

CITY OF BETHLEHEM

Department of Planning and Zoning

Interoffice Memo

TO: Planning Commission Members

FROM: Tracy E. Samuelson, Planning and Zoning Bureau

RE: Waiver Request for Wind Creek Entertainment Complex – Sign Package dated January 2019

DATE: March 8, 2019

Enclosed are a sign waiver request letter and sign schematics for sign changes because of the sale of the Sands Entertainment Complex to the Wind Creek Entertainment Complex. Sign waivers are being requested in accordance with Article 1308.01.c of the Zoning Ordinance for a replacement sign package that exceeds the maximum square footage of wall signs and freestanding signs (50 sf maximum) in the IR Zone. The request is listed in the applicant's sign package and letters dated February 2019.

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

Attached are letters from Atty. Talvacchia dated February 12, 2019, and February 27, 2019 highlighting the reasons for the waiver requests. Copies of proposed signs are also enclosed. We recommend the granting of the waiver requests for the following reasons and with the following conditions:

- The proposed Wind Creek Ore Crane Sign (3880 sf) is larger than the Sands sign (3187 sf) because the Wind Creek name is longer than the existing Sands name and the Wind Creek sign contains a logo.
- The three monument signs (180 sf each) are twice as large as the existing Sands monument signs (84 sf each) because of the Wind Creek circular logo.
- Most of the signs are equal in size to the Sands signs and the replacement signs, if larger, are only necessary because of Wind Creek's longer name and logo.
- Since freestanding signs in the IR zone are only permitted to be a maximum of 50 sf, they do not allow for flexibility when lots are much larger than the typical urban lot. Larger freestanding signs on properties of a few acres such as the subject lot do not appear out of character and scale.

- The proposed Hotel sign and the proposed Event Center sign are being changed from individual letter signs to wall signs. The proposed hotel sign is twice as large as the existing hotel sign and the signs at present are more attractive individual letter signs.
- It is recommended that the proposed sign package request be approved, subject to both the Event Center wall sign and the Hotel wall sign changing to individual letter signs that meet the approval of the Planning Bureau. These waiver requests will be presented at your March 14, 2019 meeting.



Tracy E. Samuelson
Assistant Director of Planning and Zoning