



SITE ADDRESS: See Exhibit A

2545 SCHEENERSVILLE RD  
2249 SCHEENERSVILLE RD  
2705 SCHEENERSVILLE RD  
1780 BATTLEKATE RD

Office Use Only:

DATE SUBMITTED: 8.28.2019

HEARING DATE: 9.25.2019

PLACARD: 9.11.2019

FEE: 2,000<sup>00</sup>

ZONING CLASSIFICATION: I

LOT SIZE: 2545: 22.51 ACRES  
2249: 2.29 ACRES  
2705: 18.00 ACRES

APPLICATION FOR APPEAL TO THE CITY OF BETHLEHEM ZONING HEARING BOARD,

10 E. CHURCH STREET, BETHLEHEM, PA 18018 1780: 14.12 ACRES

1. Return one (1) original and seven (7) copies of this application and all supporting documentation to the Zoning Officer, along with the filing fee. Include site plans and/or floor plans as necessary.
2. The application is due by 4PM the 4<sup>th</sup> Wednesday of the month. The hearing will be held the 4<sup>th</sup> Wednesday of the next month.
3. If you are submitting MORE THAN 10 exhibits at the hearing, you MUST place them in an indexed binder and submit at one time.

Appeal/Application to the City of Bethlehem Zoning Hearing Board is hereby made by the undersigned for: (check applicable item(s)):

- Appeal of the determination of the Zoning Officer
- Appeal from an Enforcement Notice dated \_\_\_\_\_
- Variance from the City of Bethlehem Zoning Ordinance
- Special Exception permitted under the City Zoning Ordinance
- Other: \_\_\_\_\_

SECTION 1

APPLICANT:

Name Lehigh Valley Health Network c/o Dallas Pulliam, Vice-President of Real Estate

Address 2100 Mack Blvd., PO Box 4000, Allentown, PA 18105

Phone:

Email:

OWNER (if different from Applicant): Note. If Applicant is NOT the owner, attach written

authorization from the owner of the property when this application is filed.

Name Muhlenberg Realty Corp. and Lehigh Valley Hospital-Muhlenberg c/o Dallas Pulliam

Address 2100 Mack Blvd., PO Box 4000, Allentown, PA 18105

Phone:

Email:

ATTORNEY (if applicable):

Name Timothy J. Seigfried, Esquire and David C. Berger, Esquire

Address 515 W. Hamilton Street, Suite 515, Allentown, PA 18101

Phone:

Email:

**SECTION 2. INFORMATION REGARDING THE REAL ESTATE**

1. Attach a site plan, drawn to scale, of the real estate. Include existing and proposed natural and man-made features.
2. Attach photographs.
3. If the real estate is presently under Agreement of Sale, attach a copy of the Agreement.
4. If the real estate is presently leased, attached a copy of the present lease.
5. If this real estate has been the object of a prior zoning hearing, attach a copy of the Decision.

**SECTION 3.**

**THE RELIEF SOUGHT: See Exhibit A**

If the Applicant seeks a dimensional variance for any setback, lot coverage, distance between certain uses, etc., please state the following:

Section of Code	Dimension Required by Code	Dimension Proposed by Applicant	Variance Sought
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

If the Applicant seeks a use or other variance, please state the specific section(s) of the Zoning Ordinance applicable and describe the variance sought.

See Exhibit A

If the Applicant seeks a Special Exception, please state the specific section (s) of Zoning Ordinance applicable:

See Exhibit A

If the Applicant seeks an appeal from an interpretation of the Zoning Officer, state the remedy sought in accordance with Sec. 1325.11 (b):

N/A

**NARRATIVE**

A brief statement reflecting why zoning relief is sought and should be granted must be submitted.

**CERTIFICATION**

I hereby certify that the information contained in and attached to this application is true and correct to the best of my knowledge and belief.  
I also certify that I understand that any and all federal, state or local rules and regulations, licenses and approvals shall be obtained if the appeal is granted.

  
Applicant's Signature

Att'y for Applicant

8/27/19

Date

  
Property owner's Signature

Att'y for Owner

8/27/19

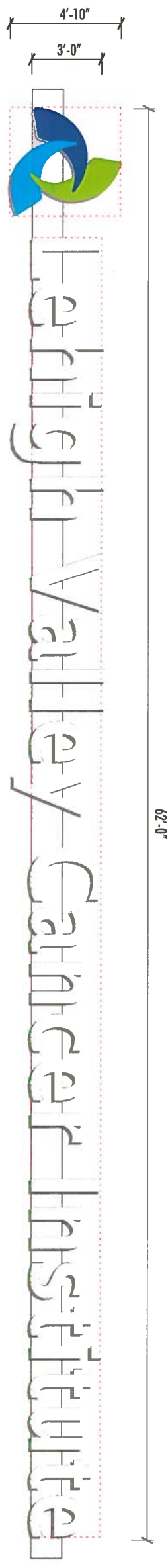
Date

Received by

Date

**NOTICE: If the Decision of the Zoning Hearing Board is appealed, the appellant is responsible for the cost of the transcript.**



A



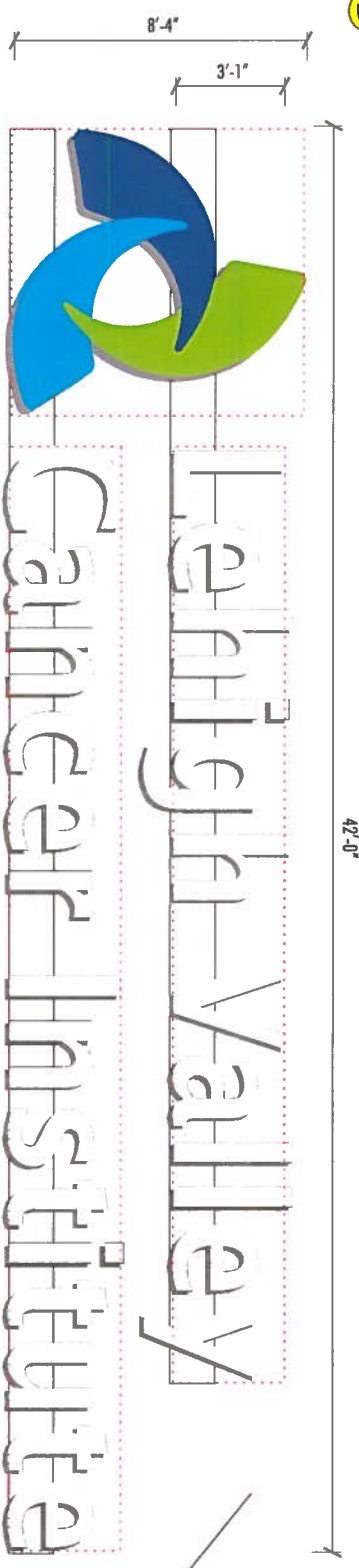
192 sq ft - Internally Illuminated Channel Letters  
 Logo = 22.5 sq ft  
 Letters = 169.5 sq ft

North Elevation - as viewed from internal Campus Ring Road  
 Building Length = 400'-0"  
 Building Height = 100' / 70'-0"  
 North Elevation Square Footage = 34,900



 <p>Design   Manufacture   Install        SINCE 1972        A Limited Liability Company</p>		1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com		Client: Lehigh Valley Health Network Address: Muhlenberg Location: Cancer Institute Project: Exterior Channel Letters	
 <p>Underwriters Laboratories Inc. ZSC</p>		Approved by: _____ Date: _____		Drawing: 04565a Scale: as shown Date/Revision:	
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B



253 sq ft - Internally Illuminated Channel Letters  
 Logo = 68 sq ft  
 Letters = 185 sq ft

West Elevation - as viewed from internal Campus Ring Road  
 Building Length = 80'-0" (red brick area)  
 Building Height = 105' / 80'  
 West Elevation Square Footage = 8,400 (area seen in photo = 4,600)

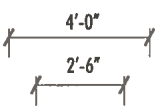


 <p>Design   Manufacture   Install        SINCE 1972        A Limited Liability Company</p>		1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com		Client: Lehigh Valley Health Network Address: Muhlenberg Location: Cancer Institute Project: Exterior Channel Letters	
 Underwriters Laboratories Inc.				Approved by: _____ Date: _____	
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1

North Elevation

50'-0"



Lehigh Valley Heart Institute

Scale: 3/16" = 1'-0"

128 sq ft - Internally Illuminated Channel Letters  
 Logo = 135 sq ft  
 Letters = 1125 sq ft



*Proposed*

**North Elevation - as viewed from internal Campus Ring Road**

**Building Length = 215'-0"**

**Building Height = 45'-0"**

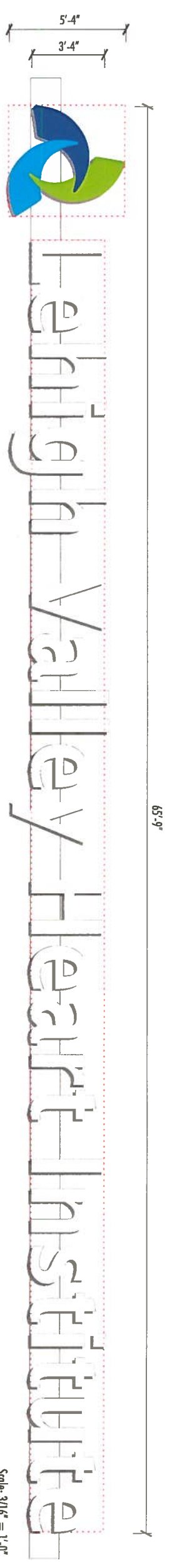
**North Elevation Square Footage = 9,675**



*Existing*

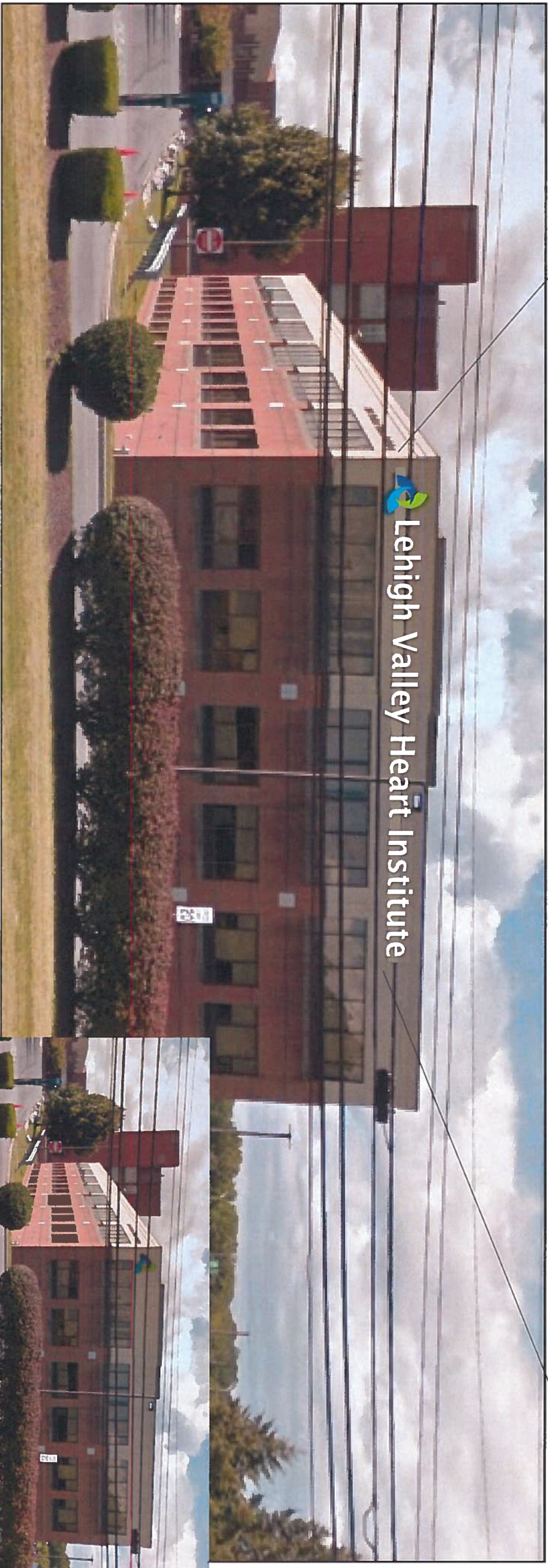
<p>Design   Manufacture   Install          SINCE 1972          A Limited Liability Company</p>	1050 Main Street Pensburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com	Client: <b>Lehigh Valley Health Network</b> Address: <b>2649 Schoenersville Road</b> Location: <b>Bethlehem PA</b> Project: <b>Heart Institute</b>
	Approved by: _____ Date: _____	Drawing: <b>04545b</b> Scale: <b>NTS</b> Date/Revision: <b>02/15/18</b> <b>04/12/18</b> <b>08/27/19</b>

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225.5 sq ft - Hierarchly Illuminated Channel Letters  
 Logo = 27.5 sq ft  
 Letters = 198 sq ft

Scale: 3/16" = 1'-0"

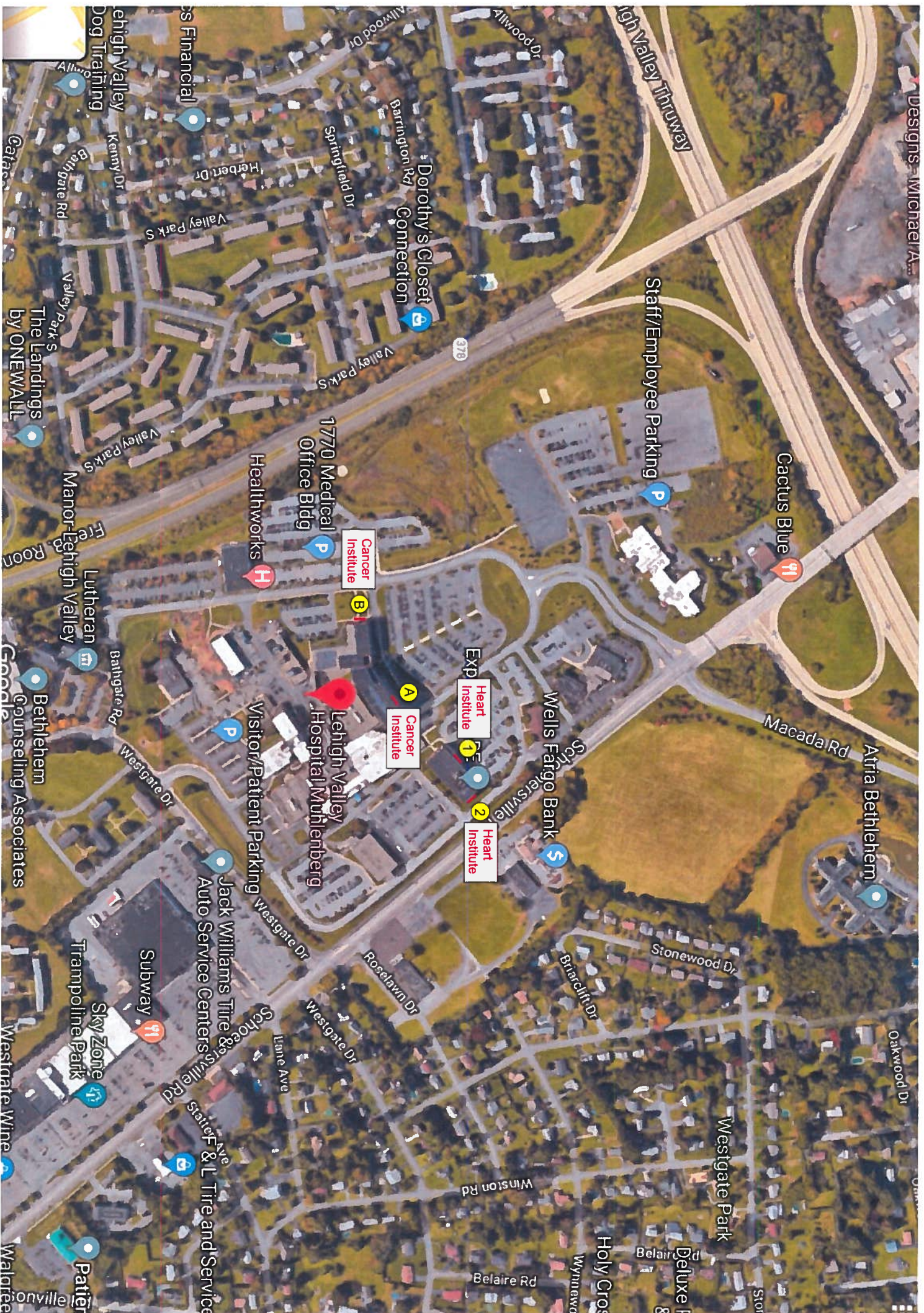





East Elevation - as viewed from Schoenersville Road  
 Building Length = 95'-0"  
 Building Height = 45'-0"  
 East Elevation Square Footage = 4,275

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<p>Approved by: _____ Date: _____</p>	<p>Drawing: <b>04545c</b> Scale: <b>NTS</b> Date/Revision: <b>02/15/18</b> <b>04/12/18</b> <b>08/27/19</b></p>
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**Freestanding Sign- located on Route 378**

**Double Sided Electronic Message Center with Internally Illuminated Channel Letter Logo**

-368 sq ft Electronic Message Center

-149 sq ft sign face with internally illuminated channel letters mounted below EMC



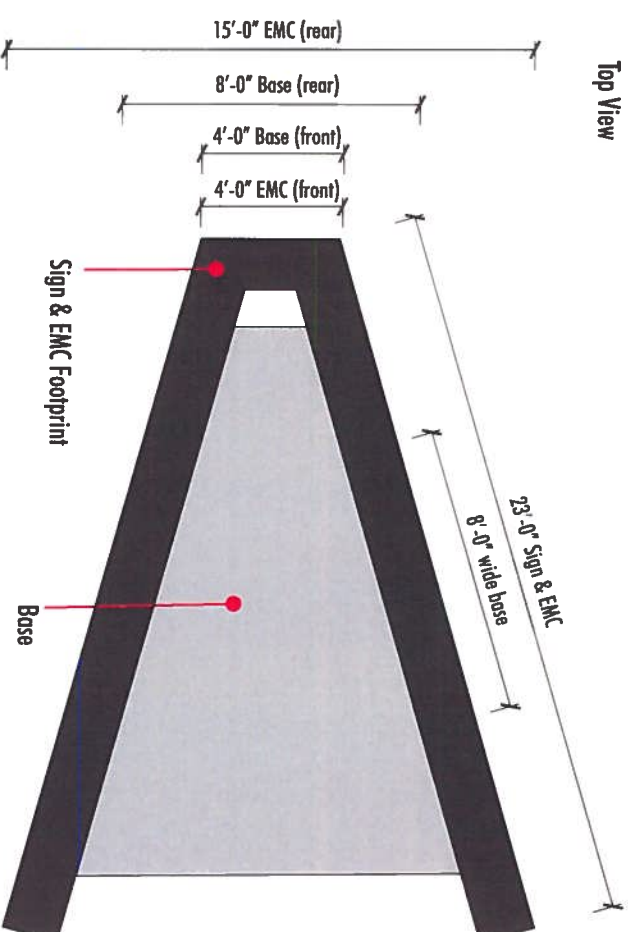
Daktronics Electronic Message Center  
full color high LED lighting  
4G wireless communication  
automatic dimming (seven (7) levels)


1/8" aluminum fabricated sign  
primed and painted Matthews Brushed Aluminum  
4" deep LED lit internally illuminated channel letters & logo  
1/2" deep pocket routed faces w/ blue dual film faces (to light white)

1/8" aluminum fabricated base  
primed and painted Matthews Brushed Aluminum  
internal steel support structure mounted on excavated concrete base

Linear High Power RGB Light Washer  
fixture to wash sign base with color changing DMX controller  
lighting on both sides and front (facing 1-78)

Scale: 3/16" = 1'-0"



 <p>Design   Manufacture   Install SINCE 1972 A Limited Liability Company</p>		1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com	
		Client: LVHN-M Address: Schoenersville Road Location: Bethlehem PA Project: Electronic Message Center	
Approved by:		Date:	
Drawing: 19441a Scale: NTS		Date/Revision:	
06/21/13		01/15/14	
02/26/19		03/07/19	
08/27/19		08/27/19	

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# Simulated Evening View




Dedrone Electronic Message Center  
full color high LED lighting  
4G wireless communication  
automatic dimming (seven (7) levels)

1/8" aluminum fabricated sign  
primed and painted Matthews Brushed Aluminum  
4" deep LED lit internally illuminated channel letters & logo  
1/2" deep pocket routed faces w/ blue dual film faces (to light white)

1/8" aluminum fabricated base  
primed and painted Matthews Brushed Aluminum  
internal steel support structure mounted on excavated concrete base

Linear High Power RGB Light Washer  
fixture to wash sign base with color changing DMX controller  
lighting on both sides and front (facing 1-78)

Scale: 1/8" = 1'-0"

 <p>Design   Manufacture   Install SINCE 1972 A Limited Liability Company</p>		1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com		Client: <b>LVHN-M</b> Address: <b>Schoenersville Road</b> Location: <b>Bethlehem PA</b> Project: <b>Electronic Message Center</b>	
		Approved by: _____ Date: _____		Drawing: <b>19441a</b> Scale: <b>NTS</b> Date/Revision: <b>06/21/13</b> <b>01/15/14</b> <b>02/26/19</b> <b>03/07/19</b> <b>08/27/19</b>	
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Location - Replace 1770 Building Health and Wellness Center Monument

Route 378 Northbound View



Route 378 Southbound View



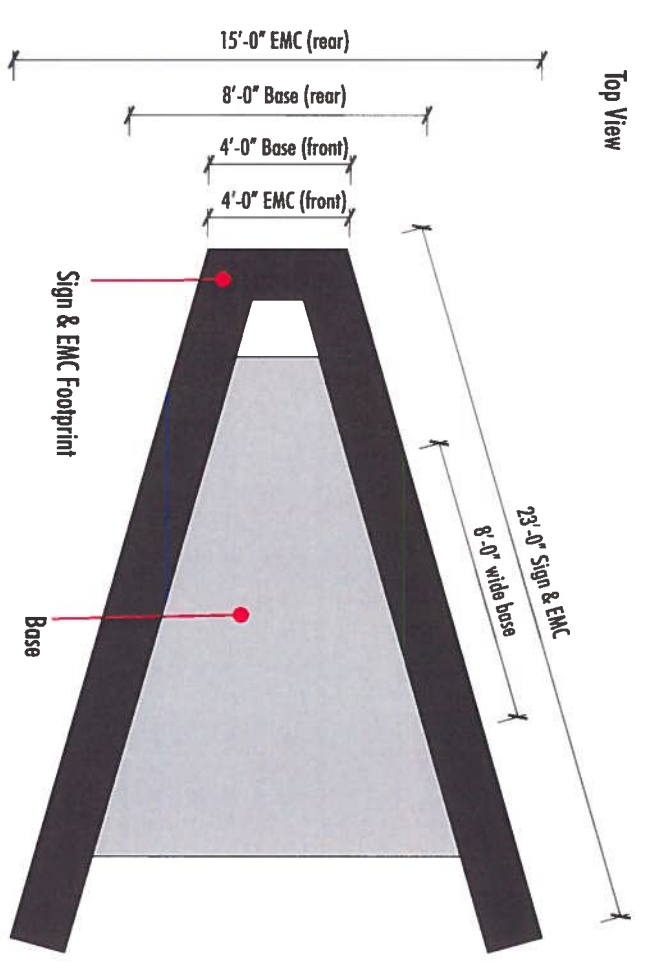
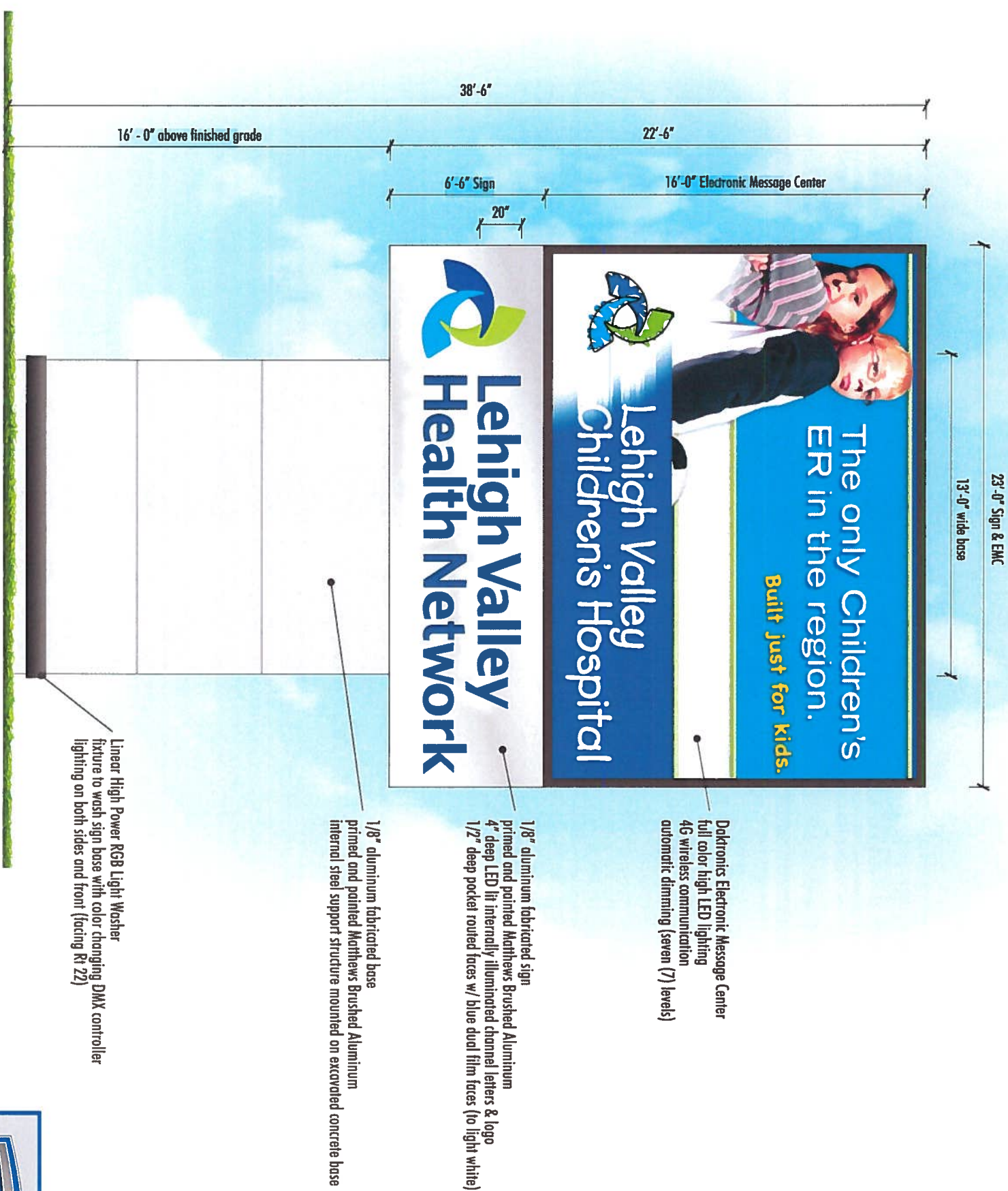
 Design   Manufacture   Install SINCE 1972 A Limited Liability Company	
1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com	Client: LVHN-M Address: Schoenersville Road Location: Bethlehem PA Project: Electronic Message Center
Approved by:	Date:
 Underwriters Laboratories Inc. 	Drawing: 19441c Scale: NTS Date/Revision: 06/21/13
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01/15/14 02/26/19 03/07/19 08/27/19	


**Freestanding Sign- located on Route 22**

**Double Sided Electronic Message Center with Internally Illuminated Channel Letter Logo**

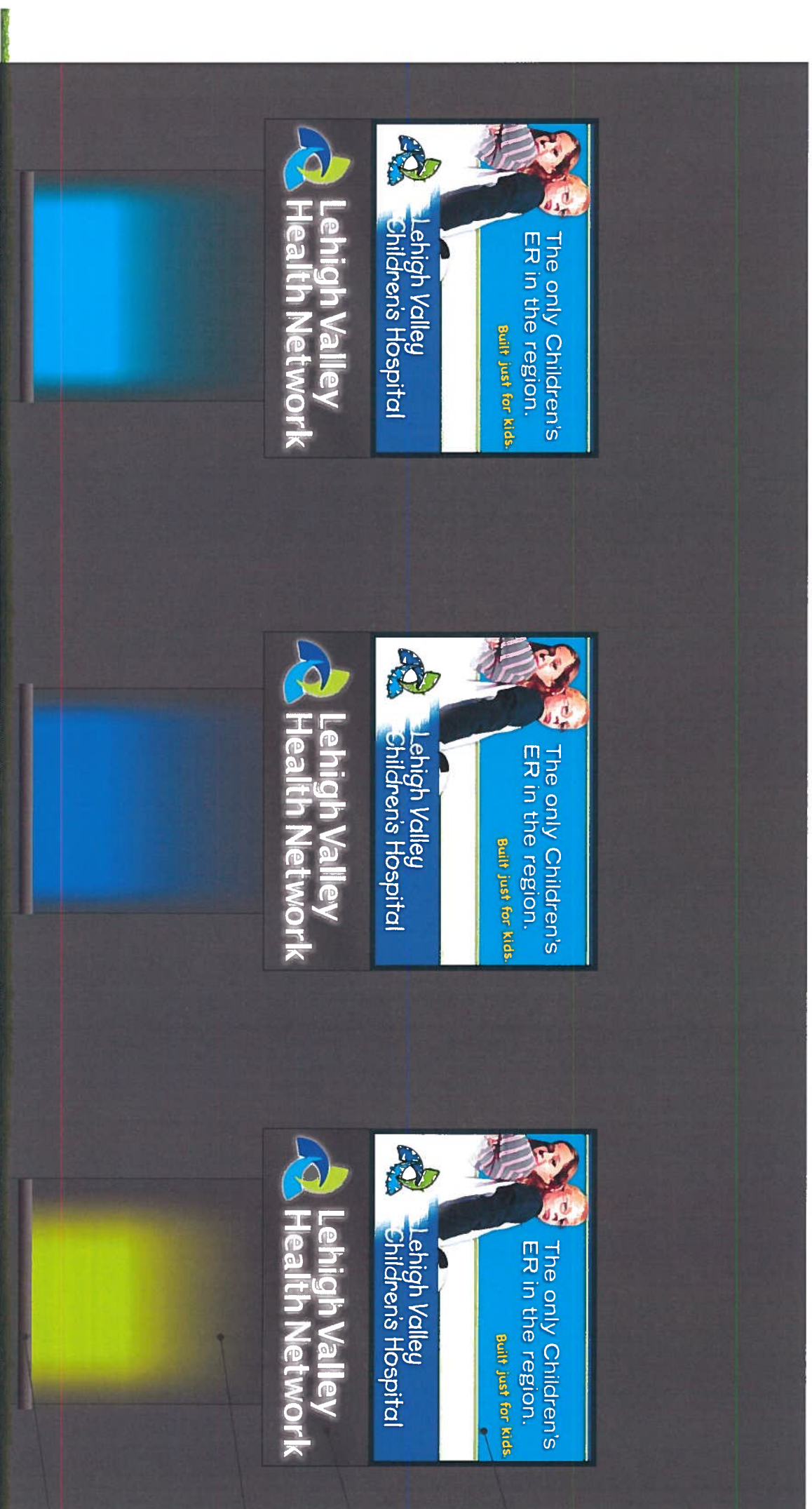
- 368 sq ft Electronic Message Center

- 149 sq ft sign face with internally illuminated channel letters mounted below EMC



 <p><b>REED SIGN COMPANY</b></p> <p>Design   Manufacture   Install</p> <p>SINCE 1972</p> <p>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: <b>LVHN-M</b> Address: <b>Schoenersville Road</b> Location: <b>Bethlehem PA</b> Project: <b>Electronic Message Center</b></p>	
		<p>Approved by: _____ Date: _____</p>		<p>Drawing: <b>06925a</b> Scale: <b>NTS</b> Date/Revision: <b>06/04/19</b> <b>08/27/19</b></p>	
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# Simulated Evening View






Digital Electronic Message Center  
full color high LED lighting  
4G wireless communication  
autonomous dimming (seven (7) levels)

1/8" aluminum fabricated sign  
primed and painted Matthews Brushed Aluminum  
4" deep LED lit internally illuminated channel letters & logo  
1/2" deep pocket routed faces w/ blue dual film faces (to light white)

1/8" aluminum fabricated base  
primed and painted Matthews Brushed Aluminum  
internal steel support structure mounted on excavated concrete base

Linear High Power RGB Light Washer  
fixture to wash sign base with color changing DMX controller  
lighting on both sides and front (footing 1-78)

Scale: 1/8" = 1'-0"

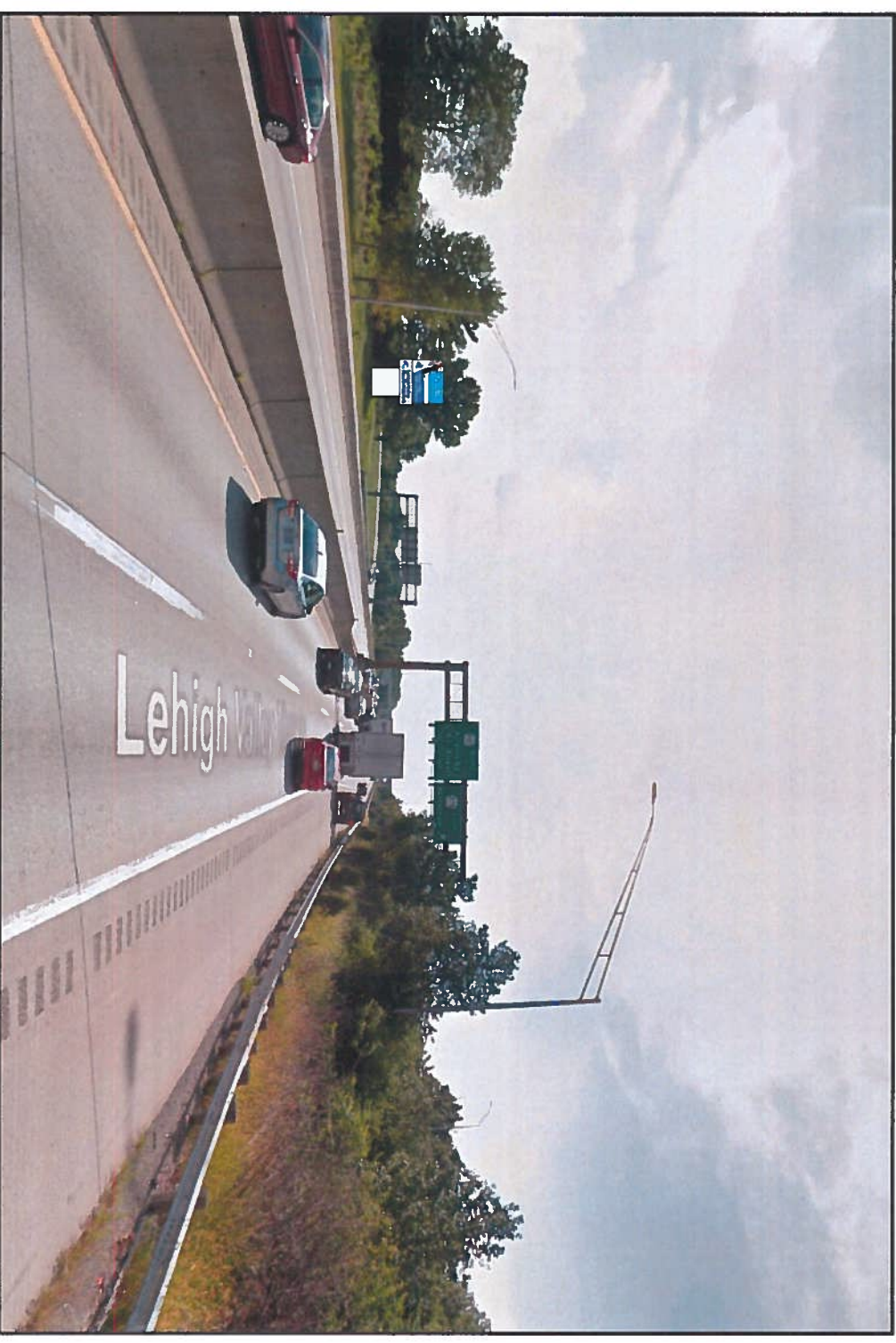
 <p><b>REED</b> SIGN COMPANY</p>		<p>Design   Manufacture   Install</p> <p>SINCE 1972</p> <p>A Limited Liability Company</p>	
		<p>1050 Main Street Pennsburg, PA 18073 phone: 215.679.5066 fax: 215.679.6616 web: reedsign.com</p>	<p>Client: <b>LVHN-M</b> Address: <b>Schoenersville Road</b> Location: <b>Bethlehem PA</b> Project: <b>Electronic Message Center</b></p>
<p>Approved by: _____ Date: _____</p>		<p>Drawing: <b>06925b</b> Scale: <b>NTS</b> Date/Revision: <b>06/04/19</b> <b>08/27/19</b></p>	<p> Underwriters Laboratories Inc. •  TSCC</p> <p>This is an original unpublished design created by REED SIGN COMPANY. It is submitted for the use of our customer and the project named in this block. This drawing is not to be reproduced, copied or exhibited in any fashion without written consent of Reed Sign Company. © 2019</p>


Location - Replace Large Monument on Route 22

Route 22 Eastbound View






Route 22 Westbound View



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<p>Approved by:</p>		<p>Date:</p>	
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<p>Approved by: _____ Date: _____</p>	<p>Drawing: <b>19441b</b> Scale: <b>NTS</b> Date/Revision: <b>06/21/13</b> <b>01/15/14</b> <b>02/26/19</b> <b>03/07/19</b> <b>08/27/19</b></p>
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