

City of Bethlehem, Pennsylvania

APPLICATION FOR CERTIFICATE OF APPROPRIATENESS (COA)

Building address 120 W. 3rd St.
Owner of building Cynthia Rockel
Owner's email & mailing address 120 W. 3rd St. Bethlehem, PA 18015
Applicant Fast Signs Allentown - Kevin Wenck
Applicant's email & mailing address [Redacted]
Street and Number 700 N. 13th St City Allentown State PA Zip Code 18102

APPLICANT MUST ATTEND MEETING FOR CASE TO BE HEARD.
USE THE CHECKLIST ON THE BACK OF THIS APPLICATION TO ENSURE YOUR SUBMISSION IS COMPLETE.

Historic & Architectural Review Board - Application form, photographs, and drawings must be submitted by 12:00 Noon on the last Wednesday of the month in order to be placed on the agenda for the next meeting.

South Bethlehem & Mount Airy Historic Conservation Commission - Application form, photographs, and drawings must be submitted by 12:00 noon on the second Monday of the month in order to be placed on the agenda for the next meeting.

1. PHOTOGRAPHS - Photographs of your building and neighboring buildings must accompany your application.

2. TYPE OF WORK PROPOSED - Check all that apply. Please bring any samples or manufactures specifications for products you will use in this project.

- Trim and decorative woodwork
Siding and Masonry
Roofing, gutter and downspout
Windows, doors, and associated hardware
Storm windows and storm doors
Shutters and associated hardware
Paint (Submit color chips - HARB only)
Skylights
Metal work
Light fixtures
[X] Signs
Demolition
Other

3. DRAWINGS OF PROPOSED WORK - Required drawings must accompany your application. Please submit ONE ORIGINAL AND TEN (10) COPIES OF DRAWINGS, PHOTOGRAPHS, APPLICATION FORM, AND ANY SPECIFICATIONS

- [X] Alteration, renovation, restoration (1/4 or 1/8"=1'0" scale drawings required IF walls or openings altered.)
New addition (1/4" or 1/8"=1'0" scale drawings: elevations, floor plans, site plan)
New building or structure (1/4" or 1/8"=1'0" scale drawings: elevations, floor plans, site plan)
Demolition, removal of building features or building (1/4" or 1/8"=1'0" scale drawings: elevation of remaining site and site plan)
A scale drawing, with an elevation view, is required for all sign submittals

4. DESCRIBE PROJECT - Describe any work checked in #2 and #3 above. Attach additional sheets as needed.

Remove existing Signs from Building, free standing pylon Cabinet (Leaving pole) & small directional signs, & Install New Signs to replace the old w/ the New Logo Signs. Pylon sign to get a pole dressing as well

5. APPLICANT'S SIGNATURE

[Handwritten Signature]

DATE: 9/5/18



# Comfort

**PROJECT NUMBER:**

**PROPERTY BRAND/EXTENSION:**  
COMFORT SUITES

**PROPERTY LOCATION:**

**DATE:** 7/31/18

**PREPARED BY:** CA

**PROPERTY CODE:** PA209

120 W. 3rd. St.  
Bethlehem, PA18015

**SALES REP:** Jason Offutt

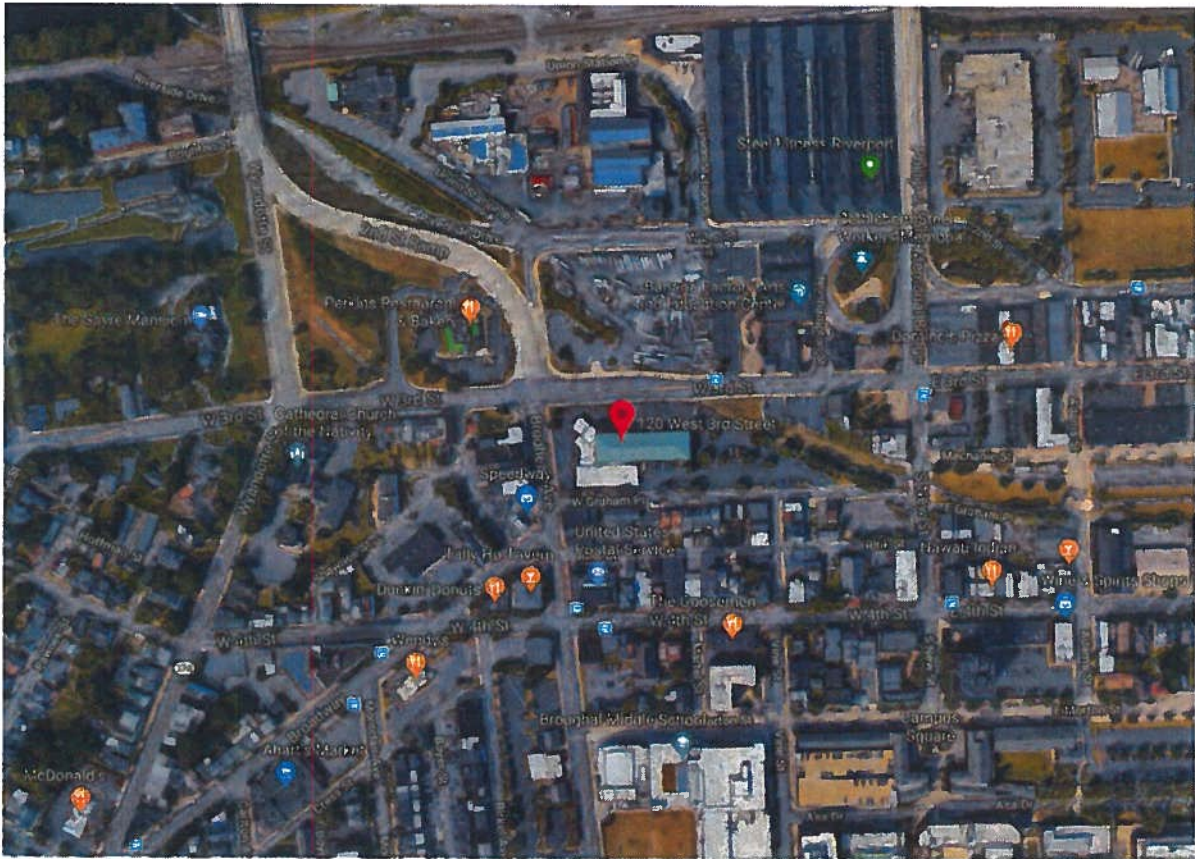
**On Property Contact  
& E-Mail Address:**

Cynthia Rockel  
gm.pa209@choicehotels.com



Phone: (800) 224-1366  
choice@acesigncompany.com

# LOCATION MAP



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# SITE PLAN

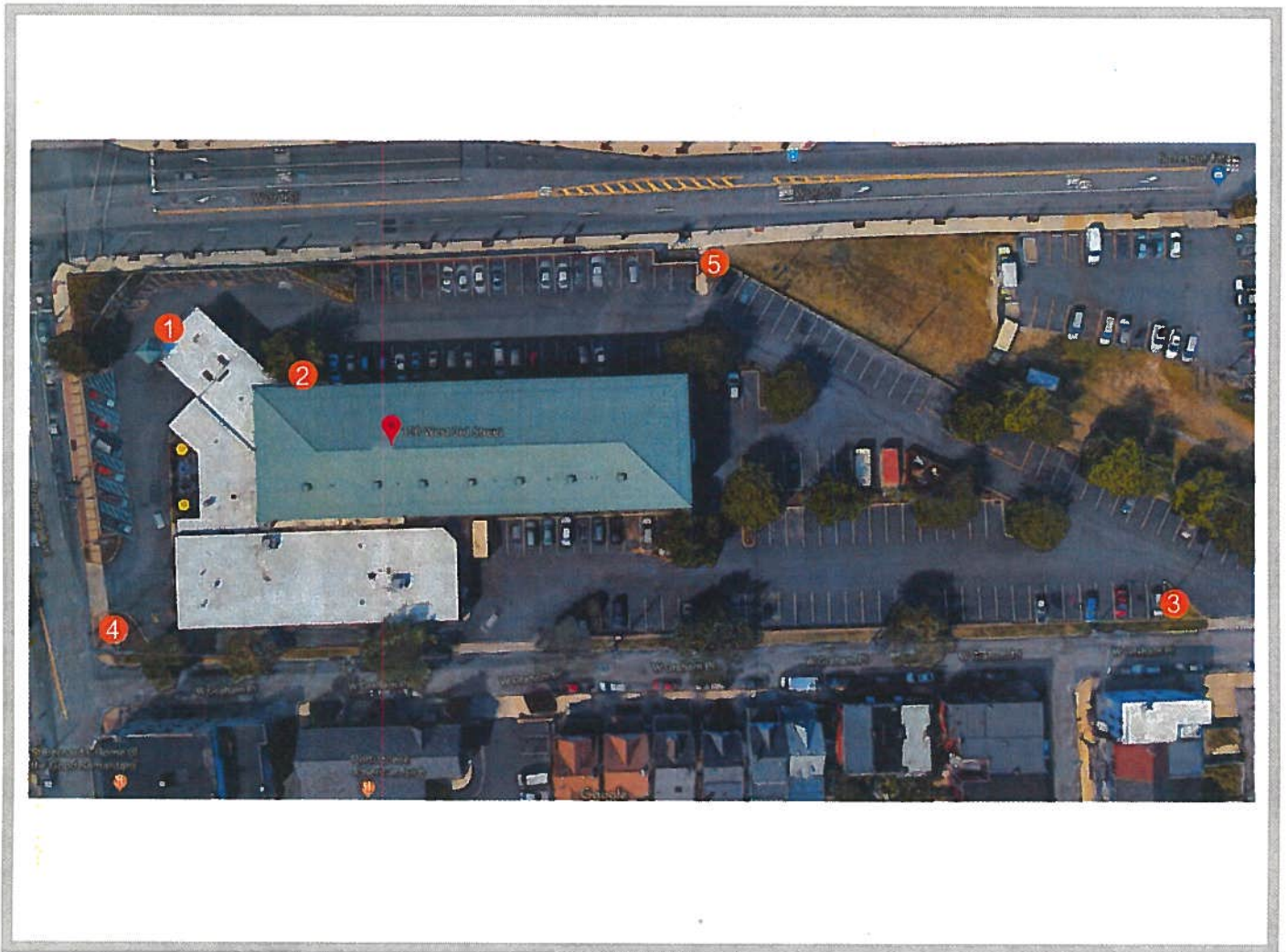
## NEW CONSTRUCTION/EXISTING SIGNAGE

### PROPOSED SIGNS:

- 1 CHANNEL LETTERS
- 2 CHANNEL LETTERS
- 3 DIRECTIONAL
- 4 DIRECTIONAL
- 5 MID-RISE PYLON

### EXISTING SIGNS:

- 1 CHANNEL LETTERS
- 2 CHANNEL LETTERS
- 3 DIRECTIONAL
- 4 DIRECTIONAL
- 5 MID-RISE PYLON



**STREET ADDRESS**  
**CITY, ST**

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# VISIBILITY OVERVIEW

**1** Across Street View - North



**2** Across Street View - North East



**3** Across Street View - East



**4** Across Street View - South East



**5** Across Street View - South



**6** Across Street View - South West



**7** Across Street View - West



**8** Across Street View - North West



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# VISIBILITY OVERVIEW

**9** Approach to Property (one)



**10** Approach to Property (two)



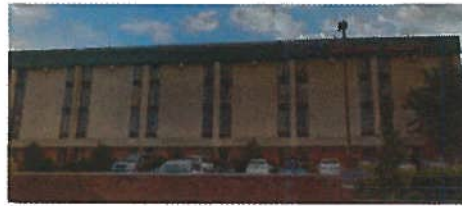
**11** Approach to Property (three)



**12** Approach to Property (four)



**13** North Side of Building (on-site)



**14** East Side of Building (on-site)



**15** South Side of Building (on-site)



**16** West Side of Building (on-site)



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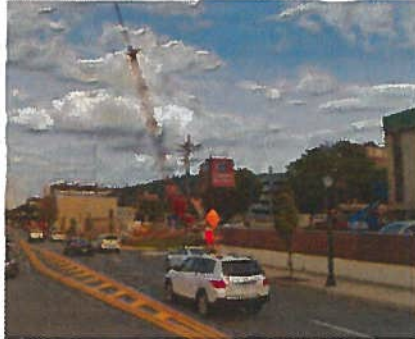
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# VISIBILITY OVERVIEW

17 Pylon (Side 1)



18 Pylon (Side 2)



19 Monument



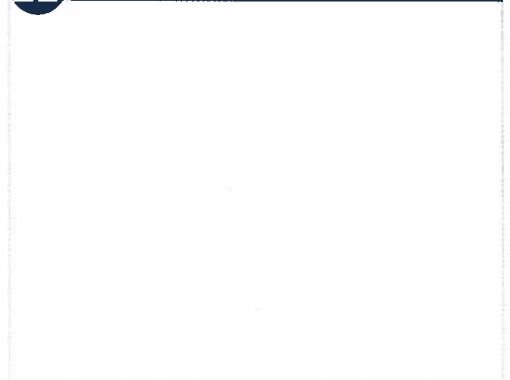
20 Directional 1



21 Directional 2



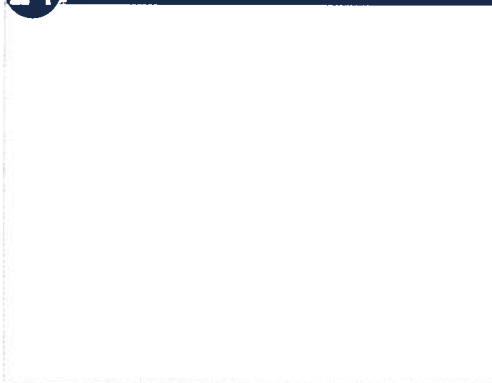
22 Directional 3



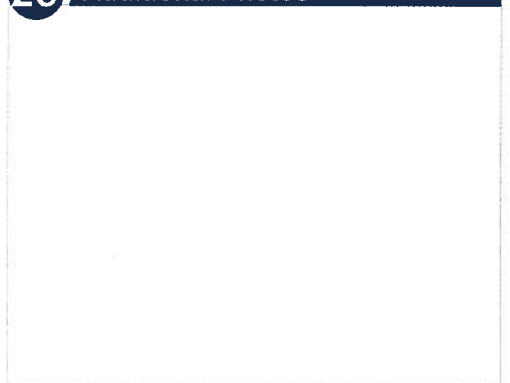
23 Additional Photos



24 Additional Photos



25 Additional Photos



**\*\*If any brand signage is found off site, please include in survey.\*\***

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# CONDITION OVERVIEW

## WALL CONDITIONS (NOTE THE CONDITION OF EACH WALL WITH SIGNAGE APPLIED)

CORRUGATED METAL SURFACE WILL NEED SUBSTANTIAL PATCHWORK. PAINT IS VERY FADED.

EIFS WALL WILL NEED REPAIRS AND REFINISH ENTIRE WALL.

## SIGN ACCESS

LIMITED ACCESS ON CHANNEL LETTERS. WIREWAYS ARE NEEDED.

## WALL COLOR

PMS5483C- METAL  
PMS7527C- EIFS

## OTHER COMMENTS

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### SURVEY INFORMATION

Wall Measurements: 69" H 335" W  
 (Please measure entire architectural elevation to determine available space for replacement signage)

Letter Height: 36" H 280" W 5" DEPTH

Elevation(North/South/East/West): NW

Building Facia Type: EIFS Wall Color Match PMS7527C

Building provides adequate access behind wall for electrical install? NO

Mounting Requirements (Wireway, Direct Building Mount, etc.) WIREWAY

Will the building require repairs due to sign removal or new install? YES. PATCH AND REPAINT ENTIRE WALL



BEFORE PICTURE



PROPOSED SIGNAGE

#### RECOMMENDATION COMMENTS:

- Descriptive difference between current and proposed signage.  
 (Example: Number of signs, location, etc.)

NO CHANGE

- Why is the proposed signs being added and/or removed.

BRANDING UPGRADE

- Describe why a proposed sign is contrary to brand guidelines.  
 (What is the solution & why must it be done?)

- List all CODE RESTRICTIONS.

24" LINEAR CHANNEL LETTERS



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### SURVEY INFORMATION

Wall Measurements: 48" H 265' W  
 (Please measure entire architectural elevation to determine available space for replacement signage)

Letter Height: 42" H 35' W 5" DEPTH

Elevation(North/South/East/West): NORTH

Building Facia Type: METAL Wall Color Match PMS5483C

Building provides adequate access behind wall for electrical install? NO

Mounting Requirements (Wireway, Direct Building Mount, etc.) WIREWAY

Will the building require repairs due to sign removal or new install? YES. METAL WILL NEED TO BE REPAIRED



BEFORE PICTURE



PROPOSED SIGNAGE

**RECOMMENDATION COMMENTS:**

- Descriptive difference between current and proposed signage.  
 (Example: Number of signs, location, etc.)

NO CHANGE

- Why is the proposed signs being added and/or removed.

BRANDING UPGRADE

- Describe why a proposed sign is contrary to brand guidelines.  
 (What is the solution & why must it be done?)

- List all CODE RESTRICTIONS.

20" LINEAR CHANNEL LETTERS



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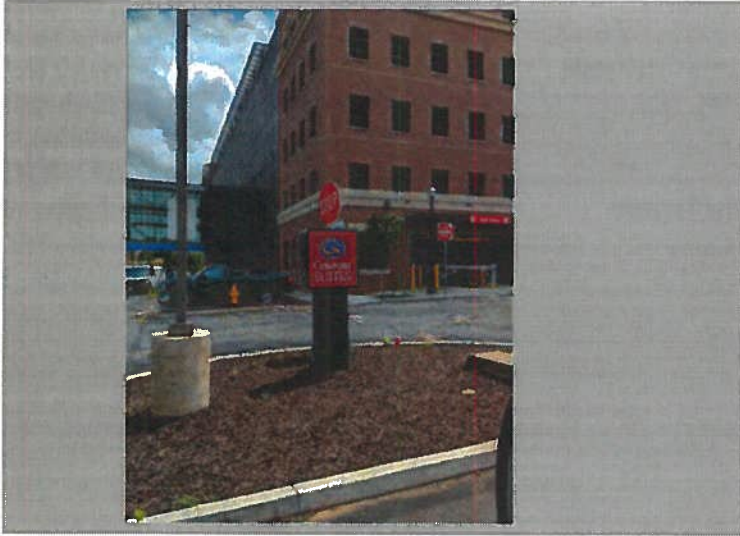


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# FREE STANDING SIGNAGE

## SURVEY INFORMATION

Overall Height: 77" (total height of cabinet and structure from grade)  
 Pole Circumference: 2" SQUARE Wall thickness: \_\_\_\_\_ (Bottom Stage)-provide height of each stage  
 Pole Circumference: \_\_\_\_\_ Wall thickness: \_\_\_\_\_ (Second Stage if applicable)-provide height of each stage  
 Pole Circumference: \_\_\_\_\_ Wall thickness: \_\_\_\_\_ (Third Stage if applicable)-provide height of each stage  
 Condition of Pole (Good/Fair/Bad/Unsafe): \_\_\_\_\_ Existing Electrical Service at Pole(yes/no): \_\_\_\_\_  
 Center to Center: \_\_\_\_\_ (If more than 1 pole)  
 Pole Cover: Height: 44" Width: \_\_\_\_\_ Depth: 6" (If Applicable)  
 Pole Cover Surface: Color: BLACK Material: ALUM Service Access: \_\_\_\_\_ (If Applicable)  
 Comments on structure condition: \_\_\_\_\_  
 Foundation Information if available: \_\_\_\_\_  
 Cabinet Size: 31" H 33" W 12" Depth (Cabinets and Wall Signs)  
 Elevation(North/South/East/West): SE Match Plate Size: \_\_\_\_\_ Anchor Bolt Size \_\_\_\_\_



BEFORE PICTURE



PROPOSED SIGNAGE

**RECOMMENDATION COMMENTS:**

- Descriptive difference between current and proposed signage.  
 (Example: Number of signs, location, etc.)

NO CHANGE

- Why is the proposed signs being added and/or removed.

BRANDING UPDATE

- Describe why a proposed sign is contrary to brand guidelines.  
 (What is the solution & why must it be done?)

- List all CODE RESTRICTIONS.

48" DIRECTIONAL



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# FREE STANDING SIGNAGE

## SURVEY INFORMATION

Overall Height: 77" (total height of cabinet and structure from grade)

Pole Circumference: 2" SQUARE Wall thickness: \_\_\_\_\_ (Bottom Stage)-provide height of each stage

Pole Circumference: \_\_\_\_\_ Wall thickness: \_\_\_\_\_ (Second Stage if applicable)-provide height of each stage

Pole Circumference: \_\_\_\_\_ Wall thickness: \_\_\_\_\_ (Third Stage if applicable)-provide height of each stage

Condition of Pole (Good/Fair/Bad/Unsafe): \_\_\_\_\_ Existing Electrical Service at Pole (yes/no): \_\_\_\_\_

Center to Center: \_\_\_\_\_ (If more than 1 pole)

Pole Cover: Height: 44" Width: \_\_\_\_\_ Depth: 6" (If Applicable)

Pole Cover Surface: Color: BLACK Material: ALUM Service Access: \_\_\_\_\_ (If Applicable)

Comments on structure condition: \_\_\_\_\_

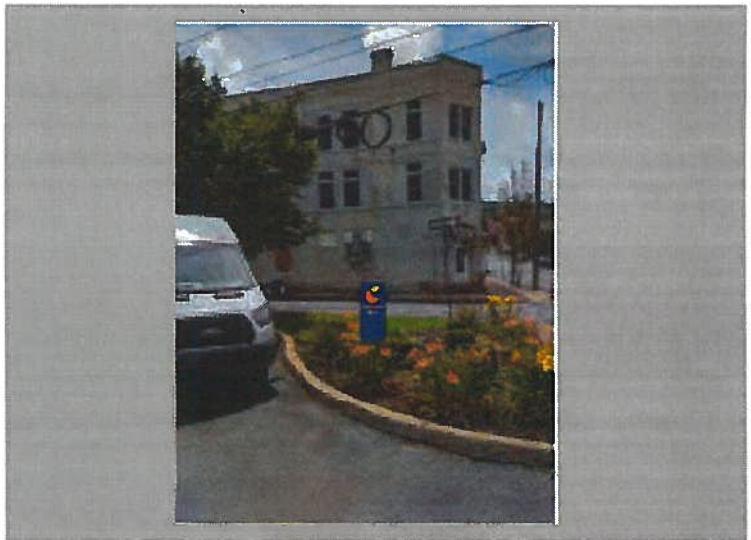
Foundation Information if available: \_\_\_\_\_

Cabinet Size: 31" H 33" W 12" Depth (Cabinets and Wall Signs)

Elevation(North/South/East/West): WEST Match Plate Size: \_\_\_\_\_ Anchor Bolt \_\_\_\_\_



BEFORE PICTURE



PROPOSED SIGNAGE

**RECOMMENDATION COMMENTS:**

- Descriptive difference between current and proposed signage. (Example: Number of signs, location, etc.)

NO CHANGE

- Why is the proposed signs being added and/or removed.

BRANDING UPDATE

- Describe why a proposed sign is contrary to brand guidelines. (What is the solution & why must it be done?)

- List all CODE RESTRICTIONS.



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<b>DATE:</b> 7/31/18	<b>PREPARED BY:</b> CA	<b>PROPERTY CODE:</b> PA209	
<b>SALES REP:</b> Jason Offutt		<b>On Property Contact &amp; E-Mail Address:</b> Cynthia Rockel gm.pa209@choicehotels.com	

**ACE SIGN COMPANY**

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# FREE STANDING SIGNAGE

## SURVEY INFORMATION

Overall Height: 277" (total height of cabinet and structure from grade)  
 Pole Circumference: 9" Wall thickness: .25" (Bottom Stage)-provide height of each stage  
 Pole Circumference: \_\_\_\_\_ Wall thickness: \_\_\_\_\_ (Second Stage if applicable)-provide height of each stage  
 Pole Circumference: \_\_\_\_\_ Wall thickness: \_\_\_\_\_ (Third Stage if applicable)-provide height of each stage  
 Condition of Pole (Good/Fair/Bad/Unsafe): BAD Existing Electrical Service at Pole (yes/no): YES  
 Center to Center: \_\_\_\_\_ (If more than 1 pole)  
 Pole Cover: Height: \_\_\_\_\_ Width: \_\_\_\_\_ Depth: \_\_\_\_\_ (If Applicable)  
 Pole Cover Surface: Color: \_\_\_\_\_ Material: \_\_\_\_\_ Service Access: \_\_\_\_\_ (If Applicable)  
 Comments on structure condition: \_\_\_\_\_  
 Foundation Information if available: \_\_\_\_\_  
 Cabinet Size: 85" H 78" W 26" Depth (Cabinets and Wall Signs)  
 Elevation(North/South/East/West): NE Match Plate Size: 12"X12" Anchor Bolt Size \_\_\_\_\_



BEFORE PICTURE



PROPOSED SIGNAGE

**RECOMMENDATION COMMENTS:**

- Descriptive difference between current and proposed signage.  
 (Example: Number of signs, location, etc.)

NO CHANGE

- Why is the proposed signs being added and/or removed.

BRANDING UPGRADE

- Describe why a proposed sign is contrary to brand guidelines.  
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25' MID-RISE PYLON



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