



CITY OF ALLENTOWN

No. 30665

RESOLUTION

R114 - 2023

Introduced by the Administration on July 19, 2023

Authorizes encroachment for a marquee sign for Archer Music Hall, which will be located at 939 Hamilton St.

Resolved by the Council of the City of Allentown, That

WHEREAS, Article 903.02, of the Codified Ordinances of the City of Allentown, relating to Permanent Obstructions, specifies the criterion and conditions under which permissible encroachments such as steps, porches, planters, fences, building projections, and service structures shall be permitted in the public right-of-way; and

WHEREAS, permissible encroachments may not exceed 1/3 of the sidewalk area measured from the property line and may not reduce the width of the abutting sidewalk to less than five feet; and

WHEREAS, permanent obstructions not permitted under the above criterion or approved by the Bureau of Building and Standards, may be permitted upon the expressed approval of Council in the form of a resolution; and

WHEREAS, such encroachments shall not impede or endanger the free flow of pedestrian or vehicular traffic; adversely affect the passage of light or air to adjoining properties; adversely affect in any other manner the health, safety or welfare of adjoining property owners or the public in general; or represent a significant variance from the number or size of encroachments existing in the immediate block area; and

WHEREAS, City Center Investment Corporation, the property owner as listed on the attached application, is requesting an encroachment to provide a marquee sign for Archer Music Hall, located at 939 Hamilton St. The marquee will span 42ft in length, 13ft in depth and 13ft from the sidewalk to the bottom of the sign.

WHEREAS, Allentown City Council finds that the proposed encroachment will not substantially impact the public right-of-way.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Allentown, approves said encroachment and directs the Mayor to enter into an agreement on behalf of the City allowing the encroachment.

	Yea	Nay
Candida Affa	X	
Ce-Ce Gerlach		
Cynthia Y. Mota	X	
Santo Napoli	X	
Natalie Santos	X	
Ed Zucal	X	
Daryl Hendricks, President	X	
TOTAL	6	0

THIS IS TO CERTIFY, That the above copy of Resolution No. 30665 was adopted by the City Council of Allentown on the 19th day of July, 2023, and is on file in the City Clerk's Office.



 City Clerk

Legislative Template

- What department or bureau is this bill originating from? Where did the initiative for the bill originate?

Public Works – Engineering / City Center Investment Corporation

- Summary and facts of the bill.

Permanent encroachment is proposed for a marquee sign for the music hall going in at 939 Hamilton St. The marquee will span 42ft in length, 13ft in depth and 13ft from sidewalk to the bottom of the sign. Sidewalks in front of the property are 18ft wide which means the marquee will stop 5ft from the road.

- Purpose – Please include the following in your explanation:
 - a. What does the bill do? What are the specific goals or tasks the bill seeks to accomplish?

This bill would allow for the marquee sign to encroach over the public right of way by 13ft. This sign is essential to the music hall being established at 939 Hamilton St to advertise upcoming shows and messaging relevant to the operation of the facility.

- b. What are the benefits of doing this? What are the drawbacks?

The proposed music hall is to accommodate shows that are too small for the PPL Center and give local bands a place to perform in front of an audience up to 1800. The marquee sign is essential to the sustainability of the music hall to allow vehicular and pedestrian traffic to see upcoming shows and important information.

- c. How does this bill relate to the City's vision/mission/priorities?

The North side of the 900 block of Hamilton St is due for a major rehabilitation and the music hall is the first step in that direction. The music hall will cater to smaller and start up bands that currently do not have anywhere to play in the City and the marquee sign will be needed for advertisement and informational services to make the music hall successful.

- Financial Impact – Please include the following in your explanation:
 - a. Cost (initial and ongoing)

This project is privately funded and will not have a negative financial impact on the City.

- b. Benefits (initial and ongoing)

This project is privately funding and will not need any funding from the City.

- Funding Sources – Please include the following in your explanation:
 - a. If transferring funds, please make sure to give specific account names and numbers. If appropriating funds from a grant, please list the agency awarding the grant.

n/a

- Priority status – Are there any deadlines to be aware of?

The project has gotten final approval from the Allentown Planning Commission and are working towards the plan approval from City departments.

- Why should Council unanimously support this bill?

The marquee sign is essential to the long term sustainability of the whole 900 block of Hamilton St which includes the music hall, hotel, apartments and restaurants.



ENCROACHMENT APPLICATION
ORDINANCE #13066

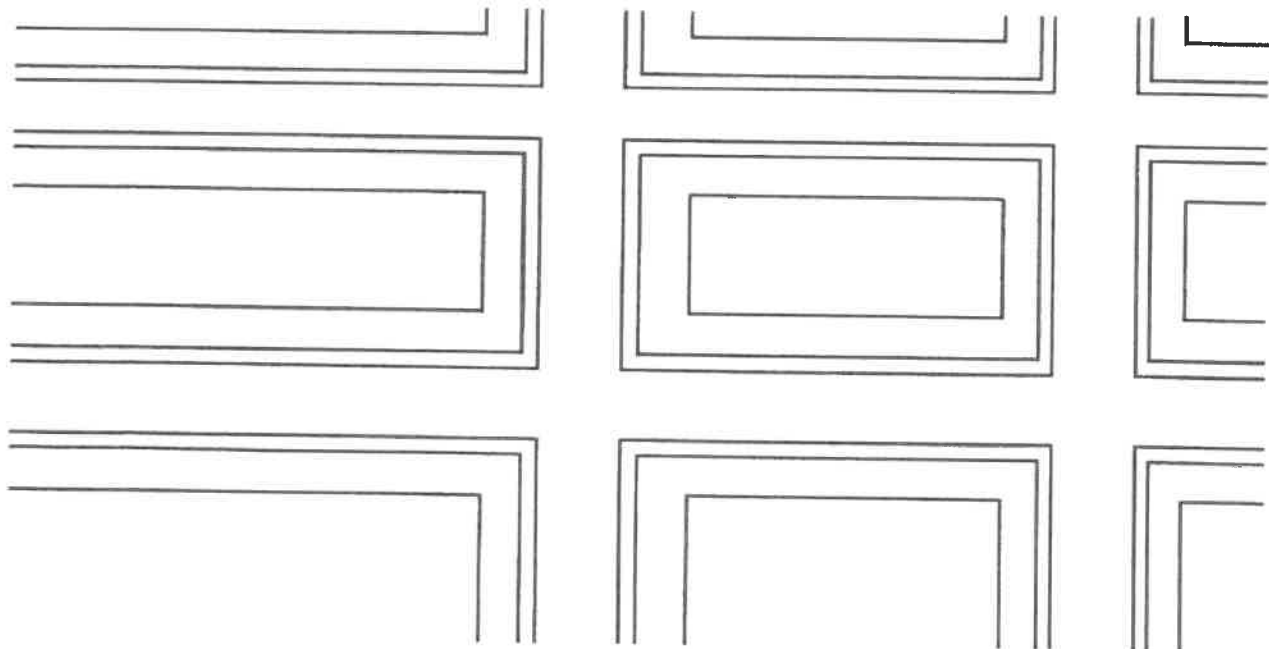
PERMANENT X
TEMPORARY _____
APPLICATION DATE 4/11/23

PERMIT NO. _____
DATE ISSUED _____
FEE PAID _____

INFORMATION TO BE FAXED TO THE ENGINEERING DEPARTMENT AT (610) 437-7614
PLEASE PRINT OR TYPE CLEARLY WITH BLUE OR BLACK INK

ADDRESS OF ENCROACHMENT: 939 Hamilton Street Allentown, PA 18101
TIME PERIOD APPLIED FOR: Permanent
TYPE OF ENCROACHMENT: Permanent
IF DUMPSTER OR SCAFFOLDING: N/A
NAME OF SUPPLIER: N/A PHONE: _____
ADDRESS: N/A
NAME OF PROPERTY OWNER: 935 Hamilton OP LP PHONE: 610-674-4503
ADDRESS: 939 Hamilton Street Allentown, PA 18101
NAME OF APPLICANT: City Center Investment Corporation PHONE: 610-674-4503
ADDRESS: 645 W. Hamilton Street Suite 600 Allentown, PA 18101
APPLICANTS SIGNATURE: _____

ALL APPLICATION TO BE ACCOMPANIED BY A MEASURE SKETCH BELOW



Application Address: 939 Hamilton st

Date Received: 4/11/2023 Received By: Kyle Sergent

Applicant name: City center Investment Corporation

	(check off)	Date	Initials
Engineering	X	4/18/2023	KS
Traffic	X	4/18/2023	KS
Zoning	X	5/9/2023	MV
HARB	X	4/19/2023	MK
BS&S	X	4/19/2023	KS

NOTES: Please see attached plans for more details on the Marquee Sign

More than 1/3 into the right of way and will need to go to City Council

- BS&S- WILL REQUIRE PLANS AND PERMITS

939 Hamilton Permanent Encroachment Description:

City Center Investment Corporation has proposed to develop a new 30,000 square foot music hall located at 939 Hamilton Street. The proposed music hall will accommodate audiences up to 1,800 (standing room) and will be designed to cater to events too small for the PPL Arena. It will be a true destination point for the City of Allentown and activate Hamilton Street and all the businesses located on Hamilton Street. City Center has obtained preliminary/final approval from the Allentown Planning Commission on February 14, 2023, for this project. The proposed project includes a marquee sign that would protrude out over the public right-of-way. The marquee sign is critical to the successful operation of the theater and would have no adverse impact on surrounding properties. The sign would project 13 feet over the sidewalk and span 42 feet in length and maintain a clear height of 13 feet below from finish sidewalk grade. The sign would be utilized to advertise upcoming shows and messaging relevant to the operation of the facility.



