

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 Flat Wall Sign at 3419 Commerce Center Boulevard

DATE: October 2, 2019

Enclosed are a sign waiver request letter from Bartush Signs and sign schematics for a flat wall sign at the QVC warehouse. A sign waiver is being requested in accordance with Article 1315.07 of the Zoning Ordinance for a wall sign that exceeds the maximum height above street grade for signs in an Industrial District. The request is as follows:


- Erection of an interior illuminated flat wall sign (12' by 20'10") at west side. Section 1320.10.a.2.i of the Zoning Ordinance only permits wall signs to be a maximum of 25' above grade.

Article 1315.07 of the Zoning Ordinance allows waivers to the sign regulations to be granted by the Planning Commission for signs in the IN-O Zoning District if existing site conditions, the nature of the proposed use, hardships, or innovations in technology warrant a waiver.

The attached letter from Bartush Signs, dated September 30, 2019, highlights the reasons for the waiver request. We recommend the granting of the waiver request for the following reasons:

1. The area of the sign is less than the maximum allowed for a flat wall sign on a side wall abutting a parking area.
2. The maximum permitted height of a wall sign is a static amount (25') which does not take into account higher buildings as is the case with the subject 40 foot high building.
3. The building is set back over 300 feet from Commerce Center Boulevard. The additional sign height on the west wall will increase visibility for delivery trucks as they approach the building when traveling east.

This waiver request will be presented at the October 10, 2019 meeting.


Tracy E. Samuelson,
Assistant Director of Planning and Zoning

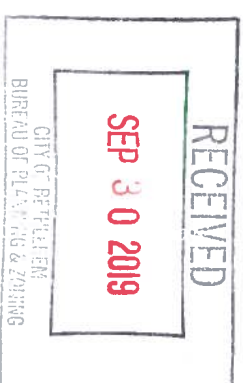


Variance statement

Due to the size of the Buildings and the position of them, being set back off the roads and not very visible we are requesting to install the sign 37'7" from the grade instead of the 25' allowed by the ordinance. This will help to increase visibility for visitors and delivery trucks to locate the building and make the correct traffic choices to enter the property safely.

The sign will not be out of character with the neighborhood or detrimental to the public as it is similar to other signs in the area.

The sign is the minimum variance needed to afford relief from the current ordinance.



20'-10" (250")

6225 Old Concord Road
Charlotte, NC 28213
P: 704.597.9801
F: 704.597.9808

www.signartsign.com

JOB ID: 18946-B
CUSTOMER: QVC, Inc
LOCATION: 3419 Commerce Center Blvd
Bethlehem, PA 18015

SALESPERSON: AW

ISSUE DATE: 07/01/19

REVISIONS:
1 AW 7/25/19

DESIGNER: HC

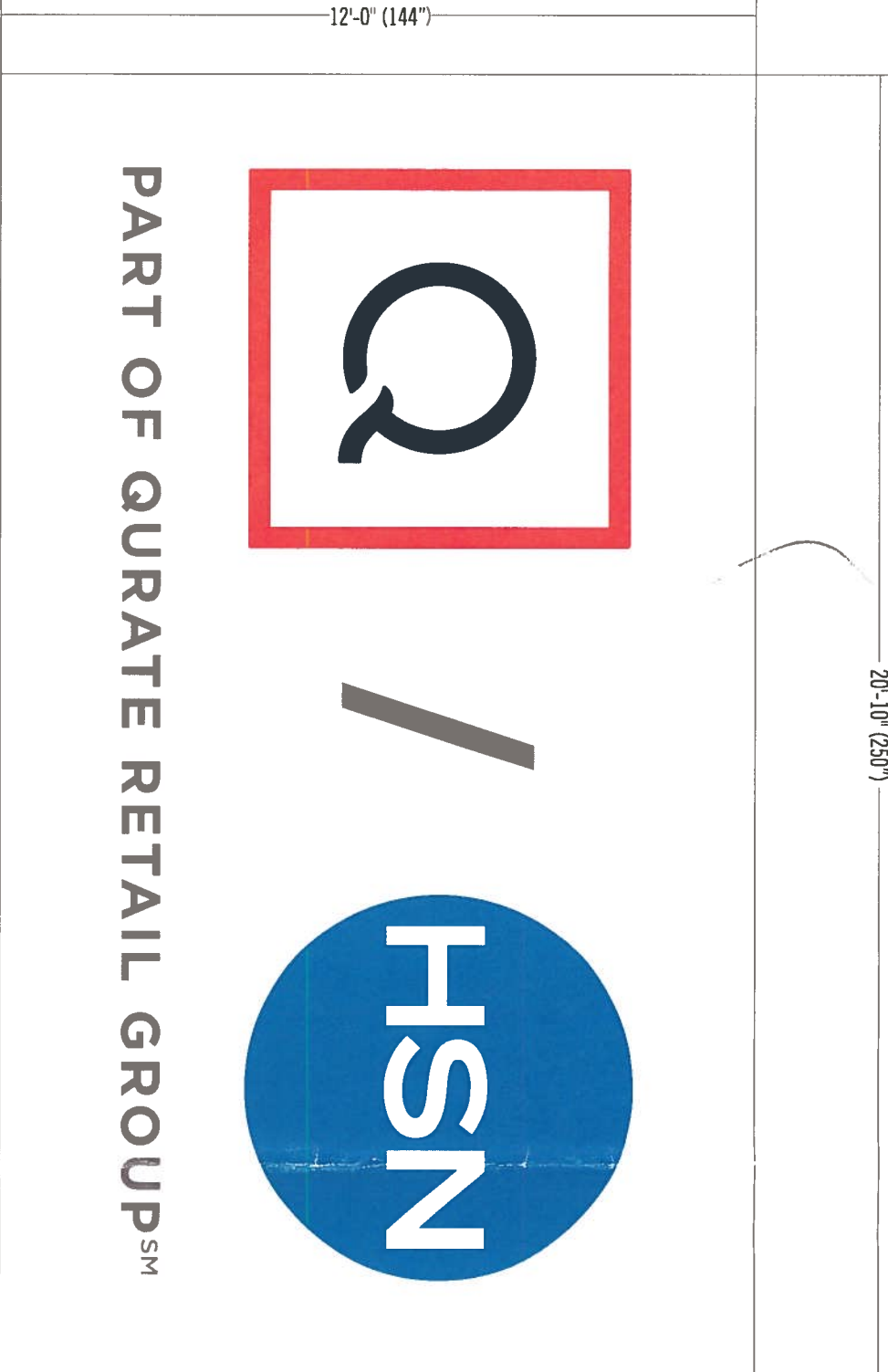
FILE PATH: QVC/18946_B

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Revise & Resubmit
Date: _____
Client: _____
Sales: _____
PM: _____

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Digitally Printed Full Bleed Panaflex Faces
Mounted In 10" Deep Cabinet, Fabricated from 1-1/2"
Aluminum Tube w/ SignComp Flat Bleed Retro Frame
Cabinet & Frame painted Black.
Cabinets Illuminated With White LED's

SIGN A

Qty = One (1)

SCALE: 3/8" = 1'-0"

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 Charlotte, NC 28213
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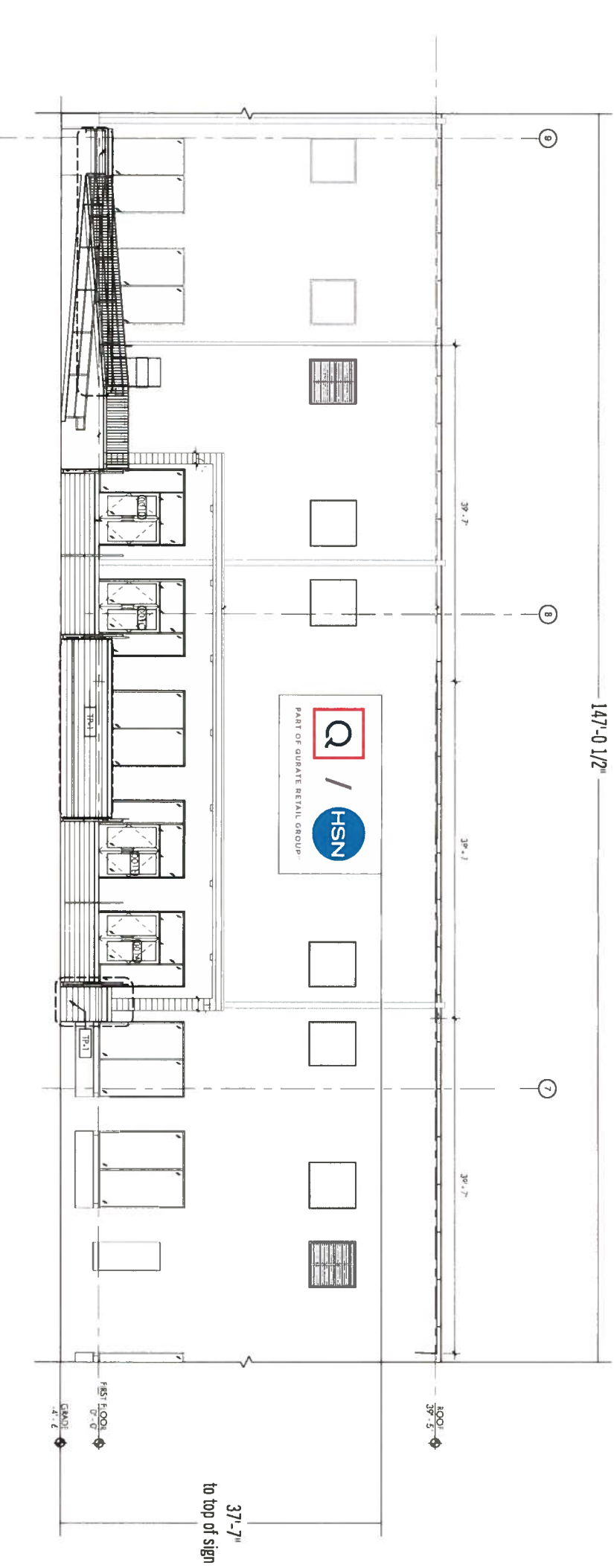
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5 PARTIAL EXTERIOR ELEVATION WEST - ENTRY
 421

SIGN A

Qty = One (1)

SCALE: 1/16" = 1'-0"

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