

**CITY OF ALLENTOWN  
HISTORICAL ARCHITECTURAL REVIEW BOARD  
FINAL REVIEW SHEET  
OCTOBER 3, 2016**

**Case #HDC-2016-00015** Proposal to maintain sign installed on window.

**Property located at:** 538 Tilghman St AKA  
645 N 6<sup>th</sup> Street

**Historic District:** Fairgrounds

**Case #HDC-2016-00015**

**Meeting date:** October 3, 2016

**Property Owner:** Elias F. Aoun & Jamileh  
E. Aoun

**Address:** 4982 Abbey Road, Coplay, PA  
18037

**Applicant:** Eddie Mashraki

**Applicant's Address:** 1031 Catasauqua  
Rd, Whitehall PA 18052

**Building description, period, style, defining features:** This structure is a 3-story, 2 bay brick building with storefront at the first floor, and 2 prominent, 2-story oriel windows at the second and third floors. The storefront has a center entry with flanking, fixed windows; the original display windows have been partially bricked in and smaller windows installed. The building dates from the early 20<sup>th</sup> century and is Commercial Style.



**Proposed alterations:** It is proposed to maintain sign installed on window. The sign reads "SMART FIX, cellphone repairs & accessories sales" in white vinyl letters on the left storefront display window. The fonts are simple sans serif and the "i" in FIX is a tool and phone logo. The sign covers about 50% of the window.

**Staff Approvals:**

**Background:** HARB Case #83-26-OF heard on October 31, 1983; Council Approval November 16, 1983

Applicant proposes to close up transoms and replace large windows in front with smaller windows made of aluminum. Door will be bronze aluminum and glass, while windows will be double bronze aluminum and glass, 86 1/2 x 44". Opinion of the Board that the proposed work is appropriate and represented an alteration of an alteration and would likely improve the physical appearance of the property.

**Violations:** n/a

**Guideline Citation: SIS 9.** New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment. **Allentown Guidelines for Historic Districts: 5.** Guidelines for Existing Buildings and Structures, 1. Repairs, Replacement and Alternate Materials, 11. Signs.

**Evaluation, effect on historic district, recommendations:** The proposed signage is historically acceptable although larger than ideal. Does the sign meet Zoning regulations?



**Discussion:** There was a brief discussion of the sign installed without review. Mr. Kimmerly informed the HARB that they needed to take action on the submission even though the applicant was not present. The time period in which the HARB has to take action would end before the next meeting. Mr. Kimmerly said the size of the sign has been reviewed by the Zoning Officer and it meets code. The HARB agreed that the sign was not out of keeping with the altered modern character of the façade.

**Motion:** The HARB upon motion by Mr. Shamp and seconded by Mr. Berner adopted the proposal that City Council issue a Certificate of Appropriateness for the proposed work described herein:

1. The proposal to maintain sign installed on window at 538 Tilghman St AKA 645 N 6<sup>th</sup> Street was reviewed without representation.
2. The sign reads "SMART FIX, cellphone repairs & accessories sales" in white vinyl letters on the left storefront display window. The fonts are sans serif and the "I" in FIX is a tool and phone logo.
3. The sign covers about 40% of the window and meets Zoning requirements.
4. The sign is appropriate because the existing storefront façade is altered and modern in style
5. The proposal to recommend a COA was unanimously approved. (6-0; motion carried; *Berner, Huber, Renaut, Roberts, Shamp, Sell*)



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**Case #HDC-2016-00020** Proposal to change 2 signs.

**Property located at:** 1502 W. Turner Street  
**Historic District:** West Park  
**Case #HDC-2016-00020**  
**Meeting date:** October 3, 2016

**Owners:** Magdy A Said & Robin M. Said  
**Address:** 3310 W. Congress Street,  
Allentown, PA 18104  
**Applicant:** Bonifacio Gallardo  
**Applicant's Address:** 328 N. Franklin  
Street, Allentown, PA 18102

**Building description, period, style, defining features:** This structure is a 3-story, semi-attached, corner lot brick masonry building with a commercial storefront at the first floor and residential units at the second and third floors. The building has a flat roof with projecting wood cornice, altered storefront level, and corner turret. Flanking the entry, at both the Turner and 15<sup>th</sup> street sides, two large window openings have been in-filled, and there is a metal fire escape dominating the 15<sup>th</sup> St. façade. The majority of the building's brickwork remains unpainted except at the first floor where various colors and patch work make up a disjointed storefront. The building dates from the late 19<sup>th</sup> century and is of the Queen Anne style.



**Proposed alterations:** It is proposed to change 2 signs. The new signs have a red, white, and green background with black or other dark color lettering with white halos and a photographic image of a pizza behind the lettering. The lettering is sans serif style lettering. The signs are 72" x 46", but one is oriented horizontally and one vertically.

**Background:** HDC-2015-00005 - Meeting date: April 6, 2015

Discussion: The case was not represented and not discussed.

Motion: There was no motion on the case.

HDC-2015-00005 – Meeting date: March 2, 2015

Proposed alterations: It is proposed to change 2 signs. The size of the signs will stay the same 46"x 72" as the existing signs. New signs have been installed and have yellow backgrounds with black and red lettering. One sign was horizontal and one vertical as initially proposed. The lettering was not professionally installed and was not aligned or evenly spaced on the sign.

Motion: The HARB upon motion by Mr. Fillman and seconded by Mr. Huber agreed to table the proposal for additional discussions with the tenant who was not able to attend the meeting.

HARB Case #02-WP-1 -- heard on February 4, 2002

Approved alterations: 1) Removing the siding which was placed in the rear of the building and replacing the brackets which were removed or having identical brackets made and reinstalled them in the location of the original brackets; 2) Capping only the flat surfaces around windows and the soffit area underneath the bay window; 3) All other wood surfaces will be painted this includes the shingles on the bay window. The applicant was made aware of historic colors which would be appropriate for this type of building; 5) Installation of either a simple metal railing similar to the fire escape railings or a wood railing with 2" x 2" straight balusters and a shaped



top and bottom rail at the side porch. NOTE: The applicant cannot cap the brackets on the remainder of the building or other decorative moldings in aluminum including the wood shingles on the bay window.

**Violations:** September 21, 2016 – Signs changed without HARB approval

July 14, 2015 - Two signs on the building are designed in a manner that are not best suited for a historic district. Per the Design Guidelines, signs must be compatible with, and appropriate for, the style and character of historic buildings.

June 13, 2002 – Problem with compliance to HARB approval. Issue is with the fact that smaller windows are being installed then were approved. (August 16, 2002 – proper windows have been installed.)

**Guideline Citation: SIS 9.** New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment. **SIS 6.** Deteriorated features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. **Allentown Guidelines for Historic Districts:** Chapter 5. Guidelines for Existing Buildings and Structures, 1. Repairs, Replacement and Alternate Materials; 2. Historic Masonry 3. Roofing 4. Walls, Siding and Trim 5. Windows 6. Doors 7. Porches and Stoops **Evaluation, effect on historic district, recommendations:** The new signage is not historically appropriate. The signs supposedly follow the same sizing of previous signs, however these signs, at 46"Wx72"H and 72"W x 46"H may not be the ideal sign size to begin with. The signs appear to be vinyl, and the vertically oriented sign hangs past the window sill of the former display window. It would be better if this were contained within the boundaries established by the infilled windows. The photo of the pizza over the Italian flag is a visually busy photographic image. Eliminating the pizza image from the sign is recommended. Also, the first floor storefront area has been repainted. Although colors are not dictated by HARB, what looks like pink is not compatible with other building colors. It is suggested to repaint the pink facade.

**Discussion:** The applicant said the signs were the same size as the previous signs and would fit within the confines of the closed in windows. The owner of the building said she did tell the applicant that he needed HARB review of his signs. Mr. Huber stressed that generic photographic images were not historically appropriate. Mr. Renaut wasn't sure removing the pizza images would make that sign more legible or historically appropriate. Mr. Shamp said he thought the sign was not appropriate, that it was hard to read and not well done. Mr. Sell thought the sign was acceptable as proposed. The HARB asked what the signs were made of and the applicant explained that the signs were metal with a plastic overlay.

The applicants asked what would be an appropriate color for the façade. The Historic Consultant recommended consulting Sherwin Williams Preservation Palettes for historically appropriate colors. When pressed further on color it was suggested to blend with some of the tan stone details of the upper facades.

**Motion:** The HARB upon motion by Mr. Shamp and seconded by Mr. Berner adopted the proposal that City Council issue a Certificate of Appropriateness for the proposed work described herein:

1. The proposal to change 2 signs at 1502 W. Turner Street was presented by Robin Said and the new tenant.
2. The new signs will have red, white, and green backgrounds with black or other dark color lettering. The photographic image of a pizza will be removed from the design.
3. The lettering will be a period appropriate serif style.
4. The signs will be 72" x 46" with one oriented horizontally and one vertically.
5. The proposal to recommend a COA was unanimously approved. (5-1; motion carried; Berner, Huber, Renaut, Roberts, Shamp for; Sell against)



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**Case #HDC-2016-00019** Proposal to maintain stone coat on lower front façade and on front steps.

**Property located at:** 229 N. 12<sup>th</sup> Street  
**Historic District:** Old Allentown  
**Case #HDC-2016-00019**  
**Meeting date:** October 3, 2016

**Property Owner:** Martiry Paulino  
**Address:** 952 Oak Street, Allentown PA  
18102  
**Applicant:** same  
**Applicant's Address:** same

**Building description, period, style, defining features:** This structure is a 2 1/2 story, 2 bay, semi-detached dwelling with a gable roof, front wall dormer with paired double hung windows, segmental brick arched window and door openings, and a inappropriately altered front door with covered transom. The house dates from c. 1900 and is Queen Anne with Richardsonian Romanesque influence. There was a pair of basement window with cast iron grates.



**Proposed alterations:** It is proposed to maintain stone coat on lower front façade and on front steps. The installed stonecote covers the historic basement windows and cast iron grates, and the risers and sides of the front steps. The stonecote extends from the sidewalk to the first floor window sill.

**Staff Approvals:** n/a

**Background:** n/a

**Violations:** 9/15/16 – Stone coat applied to the façade of the house and front steps. Basement windows and grilles were covered.

**Guideline Citation:** **SIS 9.** New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment. **Allentown Guidelines for Historic Districts:** 5. Guidelines for Existing Buildings and Structures 1. Repairs, Replacement and Alternate Materials, 4. Walls, Siding and Trim and 7. Porches and Stoops

**Evaluation, effect on historic district, recommendations:** The performed work is not historically appropriate. The foundation was stone with a parged finish and the steps and landing were concrete. These are classic historic materials and finishes of the house and surrounding residences. The basement windows and grilles were intact and should not have been covered up. Any repair to the foundation's exterior or stairs should have been done in-kind



and at the existing proportions (not up to the window sill). The stonecote is inappropriate and should be removed.

**Discussion:** In a round robin discussion the HARB members said that all or much of the stonecote should be removed, that it was not historically appropriate. Mr. Renaut said he thought that the stonecote should be removed down to the original foundation level and that the remaining stonecote should be parged with smooth stucco. He did not think it was important to reinstall basement windows or grates. The applicant said he still had the original grates. Mr. Berner and Mr. Huber both said they thought all of the stonecote should be removed. Mr. Huber and Mr. Shamp thought that the windows and grates should be reinstalled. An option where the basement windows were made into recesses and painted black and the grates installed in front of the recesses. There was a discussion of the sidewalk basement access and it was agreed that infilling and covering the wall opening was historically appropriate. The sidewalk opening from the basement door has been removed and concrete installed. In the end the consensus was that the stonecote should be removed to the foundation level and that the stonecote would be covered with smooth stucco to create a water table with sloped top and smooth surface. It was also the consensus that the stonecote would need to be removed from the steps.

**Motion:** The HARB upon motion by Mr. Shamp and seconded by Mr. Sell adopted the proposal that City Council issue a Certificate of Appropriateness for the proposed work described herein:

1. The proposal to maintain stone coat on lower front façade and on front steps at 229 N. 12<sup>th</sup> Street was presented by Martiry Paulino.
2. The stonecote will be removed from the front façade down to the foundation level and from the steps.
3. Two basement windows will be installed in their former locations or two recesses created towards the plane of the inside of the foundation wall and painted black.
4. The two original window grates will be reinstalled.
5. The foundation level will be parged with stucco to create a smooth surface with a slightly sloped top cap to shed water.
6. The remediation of the violation must be completed by 6/30/2017.
7. The proposal to recommend a COA was unanimously approved. (4-2; motion carried; *Berner, Roberts, Shamp, Sell; for; Huber, Renaut; against*)