

**CITY OF BETHLEHEM**

**HARB CERTIFICATE OF APPROPRIATENESS**

**DATE: 2 October 2019 REVISED**

**APPLICANT MUST ATTEND MEETING FOR CASE TO BE HEARD**

**Deadline for submittals is by noon, two weeks prior to the next scheduled meeting.**

**Submit original plus 10 copies.**

**HARB MEETING MINUTES AND SUBMISSION**

MEMBERS PRESENT

Fred Bonsall  
Rodman Young  
Connie Glagola  
Diana Hodgson  
Beth Starbuck  
Connie Postupack  
Marsha Fritz

VISITORS PRESENT

Glenn Kershaw  
Steven Feansam  
Jeremy Alleshouse  
Brian Hess  
Shaun Fuller  
Brian T. K.  
Amber Donato  
Corey Butz  
Bruce Haines  
Ed Courier, Bethlehem Press

MEMBERS ABSENT

Derrick Clark  
Phil Roeder

STAFF PRESENT

John T. Lee, AIA, Historic Officer Substitute  
E-Mail: [jlee@phillipsdonovanarchitects.com](mailto:jlee@phillipsdonovanarchitects.com)

MINUTES:

There were no comments on the 4 September 2019 Minutes. The minutes were approved unanimously as submitted. The 2 October 2019 meeting of HARB was called to order by Chairperson Fred Bonsall at 4:00 pm.

**Item #1:** The owner of the property located at 530 Main Street proposes to install a double sided blade sign for a business, Clusters Popcorn.

**There was nobody in the audience or attending today's meeting to represent this project. Therefore, a hearing was not held for this property.**

**Item #2:** The owner of the property located at 99 West broad Street proposes to install vinyl/decal signage for a business, Kavva's on Broad.

**There was nobody in the audience or attending today's meeting to represent this project. Therefore, a hearing was not held for this property.**

**Item #3:** The applicant/owner of the property located at 444 Main Street proposes to install new exterior lighting above the existing entryway, to light the existing blade sign, and to install a new parapet screening wall at the rear of the property.

**Property Location:** 444 Main Street

**Property Owner:** Moravian College

**Address:**

**Email:**

**Phone:**

**Applicant:** Same as above.

**Address:**

**Email:**

**Phone:**

**Proposed work:** The applicant proposes to install new exterior lighting above the existing entryway, to light the existing blade sign, and to install a new parapet screening wall at the rear of the property.

**Guideline Citation:** Secretary of Interior Standards No.(s) #9 & #10

**Evaluation, Effect on Historic District, Recommendations:** No negative impact to the historic district.

**Discussion - Item #3:** The applicant gave an overview of their proposal to add small spotlights to light the existing blade signage located on the front left side of the existing entranceway. In addition, the applicant is proposing the use of LED strip lights to light the entranceway, such lights to be located behind the existing fascia board. Beth Starbuck indicated that no spotlights should be used. Instead, the Board has, in the past, approved gooseneck type fixtures in the past. The applicant agreed to resubmit with a gooseneck type fixture and will email to Phillip Roeder for approval.

There ensued a mass discussion regarding the use of the strip lights and whether they are appropriate for this historic application. Several other types of entrance lights were discussed, such as wall sconces on either side of the entry or doorways. However, the existing trim and panels do not seem to allow for such an installation. The size of the strip light at only 2 ½" wide X 3 ½" H was discussed in relationship to the existing fascia board. John Lee asked for the dimension of the fascia, with the thought that it will hide the fixture. Ms. Donato indicated she did not know. John Lee suggested that a small section cut be drawn through the front entry, showing the light fixture, fascia board, and the face of building and sidewalk. This section shall indicate the relationship of the light fixture, fascia, and the light cut-off on the sidewalk. The strip light at the entryway discussion and decision was tabled pending further submissions.

The applicant also presented 2 sketches for the parapet/HVAC unit screen to the rear of the property. This screen wall was in response to complaints regarding the lack of visual appeal of the newly installed HVAC units on the rooftop of the existing 1 story portion of the building. The sketches indicated either a 20" high or a 40" high screen wall to hide the units. Mr. Lee pointed out that the alley in the rear is well above the elevation of the finished floor, and roughly even with the roof. Therefore, the 20" high screen will not effectively hide the units. It should be noted that the owner said that Phil Roeder, in his comments, had indicated that the ordinance regarding the view is from street level. Marsha Fritz and Bethe Starbuck had both discussed color and indicated that something in the dark to medium bronze color is preferable. John Lee suggested an anodized finish rather than the Kynar painted finish as being longer lasting.

**The HARB agreed to recommend that the Bethlehem City Council issue a certificate of Appropriateness for the 2 of the 3 items proposed:**

- Motion:** Beth Starbuck made a motion to approve the signage lighting with the following conditions:
1. The lights be revised to a gooseneck style fixtures, pending an emailed review of the new fixture when submitted for review.
  2. The fixture color shall be black.
- Second:** Diana Hodgson
- Motion:** Beth Starbuck made a motion to approve the 40" high screen wall with the following conditions:
1. The color of the screen wall to be either medium or dark bronze anodized or Kynar painted finish.
- Second:** Diana Hodgson
- Result of vote:** The vote was unanimous to approve the blade sign lighting upon resubmittal of an acceptable gooseneck style black fixture, and to install a 40" high screen wall in a medium or dark bronze finish.

**Item #4:** The owner of the property located at 14 East Market Street proposes to install a fence in the rear yard of their existing residence.

**Property Location:** 14 East Market Street

**Property Owner:** Glenn Kershaw

**Address:**

**Email:**

**Phone:**



**Applicant:** Same as above.

**Address:**

**Email:**

**Phone:**

**Proposed Work:** The Applicant proposes to install a new 4'-0" high black, spear top fence to define their yard and to protect and contain their pets.

**Guideline Citation:** Secretary of Interior Standards No.(s) #9 & #10

**Evaluation, Effect on Historic District, Recommendations:** No negative impact to the historic district.

**Discussion – Item #4:** It should be noted that this fence had been previously approved by HARB, but the fence was a different design. The applicant gave an overview of the proposed spear top, wrought iron look fence indicating the height of 4'-0". There will also be 2 – 48" wide gates on each side to allow for access of neighbors through their rear yard.

**The HARB agreed to recommend that the Bethlehem City Council issue a certificate of Appropriateness for the installation of the submitted fence and gates.**

**Motion:** Diana Hodgson made a motion to approve the installation of the submitted fence with the following conditions.

1. There be 2 – 48" wide gates on each side of the property.
2. The fence will be black.

**Second:** Marsha Fritz

**Result of vote:** The vote was unanimous to approve the removal and replacement of the existing windows, as per the motion.

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**Item #5:** The owner of the property located at 77 West broad Street proposes to install one hanging sign with bracket to replace the existing sign for a business, Crave.

**There was nobody in the audience or attending today's meeting to represent this project. Therefore, the hearing was not held for this property.**

**Item #6:** The owner of the property located at 33 West Walnut Street proposes to install way-finding signs to match the recently installed way-finding signs throughout the City. Also to replace the existing badly deteriorated mural over the existing empty shell space on the bottom level, right side of the existing parking garage.

**Property Location:** 33 West Walnut Street

**Property Owner:** Bethlehem Parking Authority, Jeremy Alleshouse representing BPA

**Address:** [REDACTED]

**Email:** [REDACTED]

**Phone:** [REDACTED]

**Applicant:** Same as above.

**Address:**

**Email:**

**Phone:**

**Proposed Work:** The Applicant proposes to install way-finding signs to match the recently installed way-finding signs throughout the City. Also to replace the existing badly deteriorated mural over the existing empty shell space on the bottom level, right side of the existing parking garage.

**Guideline Citation:** Secretary of Interior Standards No.(s) #9 & #10

**Evaluation, Effect on Historic District, Recommendations:** No negative impact to the historic district.

**Discussion – Item #6:** It should be noted that this property is not located within the jurisdiction of the HARB board. However, the Bethlehem Parking Authority would like to submit anyway for comments in the interest of historic preservation. Mr. Alleshouse presented a packet for the Parking Lot signage dated August 23, 2019. Wayfinding signs were presented:

1. "Public Parking" sign to be located under the crosswalk as described on page 13 of the packet.

2. 'P' within a circle is the universal symbol for parking and will be incorporated into all parking signage.
3. A wall mounted sign as shown on page 17 shall be mounted directly above the garage entrance.
4. The correct colors are all submitted with the packet.

Diana Hodgson inquired about the existing "Pay Station" signs. Mr. Alleshouse indicated that these will be consistent with other signage around the City and will be burgundy and blue. She also asked if the existing "Park & Shop" sign will come down, with the answer being yes, it shall be removed. Beth Starbuck also indicated that all building mounted signs shall be mounted in the MORTAR, not the brick itself. The intent is easy repair should the sign be removed in the future.

The mural was also presented and discussed. Mr. Alleshouse indicated that the existing mural had been removed due to badly deteriorating plywood upon which the mural was painted. This mural was saved and stored. Beth Starbuck asked whether the figures currently represented as photographs would be actual photos on the wall, or painted figures. Mr. Alleshouse indicated that the photos are representative only, and the figures will be actual paintings. Bruce Haines was recognized by the board and commented about the salvaging of the existing mural, with Mr. Alleshouse indicating that it had been saved. Then Mr. Haines commented about the relevance of the content of the mural in relationship to Bethlehem? Most board members agreed regarding the relevance of the content of the mural to items pertaining to Bethlehem, but do recognize their lack of jurisdiction in this matter. Mr. Alleshouse indicated that he would take these comments back to the Parking Authority.

**The HARB agreed to recommend that the Bethlehem City Council issue a certificate of Appropriateness for the Installation of the proposed Way-finding signage.**

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| <b>Motion:</b>         | Marsha Fritz made a motion to approve the installation of the submitted signage as presented in the packet provided by Mr. Alleshouse. |
| <b>Second:</b>         | Diana Hodgson  |
| <b>Result of vote:</b> | The vote was unanimous to approve the installation of the submitted signage as presented in the packet provided by Mr. Alleshouse.     |

**Item #7:** This item is a walk-in item that was accepted and heard by the board. The applicant/owner of the property located at 462 Main Street proposes to install new vinyl sign above the existing entryway.

**Property Location:** 462 Main Street

**Property Owner:** Peter Kozicky

**Address:**

**Email:**

**Phone:**

**Applicant:** Christopher J. Beers

**Address:** 1206 Parkwayview Drive, Pittsburgh, PA 15205

**Email:** Chris@pghcandy.com

**Phone:** 937-269-3788

**Proposed work:** The applicant proposes to install new vinyl signage above the existing entryway to the retail areas.

**Guideline Citation:** Secretary of Interior Standards No.(s) #9 & #10

**Evaluation, Effect on Historic District, Recommendations:** No negative impact to the historic district.

**Discussion - Item #7:** Mr. Bruce Haines, presented on behalf of the applicant. He gave an overview of the company, Grandpa Joe's Candy Shop, which is a small franchise in the Pittsburgh and Lebanon areas of Pennsylvania. This will be their 8<sup>th</sup> store. He stated that their proposal is to add vinyl signage to the side of the existing marquis sign, and also to place rectangular signage to the existing transom windows, and a logo sign in the center window below the transoms. The sign on the marquis will be added to the existing ice cream shop sign. Mr. Haines presented pictures of the existing signage and indicated that the new signage will match the same shape, size, and color as the existing approved ice cream shop signage. He also presented pictures of the signage. Also present was Brian Rodenroth of Valley Wide signs.

It should be noted that the background of the transom signs was an off-white, which matches other signage on this building. However, the "Grandpa Joe's" logo sign is a white background.

A discussion ensued in regards to the "Grandpa Joe's" logo sign to be placed in the center window underneath the transom signage. Beth Starbuck noted that the "Grandpa Joe's" background color should match the same off-white as the transom signage. Mr. Haines noted that the white color is a part of the logo and was not sure if the business franchise would accept changing it to off-white. He noted that he will ask.

**The HARB agreed to recommend that the Bethlehem City Council issue a certificate of Appropriateness for the signage proposed:**

**Motion:** Beth Starbuck made a motion to approve the marquis signage, the 3 transom signs, and the logo sign, with the following conditions:

1. The transom signage should be revised so the "Glass Bottled Soda Pop" sign should be in the center panel.
2. The "Grandpa Joe's" background color shall be revised to the same off-white color as the transom signs.
3. Pinstriping shall be added to match the existing signage on the right side of the marquis.

**Second:** Marsha Fritz

**Result of vote:** The vote was unanimous to approve the signage as presented provided all conditions of the motion are met.

**Other Business:**

1. Beth Starbuck commented on the signage approval process for the Parking Garage. She noted that this signage approval is vastly different than other signage approvals due to the type of modern structure that is a Parking Garage. This comment was met with approval by the board.

There being no further business, the meeting adjourned at 5:00 PM.

Respectfully Submitted,

John T. Lee, AIA  
Historic Officer