

CITY OF BETHLEHEM

Department of Planning and Zoning

Interoffice Memo

TO: Planning Commission Members

FROM: Tracy E. Samuelson, Planning and Zoning Bureau

RE: Waiver Request for Projecting Sign at 510 E. 3rd Street

DATE: July 25, 2018

Enclosed are a sign waiver request letter from Bethworks Greenway A, LP and sign schematics for a projecting sign at Five10Flats. A sign waiver is being requested in accordance with Article 1308.01.c of the Zoning Ordinance for a projecting sign that exceeds the maximum projection and the maximum height above street grade. The request is as follows:


- Erection of an interior illuminated projecting sign (3' by 28') at front, projecting 4' from front building wall. Projection above grade is 52'. Section 1320.09.a.2.i of the Zoning Ordinance only permits signs to project up to 3'6" from the wall and the maximum height of the projecting sign cannot exceed 25' above grade.

Article 1308.01.c of the Zoning Ordinance allows waivers to the sign regulations to be granted by the Planning Commission for signs in the IR-R Zoning District if existing site conditions, the nature of the proposed use, hardships, or innovations in technology warrant a waiver.

Attached is a letter from Bethworks Greenway A, LP dated July 19, 2018, highlighting the reasons for the waiver request. We recommend the granting of the two waiver requests for the following reasons:

1. The width of the sign (3') is less than the maximum projection allowed (3'6") for a projecting sign. The brackets combined with the projecting sign exceed the maximum projection permitted from the wall (4' proposed).
2. The maximum permitted height of a projecting sign is a static amount (25') which does not take into account higher buildings as is the case with the subject 5 story building at 61 feet.
3. Wall signs are permitted to be located at any location on the front wall, whereas projecting signs do not have that same flexibility.

These waiver requests will be presented at the July 30, 2018 meeting.


Tracy E. Samuelson,
Assistant Director of Planning and Zoning

July 19, 2018

Tracy Samuelson
Assistant Director of Planning and Zoning
City of Bethlehem
10 E. Church Street
Bethlehem, PA 18018

RE: Five10Flats Request for Sign Modifications

Dear Mrs. Samuelson,

Please allow this letter to serve as a request to appear at the next meeting of the Bethlehem Planning Commission. The undersigned is the Owner/Developer of the property located at 510 E. Third Street, commonly known as Five10Flats. We are in receipt of the attached letter notification of the need to seek modifications from the standards of the Zoning Ordinance.

Bethworks Greenway A, LP specifically seeks a modification of Article 1320.09.a.2.i. The sign in question, and better depicted on the attached, projects 4' from the exterior building wall. The Zoning Ordinance permits a sign to extend 3'6". The request to extend the additional 6 inches allows the sign, which acts as the sole address marking for the building, to be more visible to residents, visitors and in the event of an emergency, first responders. Additionally, the proposed sign extends to 52' above grade, where the Zoning Ordinance permits 25'. The overall building height is 61' and therefore a sign that extends to a height of 52' is more appropriate in scale. Section 1320.09.a.2.i, allows wall signs to equal the height of the building and the proposed projecting sign will be 9' below the building height of 61'. Furthermore, the height of this sign is perched above both the tree line and utility lines, therefore again making it more visible to those living, visiting and serving the building.

The property is a redevelopment project located in the City's Industrial Redevelopment Residential zone. This building represents a pivotal foundation of the South Side resurgence and the request for modifications from the sign standards are appropriate given the size and scale of this redevelopment.

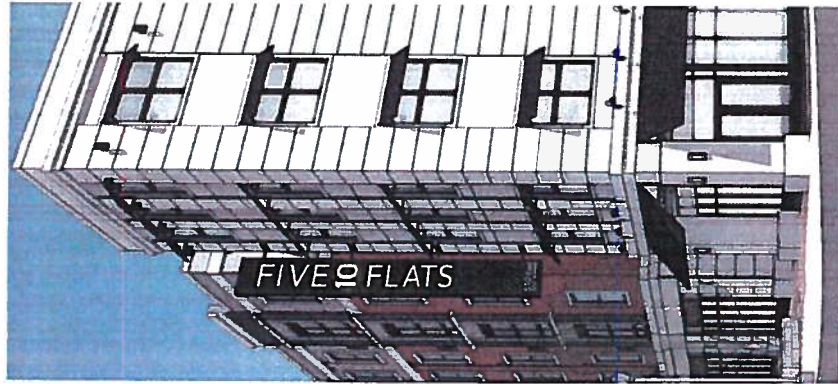
We look forward to an appearance at the next meeting of the Planning Commission to answer any questions.

Very truly yours,

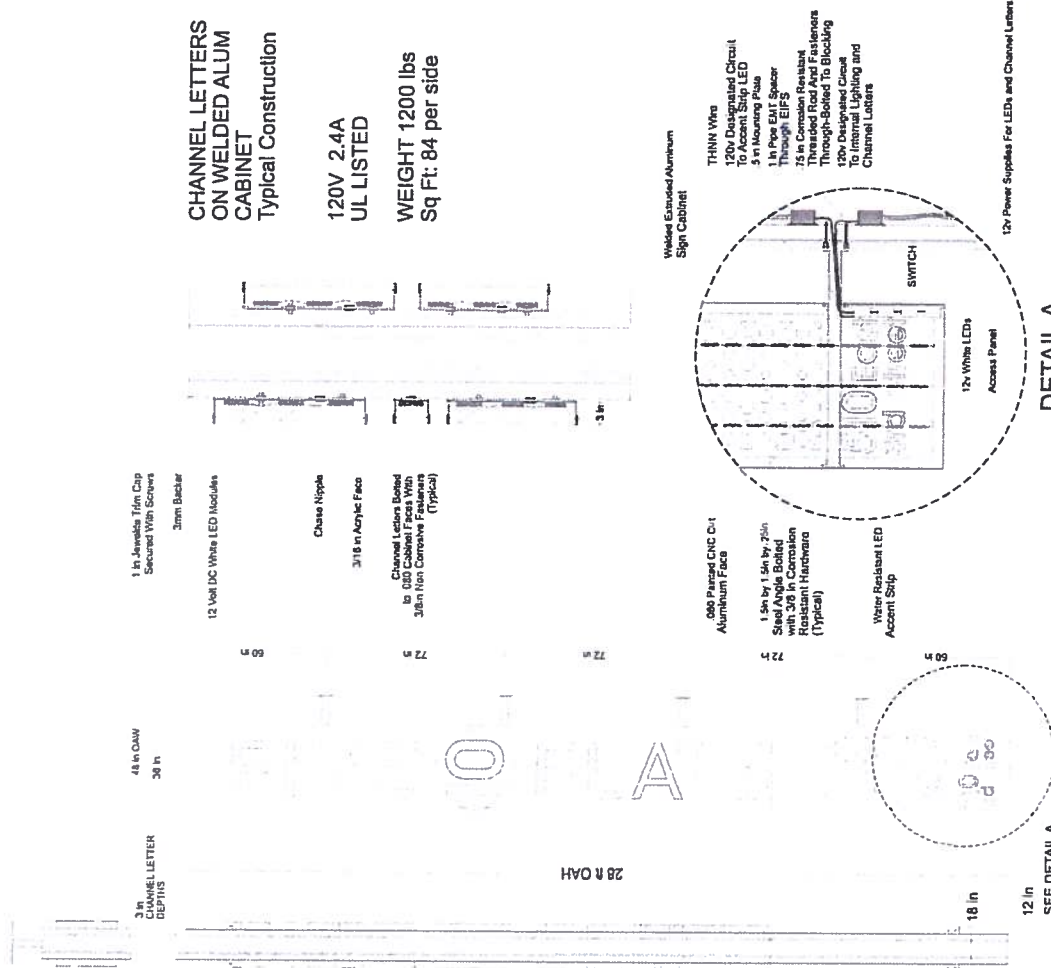


Rob de Beer
Bethworks Greenway A, LP

Five 10 Flats Proposed Signage 510 E 3rd St. Bethlehem, PA 18015



Above Images For Illustration Only
Actual Vertical Mounting Location
TBD By Blocking Installation



CHANNEL LETTERS ON WELDED ALUM CABINET
Typical Construction

120V 2.4A UL LISTED

WEIGHT 1200 lbs
Sq Ft: 84 per side



Date of Drawing: June 21, 2018
 Start Date: TBD
 Due Date: TBD

Estimate # 9632

Client/Location: Five 10 Flats
 Boyle Construction
 510 E 3rd Street
 Bethlehem PA 18015

COUNTY: Northampton
 MUNICIPALITY: Bethlehem City

File Name: B-Boyle Construction: Five 10 Flats V7 Final.rvt

Specifications:
 Type: Welded Aluminum and Steel illuminated DF Blade Sign

Size: as noted
 SCALE: NOT TO SCALE
 Version 7

RPM Signs and Lighting
 Email: info@rpmgsignandlighting.com
 Phone: 717-214-6831

Designer: King Paul
 Email: kpaui@rpmgsignandlighting.com

The proposed construction method shown on this drawing is intended to provide a general overview of the proposed construction. It is not intended to be a complete and final construction specification. The contractor shall be responsible for providing a complete and final construction specification. The contractor shall be responsible for obtaining all necessary permits and approvals. The contractor shall be responsible for ensuring that the construction complies with all applicable codes and regulations. The contractor shall be responsible for ensuring that the construction is completed within the specified time frame. The contractor shall be responsible for ensuring that the construction is completed to the satisfaction of the client.

Approved by _____ Date _____



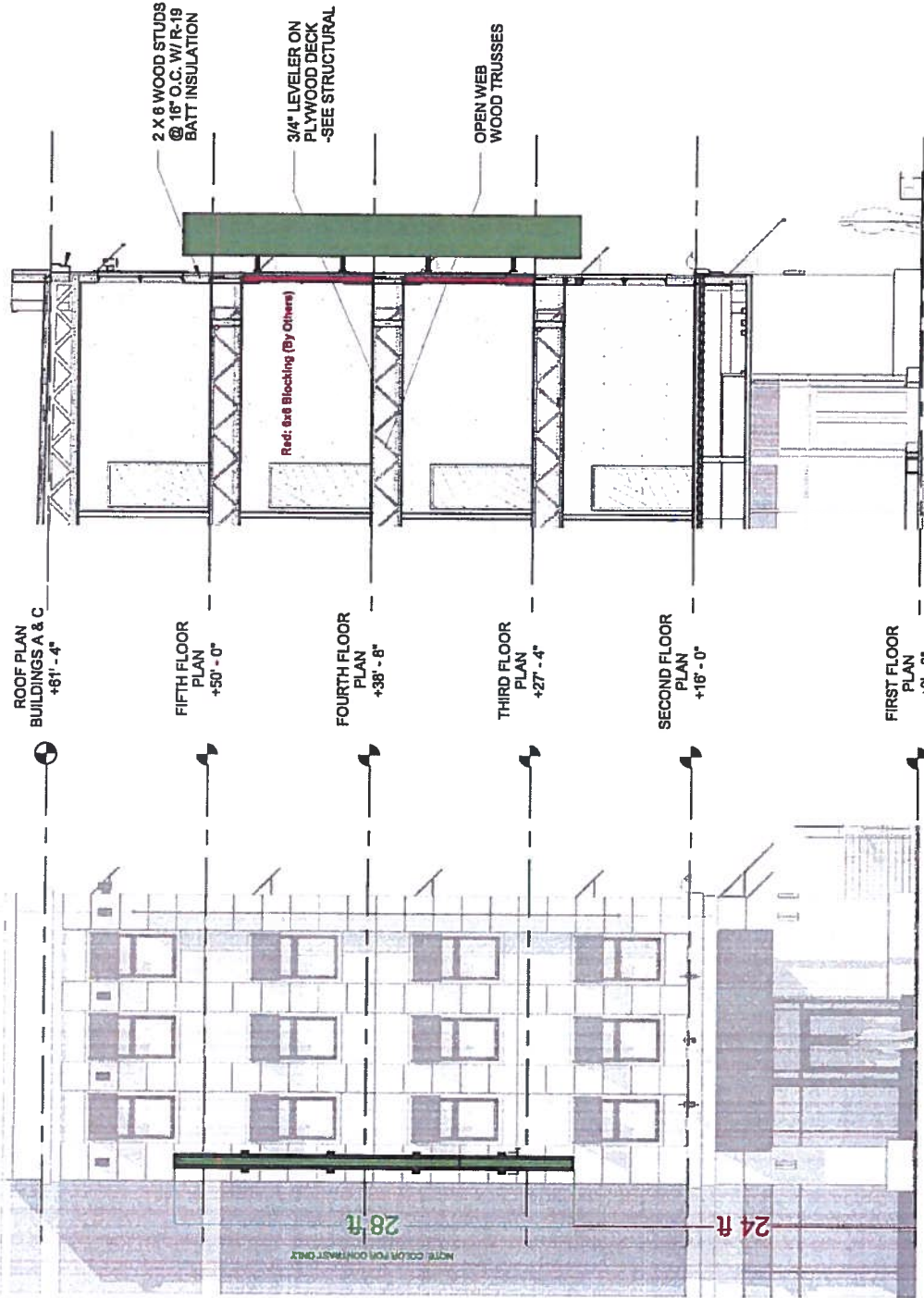
Date of Drawing: June 21, 2018
 Supt/Designer: lbd
 Drawn By: lbd
 Estimate #: 9632
 Client/Location:
 Five 10 Flats
 Boyle Construction
 510 E 3rd Street
 Bethlehem PA 18015
 COUNTY:
 Northampton
 MUNICIPALITY:
 Bethlehem City
 File Name:
 B:Boyle Construction: Five 10
 FlatsV7 Final.f

Specification:
 Type: Welded Aluminum and Steel
 Illuminated DF Blade Sign

Size: as noted
 SCALE: NOT TO SCALE
 Version 7

RPM Signs and Lighting
 Email: info@rpmgraphicslighting.com
 Phone: 717-214-6831

Designer: Kreg Paul
 Email: kregpaul@rpmgraphicslighting.com
 The proposed construction of this work, which is intended to be used for advertising purposes, is subject to the approval of the local authorities having jurisdiction. It is the responsibility of the client to obtain all necessary permits and approvals for the proposed construction. RPM Signs and Lighting and its designers shall not be held responsible for any delays or costs incurred by the client in obtaining the necessary permits and approvals. This drawing is for informational purposes only and is not to be used for construction without the approval of the local authorities having jurisdiction. All dimensions are in feet and inches unless otherwise noted. © 2018 RPM Signs and Lighting.



X Approved by

Date



717-214-6831
info@rpmsignandlighting.com

Date of Drawing: June 21, 2018

Start Date: TBD

Due Date: TBD

Estimate # 9632

Client/Location:

Five 10 Flats
Boyle Construction
510 E 3rd Street
Bethlehem PA 18015

COUNTY:

Northampton

MUNICIPALITY:

Bethlehem City

File Name:

B:Boyle Construction: Five 10 FlatsV7 Final.fls

Specifications:

Type: Welded Aluminum and Steel Illuminated DF Blade Sign

Size: as noted

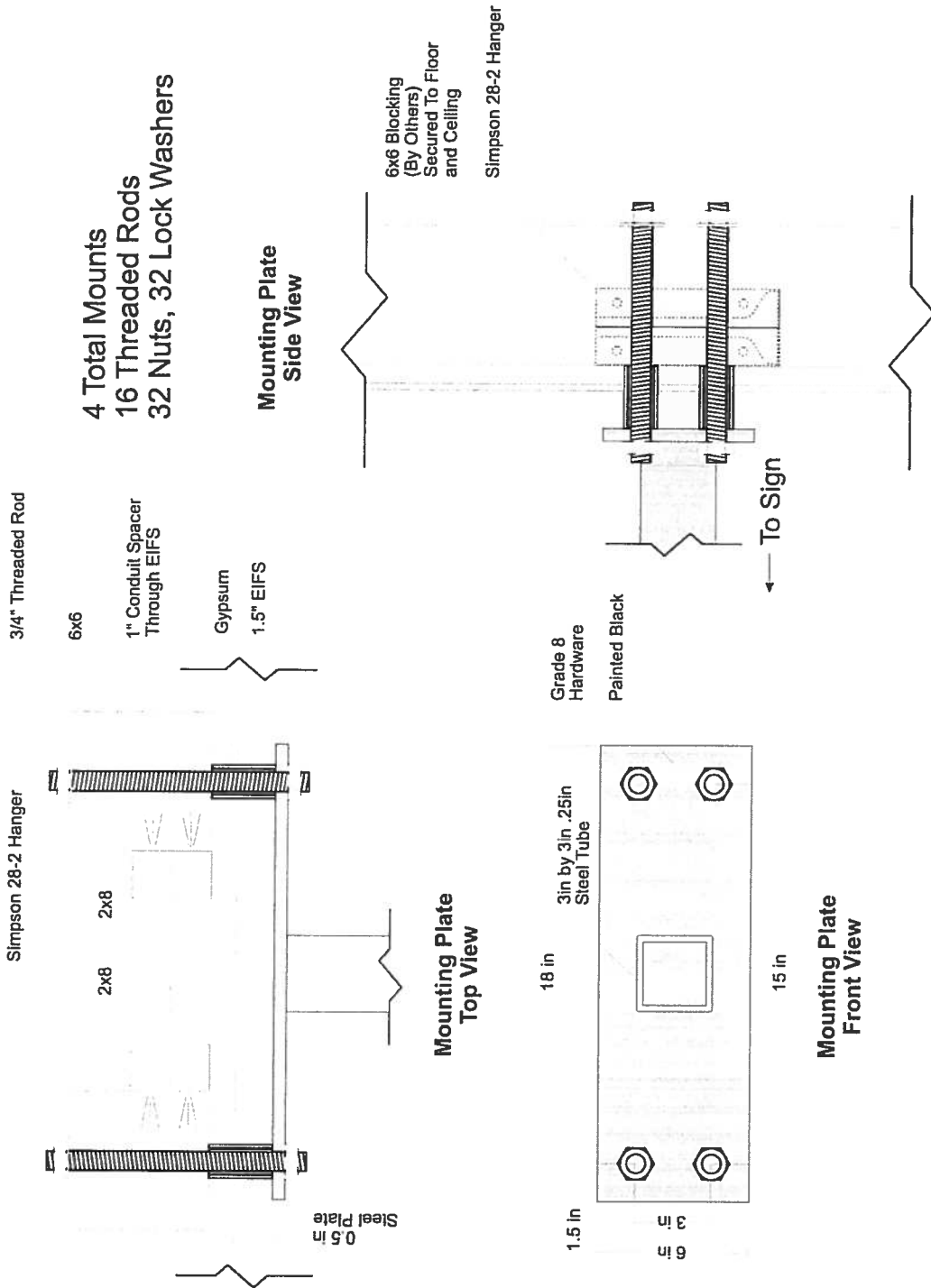
SCALE: NOT TO SCALE

Version 7

RPM Signs and Lighting
Email: info@rpmsignandlighting.com
Phone: 717-214-6831

Designer: Kreg Paul

Email: kregpaul@rpmsignandlighting.com
The information contained on this drawing is the property of RPM Signs and Lighting, Inc. It is to be used only for the specific project and location indicated. It is not to be used for any other project or location without the written consent of RPM Signs and Lighting, Inc. Any person reviewing this proposal understands that RPM Signs and Lighting, Inc. is not responsible for the accuracy of the information provided. RPM Signs and Lighting, Inc. is not responsible for the accuracy of the information provided. RPM Signs and Lighting, Inc. is not responsible for the accuracy of the information provided.



Approved by _____ Date _____



Date of Drawing: June 21, 2018

Start Date: TBD

Due Date: TBD

Estimate # 9632

Client Location:

Five 10 Flats
Boyle Construction
510 E 3rd Street
Bethlehem PA 18015

COUNTY:

Northampton
MANCHESTER
Bethlehem City

File Name:

B:Boyle Construction: Five 10 FlatsV5.is

Specifications:

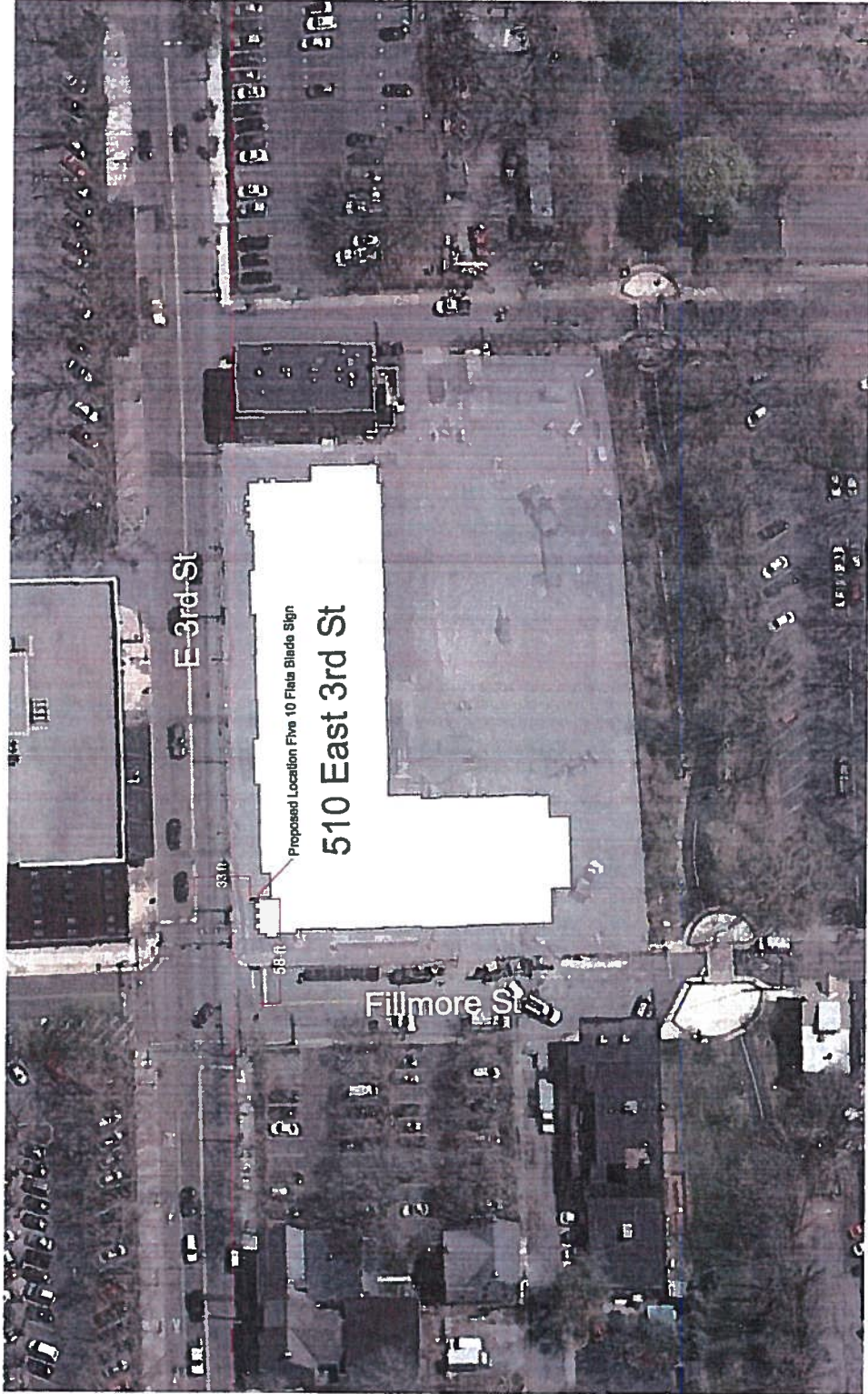
Type: Welded Aluminum and Steel
Illuminated DF Blade Sign

Size: as noted

SCALE: NOT TO SCALE

Version 7

Five 10 Flats Proposed Signage 510 E 3rd St. Bethlehem, PA 18015



X _____ / Date
Approved by

RPM Signs and Lighting
Email: info@rpmgraphicsignaling.com
Phone: 717-214-6831
Designer: Greg Paul
Email: greg.paul@rpmgraphicsignaling.com
The proposed signage is a registered trademark of RPM Signs and Lighting, which is owned by RPM Signs and Lighting. It is the exclusive property of RPM Signs and Lighting. It is to be used only for the purposes of the project and not for any other project. The use of this logo on any other project without the express written consent of RPM Signs and Lighting is strictly prohibited. RPM Signs and Lighting shall be held harmless for any and all claims, damages, and expenses, including reasonable attorneys' fees, arising out of or from the use of this logo on any other project without the express written consent of RPM Signs and Lighting.