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## MINUTES

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**BOARD:** HISTORIC CONSERVATION COMMISSION, CITY OF BETHLEHEM

**MEMBERS PRESENT:** SETH CORNISH, CRAIG EVANS, ROGER HUDAK, GARY LADER (VICE CHAIR), PHILIP ROEDER (CHAIR), TONY SILVOY, BETH STARBUCK

**MEMBERS ABSENT:** KENNETH LOUSH

**STAFF PRESENT:** JEFFREY LONG

**PRESS PRESENT:** ED COURRIER (BETHLEHEM PRESS)

**VISITORS PRESENT:** JADIVA COLON-LOPEZ, JILL MATTHEWS, NORMAN MATTHEWS, MARYLOU SEIXAS, WILLIAM SEIXAS, JOSEPH SHADID, KALAVATHI SHUNMUGAM, RANDAL WADSWORTH

**MEETING DATE:** NOVEMBER 18, 2019

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The regular meeting of the Historic Conservation Commission (HCC) was held on November 18, 2019 at the City of Bethlehem Rotunda, Bethlehem City Hall, 10 East Church Street, Bethlehem, PA. HCC Chair Philip Roeder called the meeting to order at approximately 6:00 p.m.

### **Agenda Item #1**

**Property Location:** 306 Brodhead Avenue (Couchpota.doh!)

**Property Owner:** Angelina M, LLC

**Owner's Address:** (none provided)

**Applicant:** William and Marylou Seixas

**Applicant's Address:** 116 West Graham Place, Bethlehem, PA 18015

**Building Description, Period, Style, and Defining Features:** 306 Brodhead Avenue is composed of two very similar adjoining structures. Both are three-story, three-bay, brick masonry structures with flat roofs; one has subsequently lost its neighbor and is now an end structure while the other is attached. Both are late Italianate in style and comprise the end portion of an entire block of structures along Brodhead Avenue completed between 1890 and 1900, each with business locations at the entry level and residential units in the upper two levels. Original entry-level storefronts of both structures have been manipulated over time and now include recessed entrances and large storefront windows with painted aluminum frames flanked on either side by brick piers. Both storefronts share a simplified cornice over the entry level while the sign band is defined by similar windowsills at the second level. Each upper floor facing Brodhead has three pairs of double-hung windows. Brick pilasters along the end facades of each structure delineate the upper-level facades and lead to an upper brick corbeled cornice. Exterior façades of both structures have been painted, with the entry level storefront and upper parapet in medium beige color while upper floor levels are painted yellow in color.

**Proposed Alterations:** It is proposed to extend the sign, reconfigure the lettering, add awnings and exterior light fixtures.

### **Guideline Citations:**

- **Secretary of the Interior's Standards (SIS) 9.** -- New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

- **Bethlehem Ordinance 1714.03 Purposes of Historic Conservation District** -- It is the purpose and intent of the City of Bethlehem to promote, protect, enhance and preserve historic resources and traditional community character for the educational, cultural, economic and general welfare of the public through the preservation, protection and regulation of buildings and areas of historic interest or importance within the City.
- **Historic Conservation Commission 'Guidelines for Signage'** -- Care should be taken in mounting signs to minimize damage to historic materials. This includes reusing hardware or brackets from previous signs. If reusing existing hardware or attachment locations is not an option, select mounting locations that can be easily patched if the sign is removed. This includes locating holes in mortar joints rather than directly into bricks or masonry, which will facilitate repair if the sign is removed or relocated in the future.

**Evaluation, Effect on Historic Conservation District, Recommendations:** Submitted COA Application can be considered continuation of HCC review on May 20, 2019 by addressing previous concerns and by clarifying other issues. Original proposal did not identify size of signage while current supplements confirm overall sign dimensions are 32-inches tall x 168-inches wide. As originally requested by HCC, signage placement is now centered horizontally within existing sign band above lower cornice and initial letter "C" in logo is reduced in height to avoid conflict with window above. Approved signage is company logo "Couchpota.doh!" composed of individual, stylized, serif, back-lit channel letters with aluminum face; second letter "O" is internally illuminated and in shape of potato in medium brown color. In addition, word "kitchen" is also composed of individual, stylized, serif, back-lit channel lower-case letters with aluminum face, positioned below company name and installed justified right. All lettering is attached to proposed clear Lexan backing installed to existing masonry wall using lag bolts. Revised signage is appropriate as presented with exception of polycarbonate backing, which is not appropriate within Historic Conservation District. HCC should also consider preference for off-set pinstripe detail around perimeter of sign backer typically required for new signage.

Proposed awnings at both storefront windows satisfy details previously approved by HCC: awnings fit within existing storefront openings; end gables are open with no awning fabric; Sunbrella fire-retardant canvas is used in solid black color with no applied designs or advertisements. Proposed awnings are 36-inches tall and project 30 inches from front façade. Provided detail does not include six-inch high front flap valance as originally requested by HCC but photo montage seems to imply flap detail so clarification is warranted before appropriateness can be finalized.

Three new gooseneck light fixtures with 12-inch round shades and 18-inch arms in black color are proposed: one centered between new window awnings and one installed on either side of new awnings. Gooseneck lighting is appropriate; however, selected fixture design seems more appropriate for rural rather than urban setting. For reference, similar fixtures previously approved by HCC exhibit round or curved cone forms rather than proposed flat cone shape. In addition, Applicant should clarify intended mounting height of each new fixture and also guarantee no conduits, raceways, transformers and/or junction boxes associated with new lighting will be visible on exterior façade before appropriateness can be finalized.

**Discussion:** William and Marylou Seixas represented proposal to extend sign, reconfigure lettering, add awnings and exterior light fixtures. Applicant confirmed new awning will integrate front flap valance detail, as previously requested by HCC. Applicant also confirmed provided image of proposed gooseneck light fixture is incorrect; proposed gooseneck shade will be more rounded in form than current depiction of flat shade. Applicant continued by confirming new lighting is intended to illuminate building façade and not new signage or new awnings so fixtures will be installed below lower cornice line.

Applicant continued that current preference is to affix signage lettering onto overall backing rather than installing individual pin-mounted letters onto sign band, as previously proposed. Mr. Roeder expressed HCC preference for backer board approach and requested Applicant to install sign fasteners into existing mortar joints to avoid damage to brick units and to facilitate future repairs. Mr. Cornish inquired about material and character of proposed backing; Applicant noted two

design options: solid aluminum panel in flat black color or perforated aluminum panel with no applied color. Applicant expressed preference for flat black color option for sign backer to contrast with individual lettering. Ms. Starbuck inquired about nature of individual letters of proposed sign; Applicant confirmed signage lettering is unfinished aluminum so proposed illumination will back-light letters against sign backer, with exception that second letter "O" in shape of potato will be internally illuminated and in medium brown color.

Mr. Roeder continued by inquiring about Applicant's previous expressed intent to remove existing box sign at side (east) façade. Applicant responded that abandoned box sign along east façade has been removed but expressed concern about property owner discussions with local developer to install electronic billboard as replacement. **note:** inspection of property following HCC meeting confirmed that abandoned box sign at side (east) façade remains in place.

In closing, Applicant confirmed desire to open new restaurant in advance of approaching holiday season by approved signage will require significant lead time to fabricate and install; requested HCC permission to install banner signage as temporary solution. Mr. Roeder noted temporary banners are allowed for 30 days, with potential for subsequent 30-day extension but clarified that Bethlehem's Zoning Officer is responsible for associated approvals.

**Public Commentary:** None

The Commission upon motion by Mr. Cornish and seconded by Ms. Starbuck adopted the proposal that City Council issue a Certificate of Appropriateness for the proposed work as presented, with modifications described as follows:

1. The proposal to extend the sign, reconfigure the lettering, add awnings and exterior light fixtures at 306 Brodhead Avenue was presented by William and Marylou Seixas.
2. Approved signage includes following details:
  - a. new sign measures 32-inches tall x 168-inches wide
  - b. sign to be centered horizontally within existing sign band above lower cornice while initial letter "C" of company logo is taller but avoids conflict with window at second floor level
  - c. company logo "Couchpota.doh!" is composed of individual, stylized, serif, back-lit channel letters with solid aluminum face; second letter "O" is internally illuminated and in shape of potato in medium brown color
  - d. word "kitchen" is also composed of individual, stylized, serif, back-lit channel lower-case letters with solid aluminum face, positioned below company name and installed justified right
  - e. lettering to be attached to solid aluminum backing painted in matt black color and installed to existing masonry wall using lag bolts; Applicant agreed to install bolts into existing mortar joints rather than directly into brick units to facilitate future repairs
  - f. Applicant confirmed no conduits, raceways, transformers and/or junction boxes associated with new signage will be visible on exterior façade
  - g. Applicant also noted internally illuminated box sign at north façade has been removed
3. Two approved new awnings include following details:
  - a. awnings to be installed within two existing storefront openings
  - b. end gables of each awning are open with no awning fabric
  - c. Sunbrella (or comparable) fire-retardant canvas in solid black color is to be used, with no applied designs or advertisements
  - d. each awning is 36-inches tall, projects 30 inches from front façade and includes six-inch high front flap valance
4. Three approved new gooseneck light fixtures include following details:
  - a. each fixture has 12-inch diameter shade and 18-inch arm in black color, but fixtures should be more rounded in shape than currently proposed

- b. fixtures are intended to illuminate building façade and not new awnings, with one fixture centered between new window awnings and remaining fixtures on either side of new awnings
  - c. Applicant confirmed no conduits, raceways, transformers and/or junction boxes associated with new light fixtures will be visible on exterior façade
5. Applicant agreed to submit specifications of selected gooseneck light fixture (revised to accommodate HCC's desired shape) via City of Bethlehem for approval by Historic Officer and HCC Chair prior to purchase and installation; also agreed to cooperate with Historic Officer and HCC Chair to determine mounting height for new fixtures prior to installation.

The motion for the proposed work was unanimously approved.

## **Agenda Item #2**

**Property Location:** 1304 Spring Street

**Property Owner:** Catholic Senior Housing & Health Care Services, Inc.

**Owner's Address:** [REDACTED]

**Applicant:** Randal Wadsworth

**Applicant's Address:** 1200 Spring Street, Bethlehem, PA 18018

**Building Description, Period, Style, and Defining Features:** The existing structure is a detached 2 ½ story wood frame house with front facing gable and projected planar barge boards supported on wood brackets, wood shingle gable detail, wood clapboard siding, full front porch with hipped roof and front facing entry gable. The house is Queen Anne in style and dates from ca. 1880.

**Proposed Alterations:** It is proposed to replace the roof and gutters.

### **Guideline Citations:**

- **Secretary of the Interior's Standards (SIS) 6.** -- Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
- **Secretary of the Interior's Standards (SIS) 9.** -- see Agenda Item #1
- **Bethlehem Ordinance 1714.03 Purposes of Historic Conservation District** -- see Agenda Item #1

**Evaluation, Effect on Historic Conservation District, Recommendations:** COA Application indicates intent to replace roof sheathing with new GAF Slateline (non-architectural) asphalt shingles due to overall poor condition of existing slate. During removal of slate, any damaged wood will be replaced in-kind while new ice and water shield will be installed in all valleys and gutter edges and new Titanium UDL-30 synthetic underlayment will be installed over decking at remaining areas. Applicant intends to install ridge vent under new roofcap shingles for proper ventilation to ensure product longevity. Proposed details also include new copper step flashing as needed, new metal drip edge painted to match existing and new prefabricated rubber boots at all vent pipes. Proposed roof repairs are appropriate as presented, with clarification that color selection of replacement shingles is Antique Slate (gray) or comparable in color and all roof landscapes including front porch and rear bump-out are to receive replacement shingles. In addition, all valleys are to be open and lined with copper flashing rather than woven closed with asphalt shingles. Finally, meeting agenda notes installation of replacement gutters; however, submittal makes no reference to new leaders or downspouts, so clarification is requested.

**Discussion:** Randal Wadsworth and Joseph Shadid represented proposal to replace roof and gutters. Applicant clarified condition of gutters and downspouts was not fully investigated but will be replaced in-kind, as needed. Ms. Starbuck confirmed in-kind replacement does not require HCC review so resulting motion will not include mention of gutters and downspouts. Mr. Roeder noted previous HCC approval of GAF Slateline asphalt shingles as acceptable alternative to slate sheathing but clarified that open valleys should be flashed with copper rather than woven with asphalt shingles. Mr. Roeder continued by confirming metal drip edges do not have to be copper but can be painted aluminum to match adjacent trim. Mr. Cornish inquired if Applicant coordinated with reputable slate roofer to assess condition of existing sheathing and suggested selective replacement of damaged slate would retain historic aesthetic of roof landscape and might cost less than full sheathing replacement; Mr. Hudak agreed with suggestion by Mr. Cornish but admitted labor of qualified slate roofer can also be cost prohibitive. Applicant confirmed that several qualified roofing contractors inspected existing roof and all concluded that existing slate roof is beyond repair; also noted that Catholic Senior Housing staff maintenance engineer confirmed need to replace existing slate roof. Ms. Starbuck requested clarification about proposed Titanium UDL-30 synthetic underlayment; Mr. Roeder explained that proposed product is high-tech felt paper recently introduced to construction industry. Applicant submitted product samples of GAF Slateline roofing for preferred color selection; HCC members confirmed 'Antique Slate' as appropriate color for replacement roof sheathing.

**Public Commentary:** None

The Commission upon motion by Mr. Evans and seconded by Mr. Hudak adopted the proposal that City Council issue a Certificate of Appropriateness for the proposed work as presented, with modifications described as follows:

1. The proposal to replace the roof at 1304 Spring Street was presented by Randal Wadsworth and Joseph Shadid.
2. Approved replacement roof includes following details:
  - a. roof sheathing is GAF Slateline (non-architectural) asphalt shingles in 'Antique Slate' color; all roof landscapes (including main roof, front porch and roof of rear bump-out) to receive new sheathing
  - b. during removal of existing slate, any damaged wood is to be replaced in-kind, with new ice and water shield to be installed in all valleys and gutter edges and new Titanium UDL-30 synthetic underlayment to be installed over decking at remaining areas
  - c. new ridge vent detail is to be installed under roof-cap shingles for proper ventilation to ensure product longevity
  - d. new copper step flashing to be installed, as needed
  - e. valleys are to be open and lined with copper flashing, rather than woven closed with asphalt shingles
  - f. new metal drip edge to be installed and painted to match existing
3. If determined as necessary during installation of replacement roof, existing gutters and downspouts are to be replaced in-kind in quantity, location, size, material and finish.

The motion for the proposed work was unanimously approved.

**Agenda Item #3**

**Property Location:** 306 South New Street (ZEST)

**Property Owner:** Gateway 1, Inc.

**Owner's Address:** [REDACTED]

**Applicant:** John Trapani

**Applicant's Address:** 306 South New Street, Suite 601, Bethlehem, PA 18015

**note:** item removed from meeting agenda due to lack of accompanying letter from Applicant's landlord confirming approval of current signage proposals; therefore, no motion for HCC approval considered

#### **Agenda Item #4**

**Property Location:** 312 East Third Street, Suite #102

**Property Owner:** Polk Street Development

**Owner's Address:** [REDACTED]

**Applicant:** Norman Matthews

**Applicant's Address:** 290 Molasses Road, Bangor, PA 18013

**Building Description, Period, Style, and Defining Features:** The structure is a 3-story commercial building has an Exterior Insulation Finishing System (EIFS) with acrylic, hard-coat stucco finish in taupe color applied to all facades, with a flat roof and stylized upper cornices defining flat parapets. An arched recessed entrance and accompanying arch supported by corbeled brackets at the upper cornice delineate the central building section, which also has narrow arched windows. The entry level has a series of aluminum door and window storefronts serving as entrances to various commercial tenants. Windows at upper floor levels are also aluminum storefront type frames but applied horizontal trim (as false meeting rails) give the appearance of 1/1 double-hung windows. The center section and both end sections set back from East Third Street. The street-level building section relevant to the current COA Application is immediately adjacent to the central archway to the west. Built in ca. 2005, the structure is a contemporary building and therefore non-contributing to the Historic Conservation District; however, it references late Victorian detailing found throughout South Bethlehem.

**Proposed Alterations:** It is proposed to install a wall sign and a window sign and gooseneck lighting.

#### **Guideline Citations:**

- **Secretary of the Interior's Standards (SIS) 9.** -- see Agenda Item #1
- **Bethlehem Ordinance 1714.03 Purposes of Historic Conservation District** -- see Agenda Item #1
- **Historic Conservation Commission 'Guidelines for Signage'** -- see Agenda Item #1

**Evaluation, Effect on Historic Conservation District, Recommendations:** CAO Application includes proposal for new signage installed at sign band and centered above vertical pilaster separating storefront entrance from adjacent storefront windows. Proposed sign is described as 3-dimensional and made of plastic. Provided graphic indicates overall sign is 51-inches tall x 94-inches wide with text "Dinky's" at upper portion of sign in stylized cursive lettering in medium gray color with black outline followed by text "ICE CREAM" on two separate lines in all capital sans serif lettering in bright white color surrounded by oval graphic in black color and series of four horizontal stripes leading from central oval out to edge of sign in dark red color with black outline. Beneath black oval is text "PARLOR" in stylized all capital lettering in medium gray color with black outline followed by "& GRILL" in same stylized all capital lettering but in red color with black outline. COA Application requires to-scale drawing with elevation view for all sign submittals; however, current application does not include so proportions of proposed signage with existing façade is difficult to discern. Provided photomontage indicates proposed sign is centered vertically within existing sign band between lower decorative cornice and continuous sill of 2<sup>nd</sup> floor windows. Discussion is warranted before appropriateness of signage can be determined, noting current proposal does not satisfy relevant 'Guidelines for Signage'. Approved signage would include graphics mounted to backer board that is mechanically fastened to sign band; clarification of "plastic signage" is requested. Such details as off-set perimeter pinstripe in complementary color as well as relevant lettering in warm white or ivory color instead of proposed bright white color are also typically required.

COA Application continues that new sign is to be illuminated by gooseneck lighting; application supplemented by photograph of nearby Molinari's restaurant pin-mount lettering with three gooseneck light fixtures. Unfortunately, applicant provides no fixture count nor mounting location(s) so discussion is warranted before appropriateness can be determined. If HCC grants approval of proposed gooseneck lamps, Applicant must also ensure all conduits, raceways, transformers and/or junction boxes servicing new fixture(s) are not visible from front façade.

COA Application concludes with proposal for "window cling signs as shown" on provided photo. Image of existing window cling signage (assumed at similar business location) exhibits several differences from proposed sign in existing sign band, including image of ice cream sundae and includes slogan "Famous Chili Cheese Dogs" in cursive script in bright white lettering. Depicted cling signage has almost square proportions while existing storefront windows at proposed location have rectangular proportions and are oriented vertically so clarification is warranted before appropriateness can be determined. Applicant should identify approximate size of proposed window cling signage and clarify why graphics of upper sign differs from window signage.

Finally, current COA Application does not indicate secondary signage including such items as hours of operation, company website, telephone number, etc.; Applicant is encouraged to return to HCC at future date to review such items, if applicable.

**Discussion:** Norman and Jill Matthews represented proposal to install wall sign and window sign and gooseneck lighting. Applicant noted secondary signage is not envisioned on storefront door and/or windows but rather on free-standing sandwich board sign. Mr. Roeder noted city's Engineering Department reviews sandwich board signs and relevant city ordinance does not allow display of such signage after business hours. Ms. Starbuck discouraged Applicant from using plastic signage; Applicant responded with desire to use chalkboard easel.

Mr. Roeder continued by noting COA Application indicates proposed main signage floats within existing sign band while typical signage within Historic Conservation District includes backer board with off-set pinstripe detail around perimeter to give definition to sign against overall sign band while also limiting needed fasteners. Applicant described proposed signage as composed of stacked individual PVC components but noted lower text component is disconnected from remainder of signage; without presence of signage fabricator, Applicant was unable to provide detailed information about sizes of individual components and envisioned installation method. Ms. Starbuck noted preference for signage components affixed to backer with off-set pinstripe detail. Applicant expressed desire to revise proposed location of main sign to be centered above pair of storefront entrance doors. Mr. Lader suggested main sign could also be centered above pair of windows at left of main entrance doors to avoid obscured view due to existing tree at public right of way. Ms. Starbuck encouraged Applicant to coordinate with landlord to prune tree on regular basis rather than revise signage location to avoid tree.

Ms. Starbuck continued by requesting clarification about design differences within COA Application between proposed cling signage intended for storefront window. Applicant responded that provided photograph depicts older signage at previous business location so signage for new location will match design of new main sign above entrance. Applicant also clarified new cling signage would be installed on storefront window at right of main entrance doors.

Ms. Starbuck continued by requesting clarification about gooseneck light fixtures. Applicant confirmed proposed fixtures are intended to illuminate main sign and agreed to cooperate with proprietor of nearby Molinari's restaurant to match existing fixtures. Applicant noted main sign should be lowered somewhat (rather than centered vertically) so fixtures do not interrupt residential units above. Mr. Roeder suggested two fixtures should provide sufficient illumination, with fixtures centered above top row of red stripe details of new main sign.

Mr. Cornish expressed desire to pass HCC resolution in support of current proposals but noted lack of required to-scale drawings to help clarify concerns about sizes and mounting locations of various signage components. Mr. Roeder suggested resolution could require Applicant to submit more detailed information to Historic Officer and HCC Chair for final review; Mr. Cornish suggested Applicant's sign fabricator could offer assistance in providing requested clarifications.

**Public Commentary:** None

The Commission upon motion by Ms. Starbuck and seconded by Mr. Hudak adopted the proposal that City Council issue a Certificate of Appropriateness for the proposed work as presented, with modifications described as follows:

1. The proposal to install a wall sign and a window sign and gooseneck lighting at 312 East Third Street was presented by Norman and Jill Matthews.
2. Approved wall signage includes following details:
  - a. new sign measures 51-inches tall x 94-inches wide
  - b. new sign is to be installed at existing sign band ... either centered between entrance and pair of storefront windows at left of entrance or centered above pair of storefront windows at left of entrance
  - c. new sign is composed of following elements:
    - i. text "Dinky's" at upper portion of sign in stylized cursive lettering in medium gray color with black outline
    - ii. beneath company name is text "ICE CREAM" on two separate lines in all capital sans serif lettering in warm white or ivory color surrounded by oval graphic in black color and series of four horizontal stripes leading out from central oval to edge of sign in dark red color with black outline
    - iii. beneath black oval is text "PARLOR" in stylized all capital lettering in medium gray color with black outline followed by "& GRILL" in same stylized all capital lettering but in red color with black outline
    - iv. sign should be affixed to backer and include off-set pin stripe detail that is either black or red in color
3. Two approved gooseneck lighting fixtures to illuminate new wall sign include following details:
  - a. fixtures are similar in style to existing fixtures at nearby Molinari's restaurant
  - b. fixtures are centered above upper-most horizontal stripes at left and right of oval detail of new wall sign
  - c. no conduits, raceways, transformers and/or junction boxes servicing new fixtures will be visible from front façade
4. Approved window cling signage repeats details of new wall sign and will be installed to inside surface of one of storefront windows at right of entrance.
5. There will be no secondary signage (including such items as hours of operation, company website, telephone number, etc.) permanently installed on entrance door or storefront windows; rather sandwich board sign (easel) with relevant details will be placed outside each business day.
6. Applicant agreed to cooperate with selected sign fabricator to submit to-scale drawings depicting proposed locations of new wall sign, new lighting fixtures and new window cling signage via City of Bethlehem for final review/approval by Historic Officer and HCC Chair prior to fabrication and installation. Drawings must include details about new wall sign, including finalized material(s), (potential) sign backer and installation method.

The motion for the proposed work was unanimously approved.

**Agenda Item #5** -- note: discussion item only; no resulting resolution

**Property Location:** 843 East Fourth Street

**Property Owner:** Albano N. Lopes

**Owner's Address:** [REDACTED]

**Applicant:** Community Action Development Corporation of Bethlehem

**Applicant's Address:** 409 East Fourth Street, Bethlehem, PA 18015



**Building Description, Period, Style, and Defining Features:** There is no structure at this site; rather, the property consists of Lopes International Park which is located on the northwest corner of Hayes Street and East Fourth Street. During discussion with HCC, the Applicant should clarify such issues as:

- which side of sign is considered front vs. rear, as illustrated on supplemental materials ... noting discrepancy between horizontal proportions of "front" side vs. almost square proportions of "rear" side
- identify materials of proposed sign and supporting structure/posts, along with understanding of construction and installation methods
- expected lifespan of proposed materials and potential need for on-going maintenance
- discrepancy with signage dimensions (indicated as 24-inches tall on one page but 16-inches tall on different page)

During discussion, HCC should consider if typical details within relevant 'Guidelines for Signage' such as off-set pinstripe detail around perimeter of sign and no bright white colors but rather ivory or warm white colors are applicable to proposed signage.

**Proposed Alterations:** It is proposed to install a free-standing sign in a park.

**Discussion:** Jativa Colon-Lopez represented proposal to install free-standing sign in park. Applicant noted signage represents cooperative effort with nearby Fab Lab and will be double-sided metal panel supported on wooden legs. Applicant confirmed front of sign faces intersection and includes "LOPEZ" in large, upper-case, serif lettering in bright white color with medium blue background followed by "INTERNATIONAL PARK" in smaller, upper-case, sans-serif lettering in black color on light beige/gray background. Perimeter of sign front includes thick black border and is topped with arched decorative metal lattice. Applicant also confirmed back of sign faces park and integrates translation of "Welcome" in multiple languages; words are in various font sizes and are white in color on dark gray background. Applicant confirmed provided graphic does not represent intended design, which will be more horizontal to fit size of sign front.

Upon inquiry by HCC members, Applicant agreed to revise items in bright white color to warm white or ivory color. Upon suggestion by HCC, Applicant also agreed to use metal posts rather than wooden posts to support new sign. Upon inquiry by HCC, Applicant noted sign would be installed 5-feet above existing landscape to avoid low bushes near base. Mr. Roeder encouraged Applicant to cooperate with Bethlehem Zoning Officer to ensure sign does not interrupt site lines at intersection. HCC members agreed proposed thick black border on front of sign is sufficient and does not require additional off-set pin stripe detail and sign edges.

#### **Agenda Item #6**

**Property Location:** 401 East Fourth Street

**Property Owner:** Kalavathi Shunmugam

**Owner's Address:** [REDACTED]

**Applicant:** Kalavathi Shunmugam

**Applicant's Address:** 2766 Mansway Drive, Herndon, VA 20171

**Building Description, Period, Style, and Defining Features:** The structure is a 2 ½ story, semi-detached twin residential and commercial building with a round corner turret, commercial storefront with glass block windows, and apartment entry with ogee curved entry roof with brackets and drop finials. The original brick masonry of all exposed façades was treated with a stucco veneer and given an etched pattern (often referred to as "Brickote") in imitation yellow brick sometime during the mid-20th century. The building dates from ca. 1880 and is Queen Anne in style. The rear of the property also includes a detached, single-story, four-bay garage with low pitched roof. Constructed during the mid-20<sup>th</sup> century, the concrete block walls of the garage have also been treated with Brickote in imitation yellow brick. Both buildings are in deteriorated condition. HCC reviewed the main structure in early 2012 for granite installation on the building base and a missing curved window in the turret. HCC subsequently reviewed the

property in early 2014 and again in mid-2014 for replacing existing signs with historically appropriate signage as well as for repairing windows and the entrance doors. Items approved through resulting COAs do not appear to have been completed by the Applicant. Most recently, architectural roof shingles installed to the front portion of the main structure were determined as inappropriate during HCC review on November 19, 2018. At that time, the Applicant agreed to replace inappropriate shingles with GAF Slateline roof shingles.

**Proposed Alterations:** It is proposed to replace garage roof and door.

**Guideline Citations:**

- **Secretary of the Interior's Standards (SIS) 2.** -- The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
- **Secretary of the Interior's Standards (SIS) 5.** -- Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
- **Secretary of the Interior's Standards (SIS) 6.** -- see Agenda Item #2
- **Secretary of the Interior's Standards (SIS) 9.** -- see Agenda Item #1
- **Bethlehem Ordinance 1714.03 Purposes of Historic Conservation District** -- see Agenda Item #1

**Evaluation, Effect on Historic Conservation District, Recommendations:** COA Application references various renovations to existing rear garage structure, including: removal of low-pitch roof; "cement" entire brick wall (inside and out) and conduct needed repairs; remove garage doors and leave resulting bays open. Applicant then offers two options for HCC consideration: "install weather-proof beams to support walls in between garages at top and inside" or "replace damaged wood and install new flat roof". No indication of proposed material for new roof is provided. Applicant also references "Terrace Repair" but accompanying photo indicates need for repairs to existing round corner turret. Provided drawings are schematic in nature and do not satisfy definition of to-scale drawings; accompanying narratives confirm Applicant's lack of understanding about existing conditions issues and needed repairs so discussion is warranted before appropriateness can be determined. Applicant is strongly encouraged to contract professional services of licensed architect and/or engineer for needed assistance because COA Application is lacking in detail needed for proper assessment by Historic Officer and for consideration by HCC members.

**Discussion:** Kalavathi Shunmugam represented proposal to replace garage roof and door. Applicant noted current cooperation with licensed architect to address various issues at project site. Historic Officer and HCC Chair offered to communicate directly with Applicant's architect to foster project development; however, Applicant could not recall architect's name. Mr. Roeder recalled existing engineering report about condition of residential building that confirms corner turret is structurally separating from main structure, allowing water to penetrate inside; also includes recommended repairs to address on-going issues but report and remedies are not included with current COA Application. Mr. Roeder continued by reminding Applicant of former reviews by HCC and resulting resolutions, which included agreement by Applicant to purchase one curved window in 2014 to replace missing sash and to conduct needed repairs to remaining curved window sash so current desire to replace curved windows with flat sash is not appropriate. Applicant noted on-going efforts to locate curved replacement windows are unsuccessful; HCC members strongly encouraged Applicant to commission architect to assist with efforts to repair and replace curved window sash. Mr. Long repeated Guideline Citations relevant to current COA Application and specifically mentioned "character-defining" elements and details such as curved windows and corner turret details. Mr. Roeder continued that cornice moldings at top and bottom of turret (previously covered over with metal siding) also require in-kind replacement. Applicant responded her engineer suggested "Bondo" (or similar filler product) to consolidate decorative trim details; Mr. Roeder noted moldings are so far deteriorated that original profiles and details are no longer discernable so complete in-kind replacement (not filler) is required. Mr. Roeder

continued that certain sections of exterior shingles on corner turret also require replacement because of water saturation. Ms. Starbuck inquired about status of roof sheathing replacement reviewed by HCC in late 2018; Mr. Roeder noted approved roof work has yet to be completed. Applicant inquired if entry level of main structure can be converted to commercial use; Mr. Long noted HCC does not review change of use inquiries while Mr. Roeder encouraged Applicant to direct similar inquiries to Mike Simonson, Bethlehem's Chief Code Official.

Mr. Roeder continued by noting existing rear garage is currently considered "blighted" by City of Bethlehem so Applicant's intent to conduct needed repairs is welcome to avoid eventual demolition. Applicant inquired if HCC would approve removal of all garage doors and allow placement of cross-bracing within resulting openings; Applicant also inquired if failed roof can be removed and not replaced but rather left open. HCC members discouraged Applicant from leaving roof open to elements, which would exacerbate on-going damage; HCC also encouraged Applicant to install proper replacement garage doors, noting economic potential for leasing quality garages with individual bays. Applicant noted garages were originally intended for tenants of main structure but inquired if garage structure can be converted to commercial location; Applicant encouraged to commission architect to cooperate with various entities within city's Planning Department to review change of use from garage to business. Applicant inquired if proposed replacement roofing for main structure (GAF Slateline asphalt shingles) is also appropriate for garage roof; Mr. Long noted asphalt shingles are not appropriate for low-slope roof of existing garage structure.

**Public Commentary:** None

No resolution in support of current COA Application was offered; rather, HCC encouraged Applicant to cooperate with licensed professional to assist with proposals for needed repairs and improvements before returning to HCC with complete COA Application.

**Old Business:** None

**New Business:** Ms. Starbuck noted observations of on-going construction at West Fourth Street façade of building at 327 Broadway (Seven Sirens Brewer) but not yet reviewed by HCC; Mr. Roeder responded that various entities within city's Planning Department are scheduled to meet with project developer to review proper procedures for inspections and reviews.

**General Business:** Minutes from HCC meeting on October 21, 2019 were unanimously approved by all in attendance, with abstention by those not previously in attendance.

There was no further business; HCC meeting was adjourned at approximately 7:45 p.m.

Respectfully submitted,



BY:

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Jeffrey Long  
Historic Officer  
South Bethlehem Historic Conservation District  
Mt. Airy Historic District