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## M I N U T E S

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

**MEMBERS PRESENT:** SETH CORNISH, ROGER HUDAK, KENNETH LOUSH, PHILIP ROEDER (CHAIR), TONY SILVOY, BETH STARBUCK

**MEMBERS ABSENT:** CRAIG EVANS, GARY LADER (VICE CHAIR)

**STAFF PRESENT:** JEFFREY LONG

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

**VISITORS PRESENT:** ADRIEL ALMONTE, EVAN BLOSE, BRUCE CAMPBELL, MICHAEL FAHEY, DANA FRESHCOLN, LAURA PENSKE, JOHNNY RAMIREZ

**MEETING DATE:** JUNE 17, 2019

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The regular meeting of the Historic Conservation Commission (HCC) was held on June 17, 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:** 4 East Fourth Street

**Property Owner:** Bethlehem Developers of PA

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

**Applicant:** T-Mobile Northeast, LLC

**Applicant's Address:** 475 Virginia Drive, Ft. Washington, PA 19034

**Building Description, Period, Style, and Defining Features:** This structure is a 14-story, 150-unit high rise building located on the corner of South New Street and East Fourth Street. Commonly referred to as the Fred B. Rooney Building, it was named after a former member of the Pennsylvania Senate and U.S. Congress. Resulting from an urban renewal project initiative that offers Section 8 Housing, it addresses the community need for affordable housing for the aged. It is a free-standing masonry structure with a flat roof and rooftop mechanical penthouse. Exterior façades are defined by large-format, medium-brown brick units while vertical window bays are accented with beige stucco panels. The mechanical penthouse is clad in corrugated metal siding oriented vertically and painted dark brown. Street level windows, storefront entry and various service entrances have bronze metal frames while sliding windows with metal frames painted beige at upper floor levels indicate individual living units. Detached but immediately adjacent is a single-story "mini-mall" with architectural details similar to the high rise. An entire city block was demolished to accommodate this building ensemble, with such notable buildings as the New Merchant's Hotel (ca. 1912) and the Lehigh Orpheum Theatre (ca. 1913) lost in the process. Official groundbreaking in preparation for construction of the high rise was May 3, 1977 and the structure was completed in late 1979. As a reminder, HCC is mandated with preserving structures dating from the designated era of the Historic Conservation District (ca. 1895 – 1950); thus, this building is not considered a contributing structure to the District.

**Proposed Alterations:** It is proposed to install antennas, cables and cabinets.

### **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.

**Evaluation, Effect on Historic Conservation District, Recommendations:** Submitted COA Application indicates T-Mobile's intent to conduct various rooftop improvements to existing tele-communications systems. T-Mobile currently has nine panel antennas at project site: Alpha Sector antennas mounted on pipe mounts attached to equipment platform along with Beta and Gamma Sector antennas mounted on pipe mounts attached to penthouse wall. Applicant proposes replacing three existing panel antennas, installing three new panel antennas and three new Remote Radio Units (RRUs) as well as replacing two existing cabinets.

It should be noted that Applicant's graphic representation of high-rise structure and rooftop equipment indicates locations of various items owned by T-Mobile but fails to depict various equipment installed by other similar tele-communications companies at project site.

Design Guidelines for projects within Historic Conservation District do not specifically address issue of rooftop mechanical equipment; however, review of similar previous assessments indicates Historic Conservation Commission approval of rooftop tele-communications equipment improvements atop non-contributing structures when Applicant agrees to paint new equipment to match adjacent surfaces. At Fred B. Rooney Building, all paintable equipment should be in dark brown color to match façade of mechanical penthouse. Applicant should also clarify if existing conduits affixed to building façade will be replaced or if any new conduit lines will be installed as part of proposed improvements. If so, such conduits should be painted to match adjacent façade in medium brown color.

**Discussion:** Michael Fahey (Velocitel) and Dana Freshcoln (T-Mobile) represented proposal to install antennas, cables and cabinets. Applicant described current proposal to replace three existing panel antennas with updated equipment as well as to install three new panel antennas and three new Remote Radio Units. Applicant also noted proposal to exchange two of three existing mechanical cabinets. Ms. Starbuck requested clarification about sizes of new equipment and proposed replacements; Applicant noted new equipment and replacements will be smaller in scale than existing and nothing will extend beyond building parapet. Mr. Roeder requested clarification about sizes, colors, heights, etc. of replacement items. Applicant responded that existing antennas are 96 inches tall while proposed replacements are 58 inches tall ... to be mounted on existing mounts with same centerline as current antennas; all paintable surfaces of new equipment to be painted in color to match existing. Ms. Starbuck inquired about dimensions of proposed RRUs. Applicant noted new units are 13 inches x 14 inches and measure approx. 5 feet 4 inches deep ... to be installed behind existing and new antennas; also noted RRUs arrive pre-finished in black color but cannot be seen from public right of way below. Ms. Starbuck inquired if proposed replacement cabinets can be seen from public right of way; Applicant noted cabinets can be seen from public right of way, but proposed replacements are smaller than existing and improve current situation. Mr. Roeder inquired if any existing conduit lines are to be replaced or if any new conduits are envisioned. Applicant responded that no replacement or additional conduits are currently anticipated; however, such conduits would be painted to match building façade if ultimately needed.

**Public Commentary:** None

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

1. Proposal to install antennas, cables and cabinets was presented by Michael Fahey and Dana Freshcoln.

2. Approved improvements include:
  - a. replace three existing panel antennas; replacement antennas measure 58 inches tall and are to be installed on existing mounts at same centerline as current antennas
  - b. install three new panel antennas; size of new antennas to match size of replacement antennas
  - c. install three new Remote Radio Units; new RRUs measure 13 inches x 14 inches x 5 feet 4 inches and are to be installed behind existing and new antennas; RRUs are pre-finished in black color
  - d. replace two existing cabinets; new units are smaller than existing cabinets
3. Applicant agreed to paint all paintable equipment in dark brown color to match façade of mechanical penthouse. Applicant also agreed to paint any new conduit lines to match adjacent brick façade in medium brown color, if ultimately needed.

The motion for the proposed work was unanimously approved.

### **Agenda Item #2**

**Property Location:** 9 East Third Street (CBD American Shaman)

**Property Owner:** Shale Road, L.P.

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

**Applicant:** Shampa-Sbeth, LLC

**Applicant's Address:** 601 Heritage Drive, Suite 225, Jupiter, FL 33458

**Building Description, Period, Style, and Defining Features:** The structure is a semi-detached 1-story commercial building with a flat roof and multiple storefronts. Architecturally defining features include a highly decorative glazed terra cotta parapet, a stucco sign band and classical pilasters separating each storefront. The building dates from ca. 1920 and is Classical Revival in style. The storefronts were renovated in the 1990s in the Classical style by incorporating large-scale pre-cast masonry units at the sidewalk level, bronze framed glass storefronts and an Exterior Insulation and Finish System (EIFS) with stucco finish applied to upper portions of the façade.

**Proposed Alterations:** It is proposed to remove old signage from windows, replace the signage with new logo and add a projecting sign.

#### **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'** -- 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 indicates intent to remove existing window signage left by previous tenant and replace with vinyl signage installed on inside surfaces of storefront windows, entrance doors and associated transom in matt white color. Slogans "HEALTH", "WELLNESS", "ORGANIC" and "ALL NATURAL" are proposed in contemporary, sans-serif, all capital lettering and underscored with stylized horizontal border. Lettering and border have combined height of 8 inches and proposed locations are near bottom of two storefront windows. Centered horizontally and vertically in transom above recessed entrance doors is company name "CBD American Shaman" in contemporary serif lettering. Provided dimensions indicate transom measures 21 inches tall x 71 inches wide; however, proposed lettering is not dimensioned. Partial segment of corporate

feather logo in "frosted etch vinyl" is also proposed within transom and extending down to portions of entrance doors. Right entrance door also includes contemporary, sans-serif, capital lettering with hours of operation; proposed lettering is centered horizontally within glass panel of entrance door, with bottom line of lettering installed 27 inches from top of glass panel.

COA Application also indicates intent to install new signage at existing sign band. Proposed sign includes company name "CBD American Shaman" in contemporary serif lettering composed of ¼-inch aluminum Flat Cut Out (FCO) letters painted in corporate burgundy color and pin-mounted to façade with spacers to create float detail. Provided dimensions of available sign band are 217 inches wide x 32 inches tall while proposed lettering measures 196 inches wide x 14 inches tall.

COA Application also indicates intent to install new blade sign mounted at sign band and centered above window closest to recessed entrance. Proposed sign bracket is simple aluminum tube arm welded to aluminum framed and projects maximum 42 inches from building façade; however, no dimensions of proposed bracket are provided. Proposed double-sided blade sign is 36 inches wide x 47 inches tall, with underside of sign installed at minimum 96 inches above finish grade of public sidewalk below. New blade sign includes company name "CBD American Shaman" in contemporary serif lettering in white color. Blade sign also includes corporate multi-colored feather logo above company name along with multi-colored border along bottom edge of sign in color scheme similar to feather logo; sign background and hanging bracket are corporate burgundy in color.

New signage is appropriate as proposed, with following modifications:

- Applicant should amend bright white color scheme to ivory or warm white to coordinate with color of existing building façade and also in deference to typical paint color found throughout Historic Conservation District.
- Applicant should install letters intended for sign band onto backer board to avoid multiple pin-mount locations into existing stucco finish created by individual lettering; backer should be ivory or warm white in color and also include offset pin stripe detail ... potentially in burgundy color to match proposed letters. Lettering in sign board is much too large, as currently proposed; resulting sign board should be reduced in overall width to align with dimensions of arched opening below.
- Proposed blade sign should be moved from location above storefront window and centered above pilaster at right or at left of recessed entrance. Design of bracket for proposed blade sign should be inspired by approved signage within Historic Conservation District by including decorative scroll detail rather than proposed contemporary stock aluminum tube arm. Blade signage within Historic Conservation District typically includes offset pin stripe detail so discussion is warranted if multi-colored border along bottom edge of sign is acceptable or if proposed border should be replaced with pin stripe detail around entire perimeter of sign.

**Discussion:** Laura Penske represented proposal to remove old signage from windows, replace signage with new logo and add projecting sign. Mr. Roeder inquired about Applicant's willingness to place letters of new sign on backer board rather than pin-mounting individual letters into existing sign band, as recommended by Historic Officer. Applicant agreed that backer board solution is acceptable but requested clarification about pinstripe detail, including potential need for routing out stripe from board surface. Mr. Long noted pinstripe should be offset from outer perimeter of sign board; does not have to be recessed but could be applied vinyl detail in contrasting color. Ms. Starbuck inquired if Applicant would reduce overall size of main sign to fit within space proposed by Historic Officer; Applicant agreed to reduce overall size of signage.

Ms. Starbuck inquired if Applicant would install blade sign centered at pilaster adjacent to recessed entrance rather than above storefront windows; Applicant agreed to revise hanging location of blade sign to centerline of pilaster. Mr. Roeder expressed concern about size of proposed blade sign (36 inches wide x 47 inches tall); Applicant noted size of proposed sign relates to signs at adjacent businesses and similar concerns about size of blade sign by other HCC members were not expressed. Mr. Roeder continued that contemporary design of proposed bracket for blade sign is not appropriate; Applicant agreed to reconsider design of bracket to include historical scroll detail (similar to adjacent blade signs) but noted sign will be mounted to

avoid swinging motion. Mr. Cornish noted blade signs typically receive offset solid-color pinstripe around perimeter similar to detail on main signage; however, current proposal includes multi-colored border only along bottom edge. Applicant responded that colorful border at bottom edge of proposed blade sign reflects corporate logo; Ms. Starbuck noted HCC typically approves color schemes if dictated by corporate logos.

Applicant clarified existing storefront glass is tinted so proposed vinyl signage will be applied to outside surface of storefront windows, entrance doors and transom in order to be more visible. Applicant continued that proportion of applied window signage received approval by Bethlehem Zoning Officer but agreed to amend proposed color from bright white to warm white.

Mr. Cornish requested Applicant to submit various revisions to Historic Officer (via City of Bethlehem Planning and Zoning Office) for final approval rather than returning to HCC for subsequent review; Applicant agreed to suggestion.

**Public Commentary:** None

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

1. Proposal to remove old signage from windows, replace signage with new logo and add projecting sign was presented by Laura Penske.
2. New signage at existing sign band to include company name "CBD American Shaman" in contemporary serif lettering composed of ¼-inch aluminum Flat Cut Out (FCO) letters painted in corporate burgundy color and pin-mounted to backer board with spacers to create float detail; width of new sign to align with dimensions of arched opening below. Backer is ivory or warm white in color to match adjacent façade and includes offset pin stripe detail in burgundy color to match letters.
3. New blade sign centered above pilaster at right or at left of recessed entrance to include company name "CBD American Shaman" in contemporary serif lettering in warm white or ivory color. Blade sign also includes corporate multi-colored feather logo above company name along with multi-colored border along bottom edge of sign; sign background and hanging bracket are corporate burgundy in color. Double-sided blade sign is 36 inches wide x 47 inches tall, with underside of sign installed at minimum 96 inches above finish grade of public sidewalk below; blade sign bracket to include decorative scroll detail.
4. Replace existing window signage with vinyl signage installed on outside surfaces of storefront windows, entrance doors and associated transom in matt white color with slogans "HEALTH", "WELLNESS", "ORGANIC" and "ALL NATURAL" in contemporary, sans-serif, all capital lettering and underscored with stylized horizontal border. Lettering and border have combined height of 8 inches and proposed locations are near bottom of two storefront windows. Centered horizontally and vertically in transom above recessed entrance doors is company name "CBD American Shaman" in contemporary serif lettering. Partial segment of corporate feather logo in "frosted etch vinyl" is also within transom and extending down to portions of entrance doors. Right entrance door also includes contemporary, sans-serif, capital lettering with hours of operation; lettering is centered horizontally within glass panel of entrance door, with bottom line of lettering installed 27 inches from top of glass panel.
5. Applicant to submit revised details (including blade sign scroll bracket) to Historic Officer for final approval.

The motion for the proposed work was unanimously approved.

**Agenda Item #3**

**Property Location:** 123 West Fourth Street (Casa de Campo Restaurant)

**Property Owner:** Jose Nunez

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

**Applicant:** Adriel Almonto

**Applicant's Address:** 226 West Gordon Street, Allentown, PA 18102

**Building Description, Period, Style, and Defining Features:** The structure is a semi-detached, 3-story, 2-bay commercial and residential brick building with a flat roof. Defining architectural features include brick corbeling and unique brick detailing, a second-floor oriel window and projecting cornice. The original storefront has been significantly altered. The building dates ca. 1890 and has Queen Anne detailing.

**Proposed Alterations:** It is proposed to install new storefront vinyl sign.

**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 #2

**Evaluation, Effect on Historic Conservation District, Recommendations:** Submitted COA Application indicates intent to install new vinyl signage at existing sign band. Words "CASA DE CAMPO RESTAURANT" are proposed in contemporary, serif, all capital lettering. Application notes existing sign band is 244 inches wide x 31 inches tall; however, proposed ¼ -inch vinyl sign is 264 inches wide x 24 inches tall ... meaning proposed sign is 20 inches wider than actual sign band. Application notes sign is to be fastened with wood screws into existing plywood sign band; however, unclear if letters are to be individually mounted or if backer board is envisioned. No indication of proposed signage colors is provided so discussion on various issues is warranted.

New signage is inappropriate as proposed; following are suggested modifications to ensure appropriateness in accordance with Design Guidelines for Signage:

- amend material choice for signage from vinyl to something more permanent and with greater thickness dimension so letters stand out from background
- Applicant should discuss envisioned colors, noting current (temporary) banner sign integrates red, white and blue color scheme; **note:** if white color is desired, Applicant should use ivory or warm white in deference to typical color found throughout Historic Conservation District
- install letters intended for sign band onto backer board to avoid multiple pin-mount locations created by individual lettering; backer should also include offset pin stripe detail ...potentially in color to match proposed letters
- lettering in sign band is much too large, as currently proposed; resulting sign board should be reduced in overall width and aligned with three existing gooseneck lights (not centered in overall sign band) to ensure uniform illumination. **note:** removal of word "Restaurant" from slogan might prove useful in reducing overall width of proposed sign

Applicant is encouraged to cooperate with experienced signage company to finalize details of proposed sign; current proposal involves simple type-face lettering with no thought to scale, spacing or other design features, including company logo, etc. It should also be noted that removal of previous signage left significant traces of attachment adhesive so surface of sign band should be repaired and re-painted prior to installation of new signage.

Finally, Application does not indicate secondary signage for such items as hours of operation, company website, telephone number, etc. typically installed on inside glass surface of entrance door; Applicant is encouraged to return to HCC at future date to review such items, if applicable.

**Proposed Alterations:** It is proposed to install new storefront vinyl sign.

**Discussion:** Adriel Almonte (accompanied by Johnny Ramirez as translator) represented proposal to install new storefront vinyl sign. Mr. Roeder noted existing entrance door has 9-grid pattern and is deeply recessed so improved/alternate location for informational signage (hours of operation, etc.) would be adjacent storefront window. Applicant noted sign company representative could not attend HCC meeting so such issues as size and material of proposed lettering for main signage, etc. cannot be confirmed. Mr. Roeder suggested letters for main signage be at least ¼-inch thick to make more visible when illuminated. Ms. Starbuck

encouraged Applicant to install individual letters onto backer board; Mr. Roeder suggested Medium Density Fiberboard (MDF) as possible board material, with board painted in color to contrast with existing dark green of storefront along with offset pinstripe detail in accent color. Applicant distributed supplemental information from signage company indicating new lettering will be dark green with neon yellow accents. Ms. Starbuck expressed concern that dark green lettering installed over dark green façade would not be successful, even with yellow surround accents; also questioned appropriateness of neon yellow color within Historic Conservation District. Mr. Hudak continued that overall signage is too large and should be reduced in size to fall within illumination beam angle of three existing gooseneck lights rather than across entire length of sign band.

Mr. Cornish encouraged Applicant to return to HCC with subsequent COA Application indicating actual sizes of signage details (including size of letters) in comparison to overall sign band along with colors of letters and backer board; Applicant should also consider removing word "Restaurant" to reduce overall length of sign and also include offset pinstripe detail around perimeter of signage. Applicant should consider placement of secondary signage with hours of operation, etc. ... preferably near bottom of existing storefront. Applicant noted store window at angle leading to recessed entrance would be preferred location for secondary signage.

**Public Commentary:** None

Upon motion by Mr. Cornish and seconded by Mr. Silvoy, HCC unanimously decided to table decision to approve installation of new storefront vinyl sign at existing sign band until Applicant submits more comprehensive COA Application with defined signage preferences.

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

**Property Location:** 129 East Third Street (New York Gyro)

**Property Owner:** East Allen Rental

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

**Applicant:** Fastsigns

**Applicant's Address:** 700 North 13<sup>th</sup> Street, Allentown, PA 18102

**Building Description, Period, Style, and Defining Features:** The structure is a 3-story, 3-bay, brick semi-detached commercial and residential building with a flat roof that was originally part of a block of four storefronts stretching to the corner of Webster Street. The block of buildings replaced the Hildenberger's New Opera House, which was destroyed by fire on Feb. 10, 1874, when it was fairly new. It has a projecting pressed metal cornice, flat window lintels on the second floor and a renovated storefront. The building dates from ca. 1890 and is Federal Revival in style with Italianate details.

**Proposed Alterations:** It is proposed to install individual letters to wood façade on sign board.

#### **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 #2

**Evaluation, Effect on Historic Conservation District, Recommendations:** Submitted COA Application indicates intent to install new acrylic signage at existing sign band. Words "NEW YORK" are proposed in contemporary, sans-serif, all capital lettering in warm white color followed by word "Gyro" in stylized upper and lower-case sans-serif lettering in dark red color. At left of lettering is round company logo in warm white color as stylized medallion with words "NEW YORK" and "RESTAURANTS" in black color around inside perimeter and surrounded by black border; at center of medallion is depiction of gyro rotisserie in black and red colors while entire medallion is covered by slightly tilted banner in red color with word "GYRO" in warm white color.

Application notes intent to individually mount 1/2-inch thick dimensional acrylic letters directly into existing sign band using 5/32-inch studs sealed with silicone. Dimensions of overall signage are 12 inches tall x 120 inches wide; unfortunately, no dimensions of existing sign band are provided.

New signage is appropriate as proposed, contingent upon Applicant's confirmation that proposed signage will not interrupt existing details such as dentil molding above sign band, decorative panels at bottom of sign band and stylized brackets at left and right of sign band. To limit multiple mount locations resulting from individually mounted letters, Applicant is encouraged to apply letters and logo onto backer board, which would require significantly fewer mounting locations. If acceptable, backer should also include offset pin stripe detail ... potentially in color to match proposed letters.

It should also be noted that thick cable (potentially servicing emergency lighting and/or security camera) currently hangs across entire length of sign band; Applicant is encouraged to re-configure devise(s) and remove associated cable.

**Proposed Alterations:** It is proposed to install individual letters to wood façade on sign board.

**Discussion:** Evan Blose represented proposal to install new individual letters to wood façade on sign board. Applicant noted overall dimensions of existing sign band (between various ornamental details) is approximately 17 inches tall x 216 inches wide; proposed lettering is 12 inches tall x 120 inches wide, allowing approximately 2 ½ inches between letters, upper molding and lower panels. Mr. Cornish inquired about Applicant's willingness to place letters of new sign on backer board rather than pin-mounting individual letters into existing sign band, as recommended by Historic Officer; Applicant noted existing upper dentil molding and lower raised panels moldings would compete with additional backer board as justification for individual letters. Ms. Starbuck expressed concern that suggested height of proposed lettering is incorrect (seems proportionally smaller than dimensionally indicated on drawing); Applicant agreed to re-measure inside dimensions of sign band and confirm with HCC Chair and Historic Officer. Mr. Cornish suggested HCC approval of COA Application not according to specific height/width dimensions but rather with required minimum 2-inch distance between new lettering and existing upper and lower molding details. Applicant confirmed overall width of proposed signage/lettering would be centered between existing brackets at far left and far right of sign band. Applicant also agreed to remove existing cable hanging across entire length of sign board.

**Public Commentary:** None

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

1. Proposal to install individual letters to wood façade on sign board was presented by Evan Blose.
2. New acrylic letters installed at existing sign band to include words "NEW YORK" in contemporary, sans-serif, all capital lettering in warm white color followed by word "Gyro" in stylized upper and lower-case sans-serif lettering in dark red color. At left of lettering is round company logo in warm white color as stylized medallion with words "NEW YORK" and "RESTAURANTS" in black color around inside perimeter and surrounded by black border; at center of medallion is depiction of gyro rotisserie in black and red colors while entire medallion is covered by slightly tilted banner in red color with word "GYRO" in warm white color. 1/2-inch thick dimensional acrylic letters will be mounted directly into existing sign band using 5/32-inch studs sealed with silicone; distance between new lettering and existing upper and lower molding details is minimum 2 inches. Overall width of proposed signage/lettering is centered between existing brackets at far left and far right of sign band.
3. Existing conduit hanging across entire length of sign board to be removed prior to installation of new lettering.

The motion for the proposed work was unanimously approved.



#### **Agenda Item #5**

**Property Location:** 601 East Fourth Street

**Property Owner:** Bruce Campbell

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

**Applicant:** Bruce Campbell

**Applicant's Address:** 601 East Fourth Street, Bethlehem, PA 18015

**Building Description, Period, Style, and Defining Features:** The structure is a 4-bay, detached, brick 2 1/2-story commercial building sheathed in painted aluminum siding and a simple gable roof with asphalt shingles. The front façade has been significantly modified and currently has a corner entrance and two random window openings at the street level; however, existing siding potentially obscures an earlier façade configuration. It has a cross gable rear addition with one roof dormer (currently missing window sash) along Pierce Street. Constructed ca. 1895, it replaced an earlier double building known as the Fourth Ward Hotel. It was later modified to create separate entrances to segregate hotel guests above from a wine and liquor retail business at the entry level. According to Sanborn Fire Insurance Maps, the rear addition received a framed porch around 1940, which was subsequently enclosed to create yet another entrance. These same maps depict a large, detached, single-story, brick masonry garage constructed in the northwest corner of the rear yard about the same time as the back porch. A free-standing masonry wall connecting the main structure with the detached garage was completed sometime after 1952. The garage with low-slung hip roof was later converted into an apartment, with corner entrance and random windows. The original brick masonry façades of the garage and privacy wall were treated with a stucco veneer and given an etched pattern (often referred to as "Brickote") in imitation of stacked stone sometime during the mid-20<sup>th</sup> century. Over time, primary use of the main structure changed from hotel and liquor store to a tavern and was re-named Linden Tavern, then later known as The Korner Bar. It received the current name of Happy Tap Grill and Pub in 1992.

**Proposed Alterations:** It is proposed to remove all aluminum siding, exposing and restoring brick and wood trim and to demolish the rear apartment building.

#### **Guideline Citations:**

- **Secretary of the Interior's Standards (SIS) 1.** -- A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
- **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) 4.** -- Changes to a property that have acquired historic significance in their own right will be retained and preserved.
- **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) 9.** -- see Agenda Item #1
- **Bethlehem Ordinance 1714.03 Purposes of Historic Conservation District** -- see Agenda Item #1
- **Historic Conservation Commission 'Design Guidelines' concerning demolition** -- HCC will not recommend approval for demolition unless proposed demolition involves a non-significant building, provided that the demolition will not adversely affect those parts of the site or adjacent properties that are significant.

**Evaluation, Effect on Historic Conservation District, Recommendations:** Submitted COA Application indicates intent to remove aluminum siding from main structure in order to rehabilitate exterior façade. Removal of non-historic materials is appropriate within Historic Conservation District; however, Applicant is requested to return to HCC following removal of siding to illustrate

resulting findings (due to various potential changes over time) and also to define approaches for restoring various historical details. Applicant's proposal to demolish existing rear garage/apartment is problematic and potentially inappropriate, considering its ca. 1940 construction was during designated era of Historic Conservation District (ca. 1895 – 1950) ... although recent visual inspection confirmed poor condition of garage structure due to neglect from deferred maintenance as well as lack of historical materials or details. Past requests for demolition approved by HCC are predicated on Applicant's intent to replace lost building with new structure; however, provided materials include no indication of replacement structure but rather rear patio/deck so discussion is warranted before appropriateness of proposal can be considered.

**Proposed Alterations:** It is proposed to remove all aluminum siding, exposing and restoring brick and wood trim and to demolish the rear apartment building.

**Discussion:** Bruce Campbell represented proposal to remove existing aluminum siding, exposing and restoring brick and wood trim underneath and to demolish rear apartment building. Applicant confirmed siding has not yet been removed but select internal demolition indicates much larger window openings (potential storefront) at entry level front façade. Applicant provided supplemental information concerning initial design proposal, as completed by DEA Architects. Applicant noted select removal of exterior siding revealed such details as masonry painted to imitate earlier brick; agreed to return to HCC after complete removal of siding to reveal results. Current design proposal involves rehabilitation of exterior brick façade of main structure and replace in-kind wood trim details. Mr. Roeder noted cleaning of revealed brick using mild detergents (no harsh chemicals) and low-pressure wash is allowed. Proposal also includes construction of new deck/patio extending from rear of main structure to back property line, accomplished by demolishing existing garage apartment. Applicant explained floor of patio will be one level (with no steps) to match entry level of main structure; proposed perimeter of new patio defined by stucco retaining wall along Pierce Street, with series of stone-veneer columns and metal railings between. Ms. Starbuck noted floor level of current garage apartment is much lower than level of proposed patio; Applicant responded finish floor height of patio would match entry floor level of main structure, resulting in potential 10 feet height differential from current garage apartment floor level at rear of property. Mr. Cornish cited previous examples of approvals for demolishing non-significant garages but noted HCC typically requests Applicant to retain some reference to original structure (ex.: outline of garage made visible, select exterior wall/walls retained, etc.); Ms. Starbuck noted not much historic fabric of original garage remains but expressed concern about contemporary nature of proposed retaining wall and parapet surround of new patio. Mr. Roeder added recent inspection of property revealed garage structure has been significantly altered over time and few (if any) historical details remain. Mr. Cornish inquired about potential to integrate series of step-downs along length of patio to reduce height of resulting retaining wall; Applicant noted entire patio must be at same floor level as entry level of main structure to accommodate accessibility (ADA) requirements. Applicant also referenced supplement renderings, noting existing rear enclosed porch would receive covered roof extending out beyond main building. Ms. Starbuck noted typical HCC approval for demolition contingent upon complete understanding of what will be constructed in location of demolished structure; current renderings (not received by submittal deadline for current HCC meeting) imply proposal concepts but do not satisfy requirement of measured drawings, including identification of various materials, etc. Ms. Starbuck continued by suggesting Applicant to consider brick piers to match brick of main structure as alternative to current proposal of stone veneer piers. Mr. Roeder continued that roof structure extending from rear of main structure out over portion of new patio/deck should include heavier framing members as part of design development. Mr. Hudak suggested HCC could only approve demolition of garage apartment structure upon receipt/review of finalized design proposal for rear patio/deck but noted willingness to consider approval of request to remove existing aluminum siding as initial step in series of HCC project reviews.

**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. Proposal to remove all aluminum siding, exposing and restoring brick and wood trim in-kind and to demolish the rear apartment building was presented by Bruce Campbell.
2. Proposal to remove all aluminum siding, exposing and restoring brick and wood trim in-kind was approved, as submitted; cleaning of revealed brick using mild detergents (no harsh chemicals) and low-pressure wash is allowed.
3. HCC consideration of proposal to demolish rear garage apartment contingent upon Applicant's ability to provide to-scale drawings of design for new rear patio/deck as replacement for demolished structure.

The motion for the proposed work was unanimously approved.

**Old Business:** None

General Business:

Minutes from HCC meeting on May 20, 2019 were unanimously approved.

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