

Zoning Hearing Board

91 Larry Holmes Drive

Appeal 2012-4164

Application 12080105

The Easton Zoning Hearing Board met on October 15, 2012, to hear the appeal of Rover Ent., Inc. for a special exception for a new use in a flood plain for an eating and drinking establishment at 91 Larry Holmes Drive, a DD-A zoning district.

Present: Mr. Edinger, Mr. Brett, Mr. Civitella, Mrs. Panto, Mrs. Starke

Absent: None

The secretary read the call of the meeting and announced same had been advertised in the local press and notice sent for posting on the property. Seventeen area owners were notified by mail of the hearing date. The secretary then read the resolution of the EPC dated October 3, 2012, in which they recommend approval. Witnesses were sworn in.

Larry Holmes, 896 Sheridan Drive, Easton, PA 18045, stated he previously operated a night-club restaurant but relocated last year. He would now like to re-establish the restaurant.

Floyd Bauder, 1532 Hottle Ave., Bethlehem, PA 18018, manager, stated he did not receive the EPC resolution. Mr. Edinger explained they will need to have a plan in place in case of flood warnings. Mr. Holmes noted when the building was constructed the flood plain was taken into consideration and it was constructed accordingly. During previous floods they never received water in the building, only in the parking lot.

Mr. Bauder stated the sign was approved by the HDC.

As there was no other business to come before the Board, the meeting was adjourned.

The Board reviewed the testimony as given and a motion was made by Mr. Brett, seconded by Mr. Civitella, to grant the request with the stipulation the applicant comply with the conditions of the EPC.

Ayes: Mr. Edinger, Mr. Brett, Mr. Civitella, Mrs. Panto, Mrs. Starke

Nays: None

The motion was approved.

Linda Thomas
Secretary

Zoning Hearing Board

825 Lehigh Street

Appeal 2012-4163

Application 12070107

The Easton Zoning Hearing Board met on October 15, 2012, to hear the appeal of Manuel Rodriguez for a special exception to convert one non-conforming use to another to establish an A-4 two-family dwelling in a West Wart A Block at 825 Lehigh Street, a WW-A zoning district.

Present: Mr. Edinger, Mr. Brett, Mr. Civitella, Mrs. Panto, Mrs. Starke
Absent: None

The secretary read the call of the meeting and announced same had been advertised in the local press and notice sent for posting on the property. Twenty-seven area owners were notified by mail of the hearing date. The secretary then read the resolution of the EPC dated October 3, 2012, in which they recommend approval. Witnesses were sworn in.

Manuel Rodriguez and Judith Morales, 825 Lehigh Street, stated they have maintained the property and made some minor improvements. She noted the building currently has separate access to the second floor apartment. They marketed the building numerous times without success. Their intent is to live in the first floor and lease the second floor.

As there was no other business to come before the Board, the meeting was adjourned.

The Board reviewed the testimony as given and a motion was made by Mr. Edinger, seconded by Mr. Civetella, to deny the request.

Ayes: Mr. Edinger, Mr. Brett, Mr. Civitella, Mrs. Panto, Mrs. Starke
Nays: None

The motion was approved.

Linda Thomas
Secretary

Zoning Hearing Board

30 Centre Square

Appeal 2012-4165

Application 12090155

The Easton Zoning Hearing Board met on October 15, 2012, to hear the appeal of W2A Design Group, for a variance to allow more than two signs in excess of 20 sq at 30 Centre Square, a DD-SC-B zoning district.

Present: Mr. Edinger, Mr. Brett, Mr. Civitella, Mrs. Panto, Mrs. Starke
Absent: None

The secretary read the call of the meeting and announced same had been advertised in the local press and notice sent for posting on the property. Eighteen area owners were notified by mail of the hearing date. Witnesses were sworn in.

Daniel Cohen, 8 Centre Square, representing the applicant, submitted App. Exhibit A-1, a nine-page document of various drawings of the exterior of the building and a lease dated Aug 24 2012, marked A-2.

Dan Aylward, General Mgr., Crayola Experience, 30 Centre Square, stated he is responsible for day-to-day operations. He noted he was brought on board to improve the current operations and to prepare for future expansion. Crayola recently changed ownership structure which resulted in an expansion of attractions. There are now opportunities to expand the facility and draw more people to the "experience". Their goal is to create a greater sense of identity. Current signage and exposure has been very limited. Additionally, they will incorporate the store into the main building which will eliminate 3rd St exposure. The proposed signage is created for a heightened sense of excitement upon entering the downtown area. They intend to market 90 to 100 miles using the downtown identity and are hoping for a 30% increase in attendance. Current attendance is 250,000 to 300,000 visitors per year. Mr. Aylward stated their hope is to increase attendance another 100,000 per year. Internally, they will be replacing some attractions as well as adding new exhibits. They intend for the exterior is to create a fun arrival to include graphics on windows and walls to increase the level of excitement as visitors approach the downtown area.

Mr. Aylward explained page 5, rear view; page 2, the Centre Sq side of project small with a blade sign on the corner of the building for exposure from the Northampton St. side. He noted the identity sign to be placed on the bridge in the corner of the quad. Page 3, graphics applied to windows to draw attention. Page 4, Northampton St. side with graphics on windows.

He stated Crayola is making a significant investment in downtown Easton. Easton has been home to Crayola for over 100 years and signage is critical to the success of the Crayola Experience. The proposed changes/additions will not negatively affect character of neighborhood, but will provide a fun and exciting communication to the

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public. The proposed signage was approved by the HDC. He noted they are requesting the minimum relief necessary for exposure for an attraction of this magnitude. He explained the frontage on the south side of the building is 116 ft, the north side is 83 ft, and the east side is 249 ft.

As there was no other business to come before the Board, the meeting was adjourned.

The Board reviewed the testimony as given and a motion was made by Mrs. Panto, seconded by Mrs. Starke, to grant the request.

Ayes: Mr. Edinger, Mr. Brett, Mr. Civitella, Mrs. Panto, Mrs. Starke

Nays: None

The motion was approved.

Linda Thomas
Secretary