

RESOLUTION NO. 2026-_____

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 three new signs on three different façades at 25 West Third Street.

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 , 2026.

(s)_____
President of Council

ATTEST:

(s)_____
City Clerk

HISTORIC CONSERVATION COMMISSION

CASE #876 -- The Applicant proposes to install three new signs on three different façades at 25 West Third Street.

OWNER / APPLICANT: ArtsQuest / MKSD Architects

The Commission upon motion by Mr. Evans and seconded by Ms. Strasser 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 three new signs on three different façades was presented by Ryan Kennedy and Dennis Wirth.
2. Appropriate details for Signage Location 1 above entrance doors at east façade facing Northampton Street include:
 - a. overall dimensions of sign are 34-inches tall x 348-inches wide; sign terminates 24-inches from corner with adjacent attached single-story structure, with select details extending above and below horizontal face of entrance canopy
 - b. includes corporate logo comprised of word “ARTS” in large, bold, sans-serif, all upper-case lettering bracketed before and after with shapes evoking cross-section of channel steel beam followed by word “QUEST” in same large, bold, sans-serif, all upper-case lettering followed by words “Creative Factory” in medium, bold, sans-serif lettering followed by words “powered by” in small, bold, sans-serif, all lower-case lettering and terminating in PPL corporate logo of medium, bold, sans-serif lettering in dark blue color with semi-circle of points in medium blue color radiating out from final letter ... all on one text line
 - c. except for PPL logo, all letters and logos are satin silver metallic in color; sides of all letters and all logos match finish of fronts
 - d. individual letters and logos are 3-inches thick, fabricated with .063-inch aluminum fronts and sides, to be off-set 1.5-inches from building façade using pvc spacers
 - e. letters and logos are reverse channels with clear polycarbonate backs; illumination to be back-lit halo effect
 - f. LED illumination is maximum 3000K color temperature with no exposed conduits, raceways or junction boxes
3. Appropriate details for Signage Location 2 in upper portion of west façade include:
 - a. overall dimensions of sign are 100-inches tall x 288-inches wide; sign terminates 180-inches from northwest building corner and terminates 72-inches down from roof parapet
 - b. includes corporate logo comprised of word “ARTS” in large, bold, sans-serif, all upper-case lettering bracketed before and after with shapes evoking cross-

section of channel steel beam followed by word “QUEST” in same large, bold, sans-serif, all upper-case lettering followed by words “Creative Factory” in medium, bold, sans-serif lettering followed by words “powered by” in small, bold, sans-serif, all lower-case lettering and terminating in PPL corporate logo of medium, bold, sans-serif lettering in dark blue color with semi-circle of points in medium blue color radiating out from final letter ... all on one text line

- c. except for PPL logo, all letters and logos are satin silver metallic in color; sides of all letters and all logos match finish of fronts
 - d. individual letters and logos are 3-inches thick, fabricated with .063-inch aluminum fronts and sides, to be off-set 1.5-inches from building façade using pvc spacers
 - e. letters and logos are reverse channels with clear polycarbonate backs; illumination to be back-lit halo effect
 - f. LED illumination is maximum 3000K color temperature with no exposed conduits, raceways or junction boxes
4. Appropriate details for Signage Location 3 in upper portion of north façade that extends out toward rear parking lot include:
- a. overall dimensions of sign are 100-inches tall x 288-inches wide; sign terminates 39.75-inches from northeast corner of this building segment and terminates 72-inches down from roof parapet
 - b. includes corporate logo comprised of word “ARTS” in large, bold, sans-serif, all upper-case lettering bracketed before and after with shapes evoking cross-section of channel steel beam followed by word “QUEST” in same large, bold, sans-serif, all upper-case lettering followed by words “Creative Factory” in medium, bold, sans-serif lettering followed by words “powered by” in small, bold, sans-serif, all lower-case lettering and terminating in PPL corporate logo of medium, bold, sans-serif lettering in dark blue color with semi-circle of points in medium blue color radiating out from final letter ... all on one text line
 - c. except for PPL logo, all letters and logos are satin silver metallic in color; sides of all letters and all logos match finish of fronts
 - d. individual letters and logos are 3-inches thick, fabricated with .063-inch aluminum fronts and sides, to be off-set 1.5-inches from building façade using pvc spacers
 - e. letters and logos are reverse channels with clear polycarbonate backs; illumination to be back-lit halo effect
 - f. LED illumination is maximum 3000K color temperature with no exposed conduits, raceways or junction boxes
5. Appropriate details for street number signage installed on south and east façades in compliance with city’s fire code include:

- a. street numbers are 12-inches high in large, bold, sans-serif lettering; street names are 4-inches high in small, bold, sans-serif lettering
- b. letters and numbers are individually pin-mounted but not backlit
- c. letters and numbers are 2-inches thick, fabricated with .063-inch aluminum fronts and sides, to be off-set from building façade using spacers
- d. fronts and sides of all letters and numbers are satin silver metallic in color

The motion was approved: 4:0:1, with Mr. Evans, Mr. Lader, Mr. Simonson and Ms. Strasser voting in favor of the motion and Mr. Chambers abstaining due to a professional conflict of interest. Based upon the oral report made by the Historic Officer and the presentation of the Applicant, the Commission found that the proposal adheres to Bethlehem Ordinance 1714.03 'Purposes of the Historic Conservation District' and to Historic Conservation Commission 'Guidelines for Signage'.

JBL: jbl

Date of Meeting: April 20, 2026

By: Jet Job
Title: Historic Officer