

CITY OF BETHLEHEM

Department of Planning and Zoning

Interoffice Memo

TO: Planning Commission Members

FROM: Tracy E. Samuelson, Assistant Director of Planning and Zoning

RE: Waiver Request for Flat Wall Sign at 3025 Commerce Center Boulevard

DATE: October 31, 2019

Enclosed are a sign waiver request letter from Reed Sign Company and sign schematics for a flat wall sign at the Crayola 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 Overlay District. The request is as follows:

- Erection of an interior illuminated flat wall sign (13' by 21') 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. The applicant is requesting a height of 40' for the sign.

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

Attached is a letter from Reed Sign Company dated October 8, 2019 highlights the reasons for the waiver requests. We recommend the granting of the waiver requests 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 45' high building.
3. The additional sign height on the west wall will increase visibility for delivery trucks as they approach the building when traveling east, since the building is slightly below street level and visitors park in front of the building.

This waiver request will be presented at the November 14, 2019 Planning Commission Meeting.



Tracy E. Samuelson
Assistant Director of Planning and Zoning



Design | Manufacture | Install
SINCE 1972

October 8, 2019

City of Bethlehem
Planning Commission
10 East Church St.
Bethlehem, PA 18018


Subject: 3025 Commerce Center Boulevard – Crayola – Sign Height – Found in the IN-O
Industrial Overlay District

Attention: City Planning Commission

I would like to request relief from Section 1320.10 (a)(2)(i) of the Code that states: "No sign shall be more than 25' above the basic grade..." We are seeking a relief of 15' for a proposed height of 40', firstly, since the architecture of the building limits where the sign can be placed (locate above windows). Because of this, if mounted at 25', the sign would be blocking the windows. Secondly, sheer size of the building makes the requested height look appropriate. Also, to offer concise wayfinding to direct visitors and delivers that need to enter towards the right side of the building, it would make sense that the sign be placed toward the right side of the top of the building. There are site conditions that attribute to the need for higher placement of sign: i.e. building sits slightly below street level, visitors (cars and vans) park in front of the building.

Thank you for taking consideration to this request.

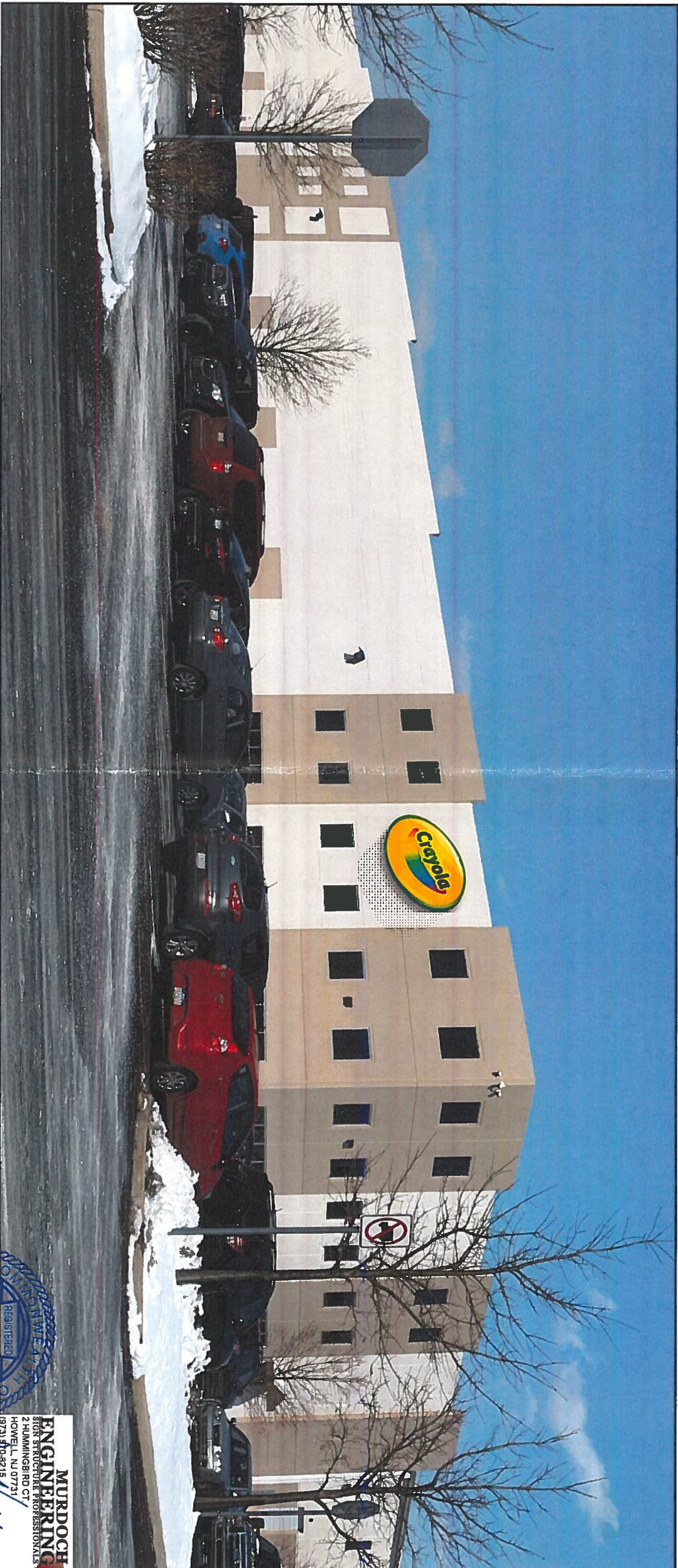
Sincerely,


Ray Kidwell

Reed Sign Company
1050 Main Street
Pennsburg, PA 18073
215-679-5066 x 208
ray@reedsign.com



View from main entrance off of Commerce Center Blvd



Designed Per IRC 2015 PA Edition
 With Applicable Amendments

Wind Loads
 Ultimate Design Wind Speed 115 mph
 Nominal Design Wind Speed 89.1 mph
 Risk Cat. II
 (3-sec Peak Gust MPH) I = 1
 Wind Importance Factor C
 Wind Exposure C
 Gust Factor 0.85

Snow Loads
 Ground Snow Load Pg 40 psf
 Snow Exposure Factor Ce 1.0
 Snow Load Importance Is 1.1
 Thermal Factor Ct 1.0
 Exterior components designed in accordance with applicable provisions of the ASCE 7.10

REED SIGN COMPANY
 Design | Manufacture | Install
 SINCE 1972
 A Limited Liability Company

1050 Main Street
 Pennsburg, PA 18073
 phone: 215.679.5066
 fax: 215.679.6616
 web: reedsign.com

Client: **SIXT**
 Address: **3025 Commerce Center Blvd**
 Location: **Bethlehem, PA**
 Project: **Building Sign**

JERE MURDOCH
 REGISTERED PROFESSIONAL ENGINEER
 PENNSYLVANIA
 PE082030

MURDOCH ENGINEERING
 SIGN STRUCTURE PROFESSIONALS
 2 HUMMINGBIRD CT
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 (973) 570-9215
 Jere Murdoch, PE
 Professional Engineer
 PA/PE Lic. #PE082030
 Exp. 9/30/2019

Approved by: _____ Date: _____
 Drawing: 06565a Scale: as shown Date/Revision: 03/12/19
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 CITY OF BETHLEHEM
 MUNICIPAL ENGINEER ARCHITECT & ZONING

View from Eastbound approach on Commerce Center Blvd



Designed Per: IBC 2015 PA Edition
with applicable Amendments

Wind Loads

Ultimate Design Wind Speed	115 mph
Nominal Design Wind Speed	89.1 mph
Risk Cat.	II
(3-sec Peak Gust MPH)	
Wind Importance Factor	I = 1
Wind Exposure	C
Gust Factor	0.85

Snow Loads

Ground Snow Load	Pg = 40 psf
Snow Exposure Factor	Ce = 1.0
Snow Load Importance	I _s = 1.1
Thermal Factor	C _t = 1.0

Exterior components designed in accordance with applicable provisions of the ASCE 7-10

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Client: **3025 Commerce Center Blvd**
Location: **Bethlehem, PA**
Project: **Building Sign**

Approved by: _____ Date: _____
Drawing: **0656sb** Scale: **as shown** Date/Revision: **03/12/19**
Scale: **as shown** Date/Revision: **03/27/19**



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Jere Murdoch 7/8/2019
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Professional Engineer
PA/PE Lic. #PE082030
Exp. 9/30/2019

Straight on view of proposed wall sign



Designed Per IRC 2015 PA Edition
With Applicable Amendments

Wind Loads	Ultimate Design Wind Speed	115 mph
Nominal Design Wind Speed	89.1 mph	
Risk Cat.	II	
(3-Sec Peak Gust MPH*)		
Wind Importance Factor	I = 1	
Wind Exposure	C	
Gust Factor	0.85	

Snow Loads	Ground Snow Load	Pg = 40 psf
Snow Exposure Factor	C _e = 1.0	
Snow Load Importance	I _s = 1.1	
Thermal Factor	C _t = 1.0	

Exterior components designed in accordance with applicable provisions of the ASCE 7.10



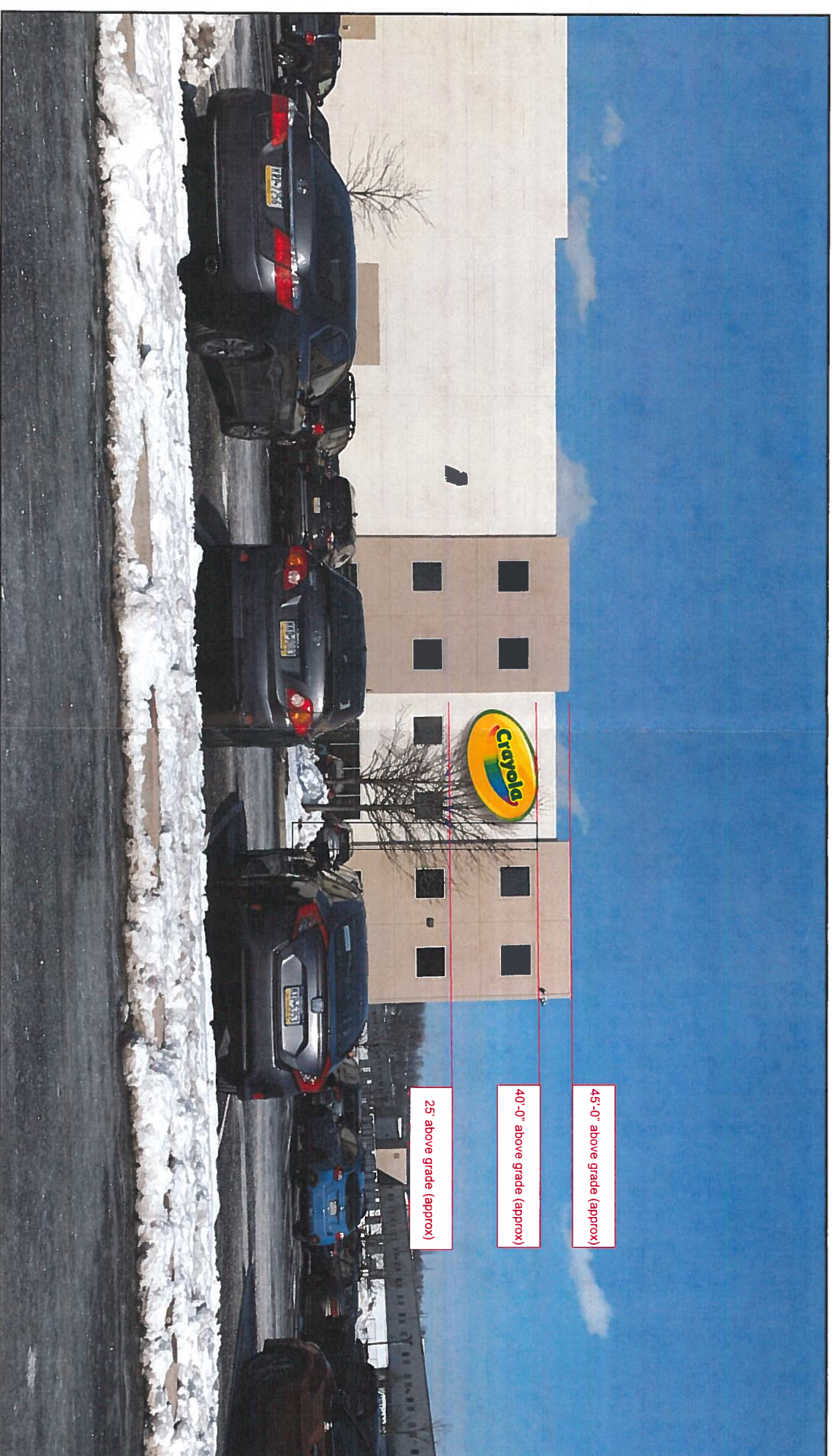
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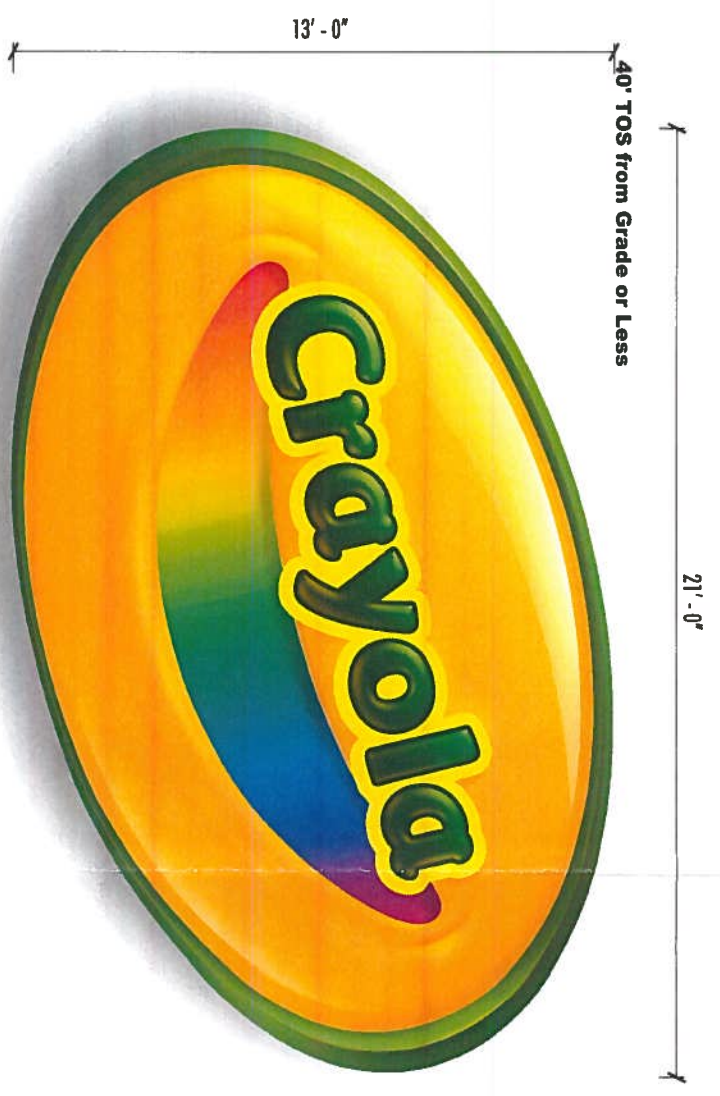
1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com	Client: St. Mary's Address: 3025 Commerce Center Blvd Location: Bethlehem, PA Project: Building Sign	Approved by: _____ Date: _____	Scale: as shown Date/Revision: 03/12/19 03/27/19
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Straight on view of proposed wall sign

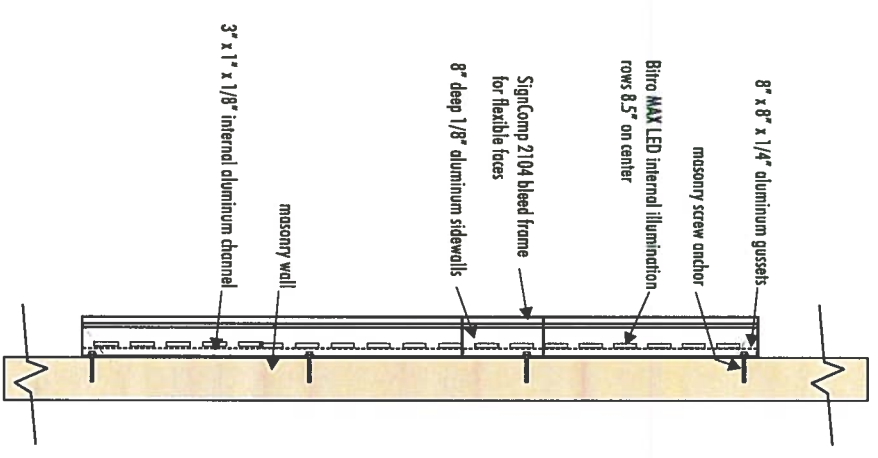


 <p>REED SIGN COMPANY</p>		<p>Design Manufacture Install SINCE 1972 A Limited Liability Company</p>	
<p>1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com</p>		<p>Client: Crayola Address: 3025 Commerce Center Blvd Location: Bethlehem, PA Project: Building Sign</p>	
<p>Approved by: _____ Date: 7/</p>		<p>Drawing: 06565c Scale: as shown Date/Revision: 03/12/19 03/27/19</p>	
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<p style="text-align: center;"><small>OFFICE OF THE DIRECTOR BUREAU OF PLANNING & ZONING</small></p>			



Scale: 1/4" = 1'-0"

- Internally Illuminated Wall Logo*
- TrueColor double print digitally printed 3M Penaflex face material
 - cabinet fabricated 8" deep entirely of SignComp extruded aluminum w/ bleed frame
 - all exterior aluminum surfaces primed and painted w/ Matthews acrylic polyurethane finish (satin finish)
 - internally illuminated with high intensity 24 volt LED lighting
 - dedicated 120v circuit brought to sign, location by others (circuit fed from back side of the wall to the rear of the sign - no exposed conduit/wiring)



Engineers Connection Note:
 - Provide 1/2" Diam. Red Head LDT Anchors into a 2-1/2" Solid Concrete or Grout Filled CMU Block embedment installed per/sec-guide @ 48" O.C. spacing around the entire perimeter of sign box through framing with washer or install per/Fastener schedule for alternate fastener type to install around the entire perimeter of sign box through framing with washer.

FASTENER SCHEDULE (BOX SIGN)		WALL CONSTRUCTION				
HARDWARE	DIAM.	O.C. Spacing Min.	MASONRY (CMU-Block)	REINFORCEMENT OVER 1/2" PLYWOOD	REINFORCEMENT OVER GYPSUM BOARD/CLAS	METAL PANEL OVER METAL STUD
THRU-BOLT	3/8"	19in.	YES	YES	ONLY WITH BACKER (MIN. 3/4" PLYWOOD)	YES
POWERS DRILL EXPANSION ANCHOR	3/8"	19in.	YES?	NO	NO	NO
LAG BOLT	3/8"	14in.	NO	1" SOLID WOOD PENETRATION REQD	NO	NO
RED-HEAD LDT	5/8"	48in.	Solid Conc. Or Grout Filled CMU Block	NO	NO	NO
Tek-Screw	1/4"	19in.	NO	NO	NO	YES into 1/8" Alum or 1/16" Steel

1.) Fasteners shall be evenly spaced around entire perimeter thru-box framing with washer.
 2.) Expansion anchors require a minimum 1-3/4" solid masonry embedment installed per/sec-guide for wall construction type
 3.) Tek-Screw and Alum Require SS Screw - Full Thread Embedment Required
 4.) Thru-Bolts (All Threaded Rods) into 1-3/4"x3/16" St. Angle or 2x6 lumber spanning w/42" wall studs per/foot - Rod

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 web: reedsign.com

Client: **State of PA**
 Address: **3025 Commerce Center Blvd**
 Location: **Bethlehem, PA**
 Project: **Building Sign**
 Approved by: **REED** Date: _____
 Drawing: **06565d** Scale: **as shown** Date/Revision: **03/12/19**
 Date/Revision: **03/27/19**

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