

EXHIBIT A
CITY OF BETHLEHEM ZONING HEARING BOARD
LEHIGH VALLEY HOSPITAL, INC.
SUPPLEMENTAL WRITTEN STATEMENT

Applicant/Owner: Lehigh Valley Hospital, Inc.
Property: 2545 Schoenersville Road, Bethlehem, PA 18017 (Portions of Tax I.D. Nos. 641877825739-1 and 641886739542-1)
Zoning District: Industrial (“I”)
Relief Sought: Special Exception pursuant to § 1323.04(b); or, in the alternative, a Variance from § 1320.08(a)(14)

Lehigh Valley Hospital, Inc. (the “Applicant”), is the owner of the real property located at 2545 Schoenersville Road, Bethlehem, Pennsylvania 18017 (the “Property”), which is currently operating as a hospital facility known as Lehigh Valley Hospital—Muhlenberg. The Property consists of a total of approximately 29.194 acres and is located in the Institutional (“I”) Zoning District.

The Applicant is undertaking an expansion of the hospital’s emergency department and, as part of such expansion, is requesting the installation of exterior wall signage to properly identify and provide wayfinding to the facility and direct patients to the emergency entrance. The proposed signage includes internally illuminated channel letters displaying “Jefferson Health,” an internally illuminated Jefferson Health logo, and “EMERGENCY” signage on the emergency department canopy and entrance areas. The total proposed wall signage area is approximately 241.1 square feet on the east elevation of the building and 116 square feet on the south elevation of the building. The Property currently has existing wall signage on the emergency department that totals approximately 47.2 square feet, which already exceeds the 40-square-foot limitation under the Zoning Ordinance and constitutes a lawful nonconformity.

The City of Bethlehem Zoning Officer reviewed the Applicant’s permit application and determined that the proposed signage exceeds the maximum wall sign area permitted under § 1320.80(a)(14) of the Zoning Ordinance. A copy of the Zoning Officer’s determination is attached hereto as **Exhibit “B.”**

Relief Sought

- A. Special Exception: Request to Permit Extension of Nonconforming Wall Signage in Connection with the Emergency Department Expansion.**

The Property currently has existing wall signage identifying the emergency department, including an “EMERGENCY walk-in” sign of approximately 37.2 square feet and an “AMBULANCE” sign of approximately 10 square feet, for a combined total of approximately 47.2 square feet. Because the Zoning Ordinance limits wall sign area for institutional uses to 40 square feet per principal building side facing onto a street under § 1320.80(a)(14), the existing signage already exceeds the permitted area and constitutes a lawful nonconformity.

As part of the emergency department expansion, the Applicant proposes to remove the existing nonconforming signage and replace it with new signage that will more effectively identify the hospital and its emergency department, as depicted on the plans attached hereto as Exhibit “C.” The proposed signage—totaling approximately 241.1 square feet on the east elevation and 116 square feet on the south elevation—represents an extension of the existing nonconforming wall signage necessitated by the expansion of the hospital’s emergency department. The Applicant respectfully submits that this extension of the nonconformity is appropriate for approval by special exception.

The proposed extension of the nonconforming signage meets the requirements of § 1325.07 and will not be detrimental to the health, safety, or welfare of the neighborhood or general public. To the contrary, the signage serves a critical public safety function by ensuring that patients, visitors, and emergency responders can quickly and safely locate the hospital’s emergency department. Clear and visible hospital identification and wayfinding signage is a critical component of public health and safety infrastructure, particularly for a major regional hospital serving the Lehigh Valley.

The proposed signage will be static, non-flashing, and non-animated and will be designed and installed in a professional manner consistent with the character of the hospital campus. The signage will not create glare, light trespass, or visual nuisance to adjacent properties. The extension of the nonconforming signage, if authorized, will not alter the essential character of the Institutional Zoning District in which the Property is located, nor will it substantially or permanently impair the appropriate use of the adjacent properties. The Property has been used as a hospital for many years, and the proposed signage is consistent with and incidental to that established institutional use. The surrounding area is characterized by commercial and industrial uses along Schoenersville Road, and hospital identification signage is expected and appropriate.

B. In the Alternative, Variance From § 1320.80(a)(14): Request to Permit the Installation of 241.1 Square Feet of Wall Signage on the East Elevation and 116 Square Feet of Wall Signage on the South Elevation Where 40 Square Feet Is Permitted.

In the alternative, if the Zoning Hearing Board determines that a special exception is not the appropriate form of relief, Applicant seeks a variance from the Zoning Ordinance §

1320.80(a)(14) to permit the installation of approximately 241.1 square feet of wall signage on the east elevation of the hospital building and approximately 116 square feet on the south elevation, where the Zoning Ordinance limits wall sign area for institutional uses to 40 square feet per principal building side facing onto a street.

The Property presents unique physical characteristics that create unnecessary hardship if the strict dimensional requirements are applied. The total hospital campus encompasses over 30 acres with an extensive building footprint, and the emergency department expansion adds significant new building area that requires adequate identification. The scale of the hospital building and the nature of the institutional use require signage commensurate with the size and function of the facility to be visible from the public roadway and to effectively guide patients to the emergency entrance. Limiting the hospital to 40 square feet of wall signage (an allowance better suited to smaller institutional uses) would be inadequate for a major regional hospital serving the Lehigh Valley.

Strict enforcement of the 40-square-foot limitation in this context would impose an unnecessary hardship, as it would effectively prohibit the Applicant from installing signage that is reasonably necessary to identify the hospital, promote wayfinding, and ensure patient and public safety. The proposed signage is consistent with standard hospital identification practices and is the minimum necessary to serve the facility's healthcare mission.

This variance, if authorized, will not alter the essential character of the Institutional Zoning District in which the Property is located, nor will it substantially or permanently impair the appropriate use of the adjacent properties, or be detrimental to the public welfare. The proposed signage will be static, non-flashing, and non-animated, and will be designed and installed in a professional manner consistent with the character of the hospital campus. The signage will not create glare, light trespass, or visual nuisance to adjacent p[roperties].

Conclusion

For the reasons stated herein, Applicant respectfully requests the Zoning Hearing Board to grant Applicant's requested relief. Applicant reserves the right to present additional reasons, evidence, and testimony at the hearing scheduled for **May 27, 2026**.

Good morning,

Your application for permit has been reviewed by the Zoning Officer and additional information is required as follows:

- You are proposing 327 sq ft of wall signage. Zoning Ordinance 1320.08(a)(14) limits you to 40 sq ft.

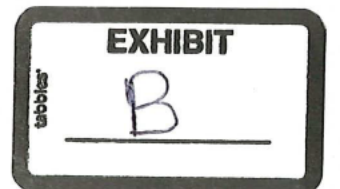
Signs for institutional uses in an Institutional District shall involve a maximum of 40 square feet of wall sign area per principal building side facing onto a street and a maximum of 40 square foot freestanding sign per principal building per street frontage. In addition, one 50 square foot freestanding sign shall be allowed at each entryway to a college or university campus or hospital complex along a public street. In addition, one projecting sign shall be allowed per principal building, which shall have a maximum size of 8 square feet.

If you have any questions regarding the above you may contact the Zoning Officer, David Taylor, at 610-997-7640 or dtaylor@bethlehem-pa.gov.

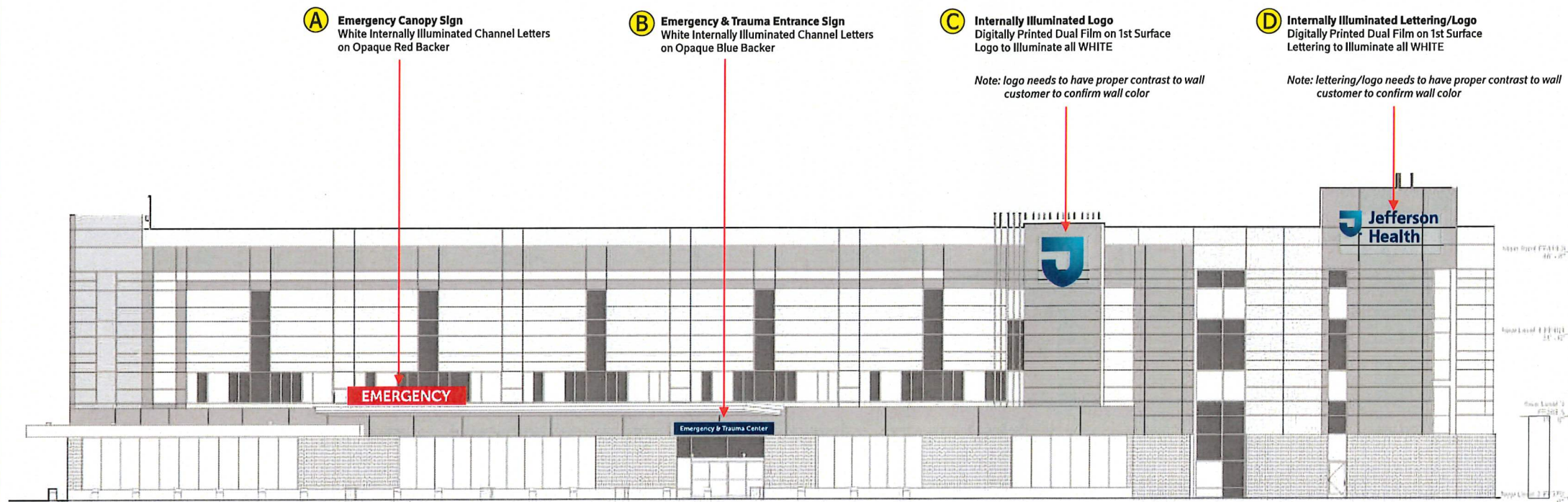
Tina Roberts
Permit Coordinator
Code Enforcement
City of Bethlehem
10 E. Church Street
Bethlehem, PA 18018

PLEASE NOTE: The Permit Office is CLOSED Wednesday afternoons to walk-ins from 1:00 PM to 4:30 PM.

Thank you for your patience and understanding.



East Elevation



1 Exterior Elevation - East

Not to Scale



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Customer:

Jefferson Health

Location:

Muhlenberg

Address:

2545 Schoenersville Rd.,
Bethlehem, PA 18017

Project:

Exterior ED Expansion

Drawing Number:

NH0054

Date / Revisions:

06/13/25	03/13/26
12/05/25	04/06/26
12/22/25	04/15/26
02/17/26	

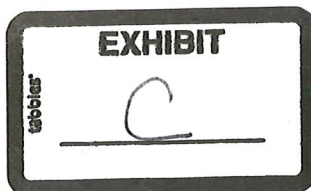
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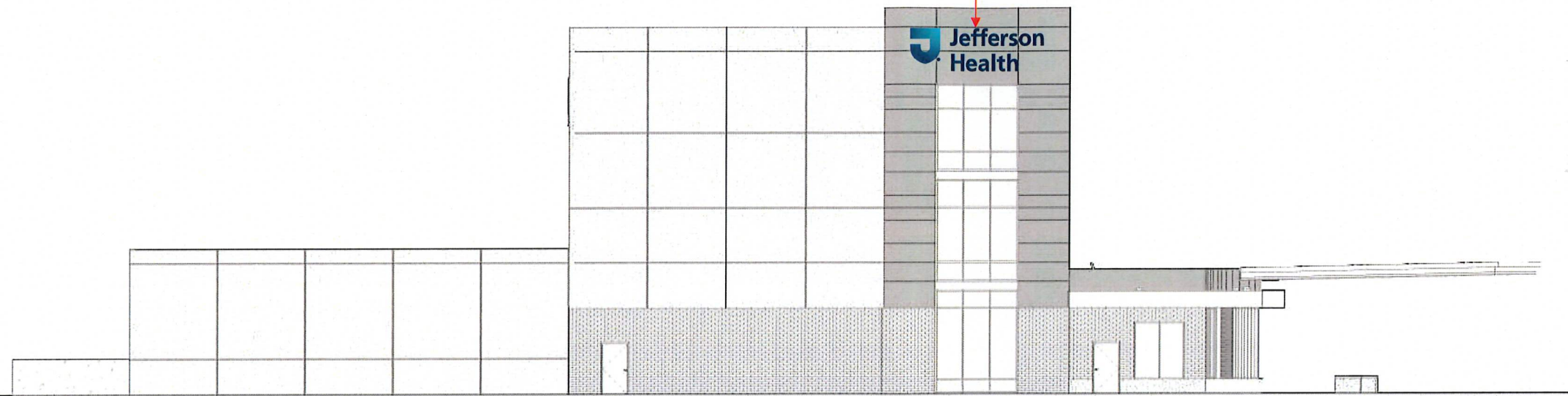
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South Elevation

E Internally Illuminated Lettering/Logo
Digitally Printed Dual Film on 1st Surface
Lettering to illuminate all WHITE

*Note: lettering/logo needs to have proper contrast to wall
customer to confirm wall color*



2 Exterior Elevation - South
Scale: 1/16" = 1' - 0"



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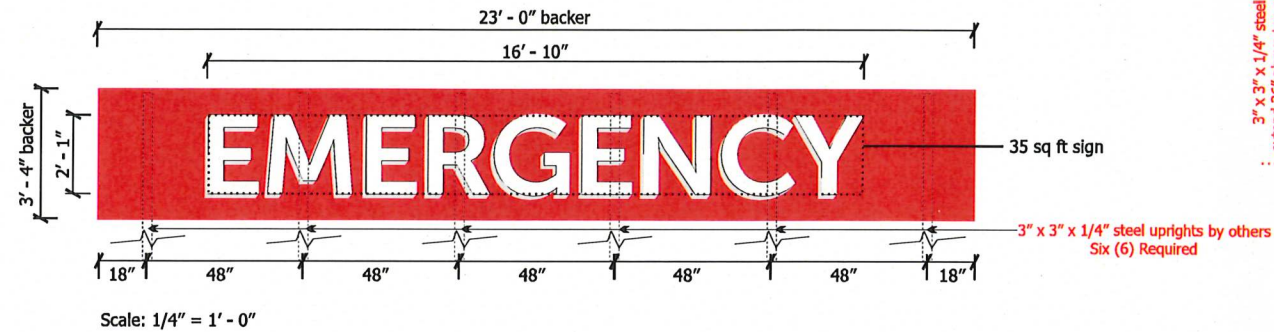
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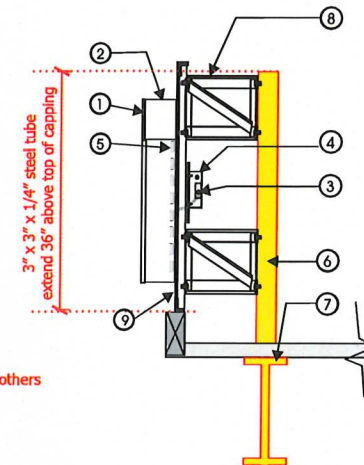


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R e e d S i g n C o m p a n y, L L C.

A Emergency Canopy Sign (35 sq ft)
 White Internally Illuminated Channel Letters
 on Opaque Red Backer
 Approximate Size
 3'-4" h x 23'-0" backer / 25" h letters



Typical Construction Shown
 (actual field conditions TBD)



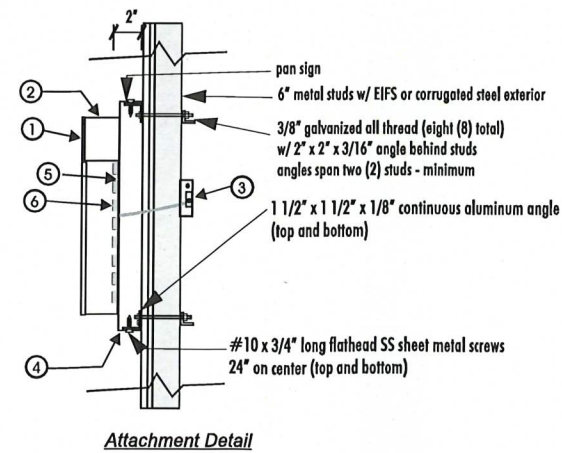
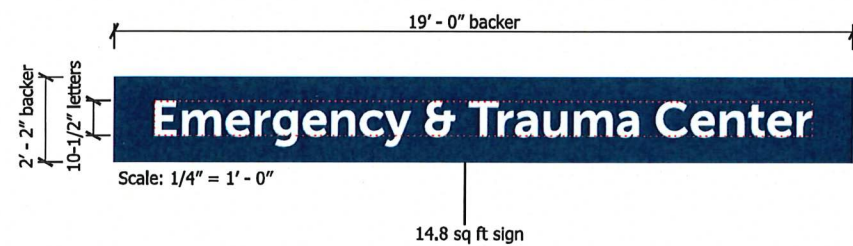
Legend

- 1/2" acrylic pocket routed faces w/ translucent white vinyl overlay
- 4" deep .040 white aluminum returns
- 120 v 12 v LED power supply w/ shut-off switch
- 2" x 6" x 1/8" aluminum wiring raceway
- 12v WHITE LED lighting
- 3" x 3" x 1/4" TS (top capped) to extend 8" above top of canopy trim - weld to existing horizontal I Beam (By Others)
- existing I beam (4" top flange)
- 2" x 2" x 3/16" alum. frame with aluminum tube uprights every 4'
- 1/8" painted ACM aluminum backer

U.L. Listed & Labeled

B Emergency & Trauma Entrance Sign (14.8 sq ft)
 White Internally Illuminated Channel Letters
 on Opaque Blue Backer

Approximate Size
 2'-2" h x 19'-0" backer / 10 1/2" h letters



Legend

- 1/2" acrylic pocket routed faces w/ translucent white vinyl overlay
- 4" deep .040 white aluminum returns
- 120 v 12 v LED power supply w/ shut-off switch
- 2" deep .090 pan formed aluminum backer
- .040 aluminum backs
- 12v LED lighting

U.L. Listed & Labeled



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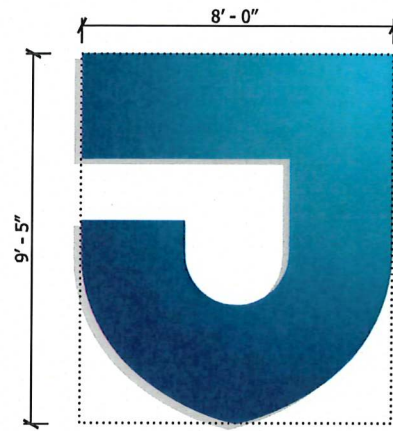
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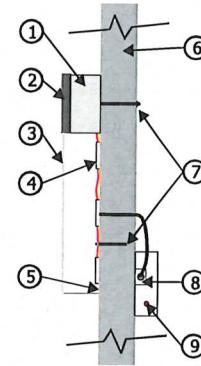


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C Internally Illuminated Logo (75.3 sq ft)
Digitally Printed Dual Film on 1st Surface
Logo to Illuminate all WHITE



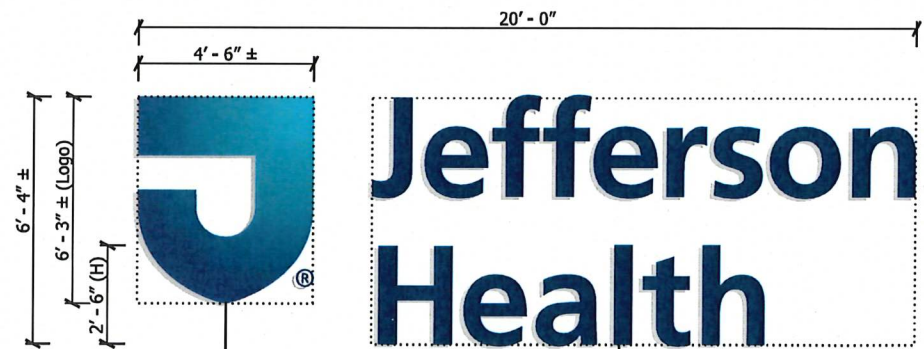
Scale: 1/4" = 1' - 0"



Trim Face Channel Letter
Pin Mount on Stud Wall

Legend	
1.	6" Deep Jefferson Silver .060 welded aluminum returns
2.	1" deep Jefferson Deep Blue Jewelite trim-cap
3.	3/16" high impact resistant acrylic faces w/ Dual Color vinyl overlay
4.	12v LED lighting
5.	.090" aluminum backs w/ polar white reflective finish
6.	wall surface / 2" EIFS over plywood (typical) / 6" metal studs
7.	Attachment TBD
8.	120v ~ 277v / 12v power supplies
9.	disconnect switch power supply junction box
Note: dedicated 120v, circuit by others	
U.L. Listed & Labeled	

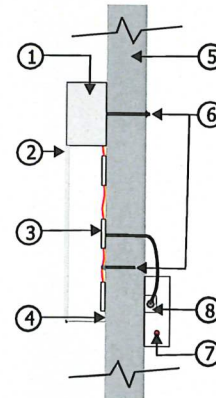
DE Internally Illuminated Lettering/Logo (116 sq ft)
Digitally Printed Dual Film on 1st Surface
Logo & Lettering to Illuminate all WHITE



28 sq ft sign

88 sq ft sign

Scale: 1/4" = 1' - 0"



Pocket Route Channel Letter
Pin Mount on Stud Wall

Legend	
1.	4" Jefferson Silver .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
Note: dedicated 120v, circuit by others	
U.L. Listed & Labeled	



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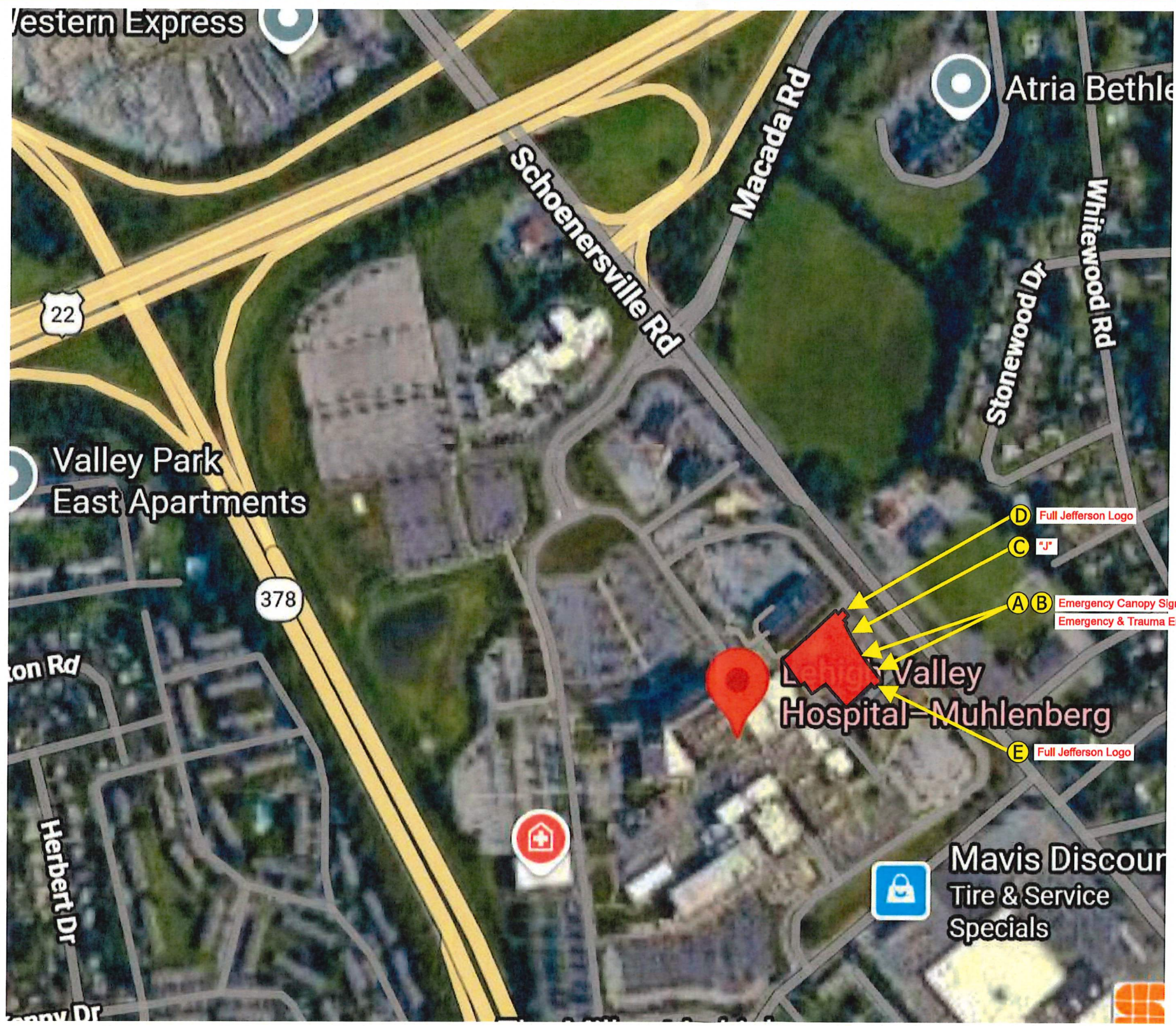
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Proposed Signs to be Removed

Existing 37.2 sq ft sign to be removed



Existing 10 sq ft sign to be removed



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Solutions



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