

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 replace existing signage with a
new projecting sign at 306 South New 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 #890 -- The Applicant proposes to replace existing signage with a new projecting sign at 306 South New Street.

OWNER / APPLICANT: Greenway I, Inc. / John Trapani, Zest

The Commission upon motion by Mr. Simonson 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 replace existing signage with a new projecting sign was presented by John Trapani and Norm Williamson.
2. Appropriate details for new blade signage include:
 - a. projecting sign is located above entry-level façade, near northwest corner along West Third Street; offset between back of sign and exterior building façade is 12-inches while underside of sign is 10-feet above public sidewalk
 - b. double-sided blade sign measures 108-inches tall x 30-inches wide x maximum 10-inches thick; **note:** Applicant agrees to limit thickness as much as possible while avoiding hot spots
 - c. body of sign is .090-inch aluminum tube frame, with all surfaces painted black in color
 - d. hanging brackets include two 3-inch x 3-inch aluminum arms spaced 74-inches on center affixed to 10-inch x 12-inch steel plates using 1/2-inch thru-bolts into existing exterior facade; all metal components painted black in color
 - e. lettering is 1/2-inch-thick white acrylic push-through letters with internal LED illumination; includes word "ZEST" corporate logo in very large, bold, sans-serif, stenciled, all upper-case, individual letters oriented vertically; next text line includes phrase "BAR + GRILLE" followed by final text line "6TH FLOOR" in small, bold, sans-serif, all upper-case letters oriented horizontally
 - f. interior LED illumination is maximum 3000-Kelvin color temperature
 - g. no raceways, junction boxes or conduits associated with proposed internal illumination are visible on building façade

The motion was unanimously approved, with Mr. Evans, Mr. Simonson and Ms. Strasser voting in favor of the motion. 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

By: Jet Lab

Date of Meeting: September 21, 2026

Title: Historic Officer