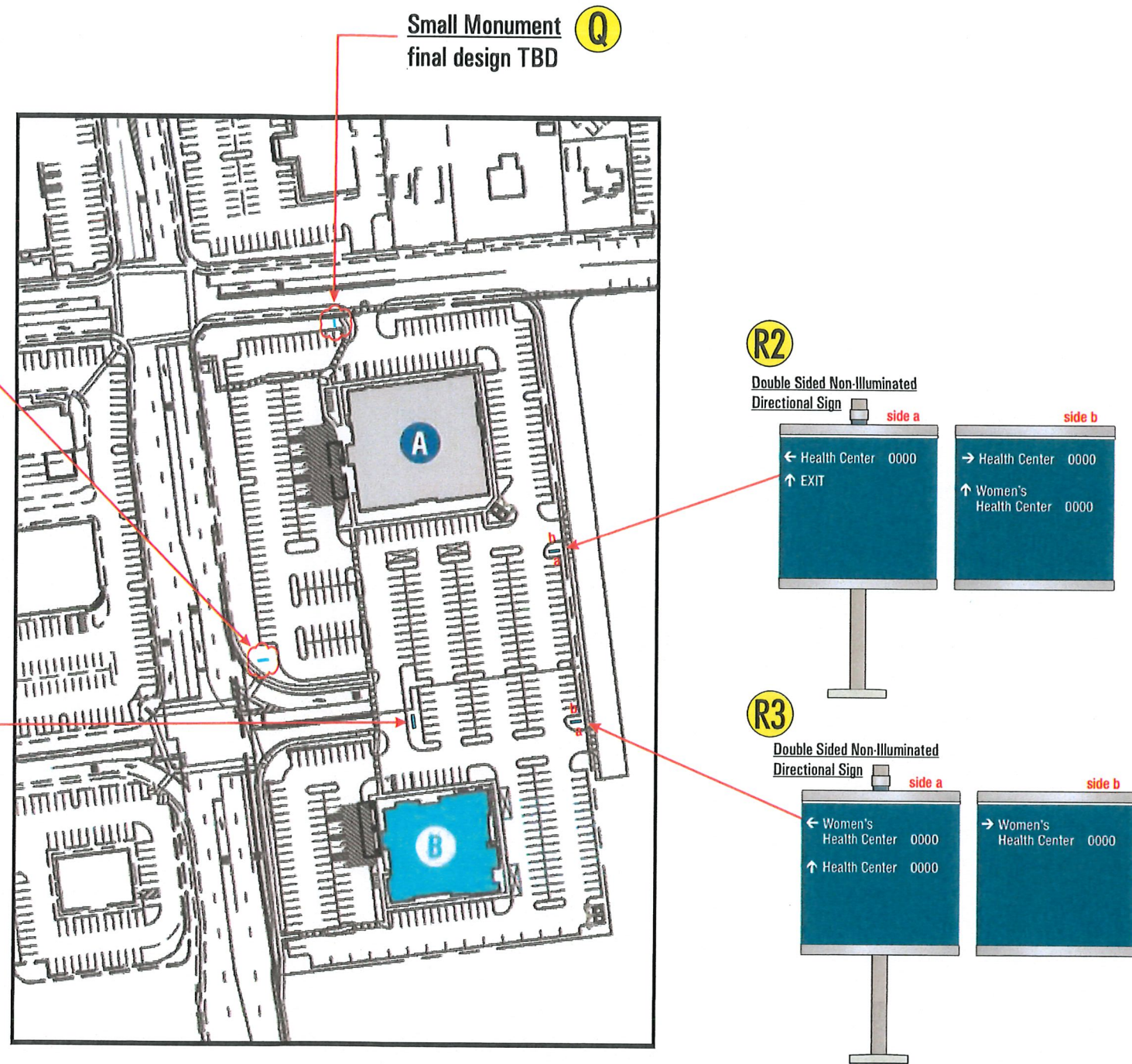
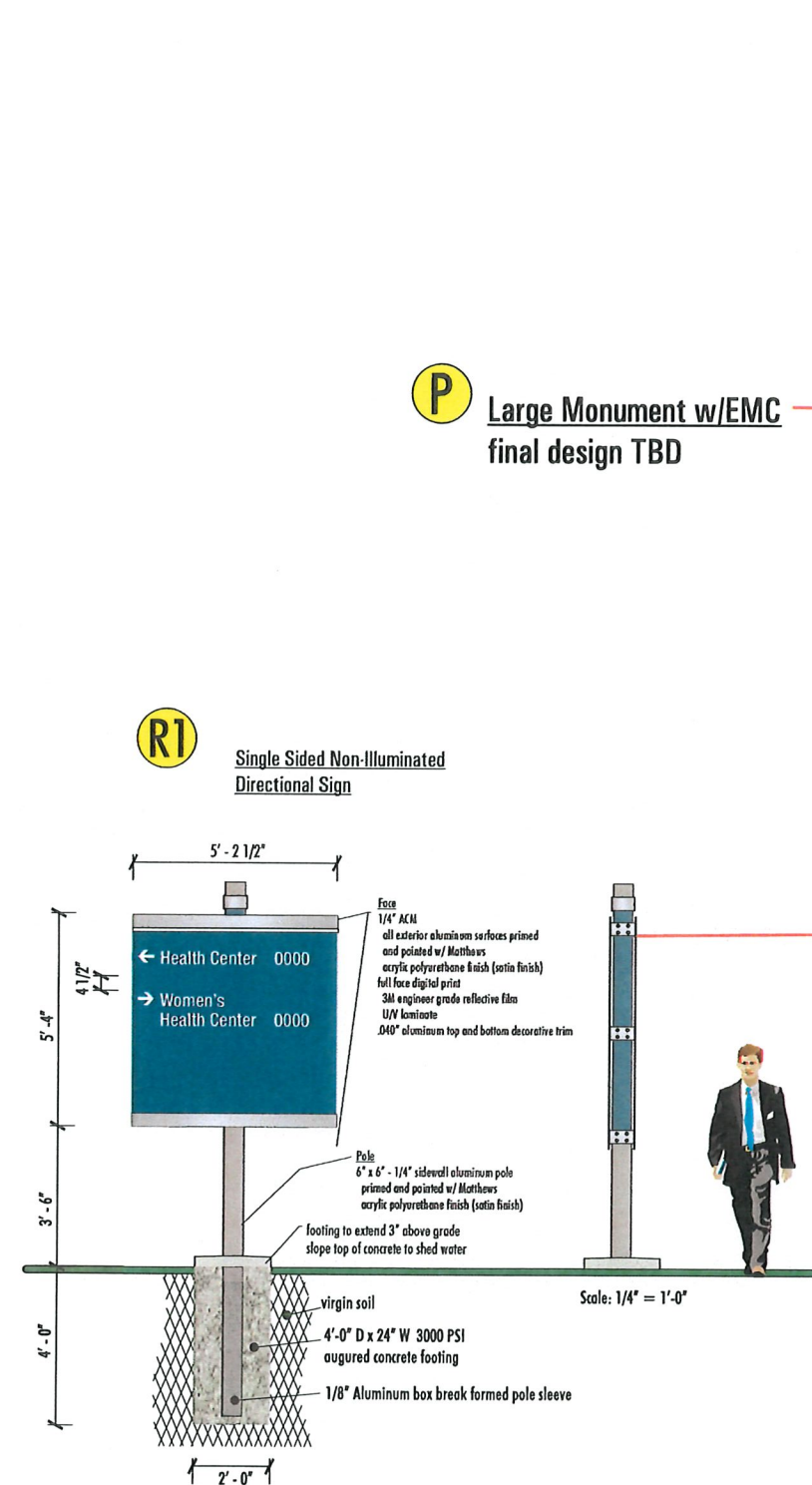
Monument Sign  
Eaton Ave

**Q** Static Sign w/ 1" deep dimensional letters/logo  
externally illuminated by two (2) 35w fixtures per sign  
or lineal LED light-bar



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 <b>REED</b> SIGN COMPANY Design   Manufacture   Install SINCE 1972 A Limited Liability Company	1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com		<b>Customer:</b> LVHN <b>Location:</b> Tower Place <b>Address:</b> 1170 Eighth Avenue, Bethlehem, PA 18018 <b>Project:</b> Tower Place - Monument & Exterior Wayfinding	
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## AGREEMENT OF LEASE

THIS AGREEMENT OF LEASE (this "Lease") is made as of the 15th day of July, 2022 (the "Effective Date"), by and between the Landlord and Tenant.

### BACKGROUND

A. As of the Effective Date, the Landlord's Affiliates (as listed on Schedule 1.1 attached hereto) own approximately fifty-two (52) acres of land located in the City of Bethlehem, Lehigh County, the Commonwealth of Pennsylvania (hereinafter the "Overall Tract"). This Lease is intended to cover that portion of the Overall Tract identified at Lot 1 containing approximately 3.9 acres of land (the "Land"), as shown on the proposed Subdivision Plan. A metes and bounds description of the Overall Tract is attached hereto as Exhibit A-1, a metes and bounds description of the Land is attached hereto as Exhibit A-2, and the proposed Subdivision Plan is attached hereto as Exhibit B-1.

B. Pursuant to the terms of this Lease, Landlord and Tenant intend to construct on the Land a medical office building containing approximately sixty thousand (60,000) square feet of Rentable Area (the "Building"). The Building and the Land are sometimes jointly referred to herein as the "Premises."

C. The Overall Tract, including the Premises, is intended to be developed as a mixed-use residential, commercial, and office project. The Overall Tract is intended to incorporate common outdoor improvements defined below as the "Common Areas."

D. The location of the Land within the Overall Tract is shown on the proposed subdivision plan (the "Subdivision Plan") attached hereto as Exhibit B-1, and the location of the Building on the Land is shown on the sketch plan ("Sketch Plan") attached hereto as Exhibit B-2. The Land has yet to be subdivided out of the Overall Tract, but it and the other parcels and Common Areas are intended to be subdivided generally in accordance with the proposed Subdivision Plan.

E. Upon the subdivision of the Land from the Overall Tract, the Land will be transferred by deed to MT-LVHN60 LLC.

F. Tenant wishes to lease from Landlord and Landlord wishes to let to Tenant the Premises upon the terms and conditions set forth herein.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, Landlord and Tenant agree as follows:

1. Reference Data and Definitions. The following sets forth some of the basic lease information and definitions used in this Lease:

1.1 "Landlord" means MT-LVHN60 LLC, a Delaware limited liability company ("MT-LVHN60"). Landlord shall have the absolute right, without notice to or consent by Tenant, to (i) enter into a loan with a lender and to execute a collateral assignment in favor of such lender

IN WITNESS WHEREOF, Landlord and Tenant have each caused their duly authorized representative to execute this Lease on their behalf as of the date first written above.

### LANDLORD

MT-LVHN60 LLC, a Delaware Limited Liability Company

By: MT-60 Manager, LLC, a Delaware Limited Liability Company, its Manager

By: Norton Herrick  
Norton Herrick, Manager

By: Lewis D. Ronca  
Lewis D. Ronca, Manager

### TENANT

LEHIGH VALLEY HEALTH NETWORK, INC., a Pennsylvania nonprofit corporation

By: Thomas Marchozzi

Name: Thomas Marchozzi  
Title: Executive Vice President & CFO



## AGREEMENT OF LEASE

THIS AGREEMENT OF LEASE (this "Lease") is made as of the 15<sup>th</sup> day of July, 2022 (the "Effective Date"), by and between the Landlord and Tenant.

### BACKGROUND

A. As of the Effective Date, the Landlord's Affiliates (as listed on Schedule 1.1 attached hereto) own approximately fifty-two (52) acres of land located in the City of Bethlehem, Lehigh County, the Commonwealth of Pennsylvania (hereinafter the "Overall Tract"). This Lease is intended to cover that portion of the Overall Tract identified at Lot 2 containing approximately 2.6 acres of land (the "Land"), as shown on the proposed Subdivision Plan. A metes and bounds description of the Overall Tract is attached hereto as Exhibit A-1, a metes and bounds description of the Land is attached hereto as Exhibit A-2, and the proposed Subdivision Plan is attached hereto as Exhibit B-1.

B. Pursuant to the terms of this Lease, Landlord and Tenant intend to construct on the Land a medical office building containing approximately forty thousand (40,000) square feet of Rentable Area (the "Building"). The Building and the Land are sometimes jointly referred to herein as the "Premises."

C. The Overall Tract, including the Premises, is intended to be developed as a mixed-use residential, commercial, and office project. The Overall Tract is intended to incorporate common outdoor improvements defined below as the "Common Areas."

D. The location of the Land within the Overall Tract is shown on the proposed subdivision plan (the "Subdivision Plan") attached hereto as Exhibit B-1, and the location of the Building on the Land is shown on the sketch plan ("Sketch Plan") attached hereto as Exhibit B-2. The Land has yet to be subdivided out of the Overall Tract, but it and the other parcels and Common Areas are intended to be subdivided generally in accordance with the proposed Subdivision Plan.

E. Upon subdivision of the Land from the Overall Tract, the Land will be transferred by deed to MT-LVHN40, LLC.

F. Tenant wishes to lease from Landlord and Landlord wishes to let to Tenant the Premises upon the terms and conditions set forth herein.

NOW, THEREFORE, FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which are hereby acknowledged, and intending to be legally bound, Landlord and Tenant agree as follows:

1. Reference Data and Definitions. The following sets forth some of the basic lease information and definitions used in this Lease:

1.1 "Landlord" means MT-LVHN40 LLC, a Delaware limited liability company ("MT-LVHN40"). Landlord shall have the absolute right, without notice to or consent by Tenant, to (i) enter into a loan with a lender and to execute a collateral assignment in favor of such lender

IN WITNESS WHEREOF, Landlord and Tenant have each caused their duly authorized representative to execute this Lease on their behalf as of the date first written above.

### LANDLORD

MT-LVHN40 LLC, a Delaware Limited Liability Company

By: MT-40 Manager, LLC, a Delaware Limited Liability Company

By: [Signature]  
Norton Herrick, Manager

By: [Signature]  
Lewis D. Ronca, Manager

### TENANT

LEHIGH VALLEY HEALTH NETWORK, INC., a Pennsylvania nonprofit corporation

By: [Signature]  
Name: Thomas Marchozzi

Title: Executive Vice President & CFO